

ABSTRAKS

ELSA RESTU JUNIANTI, Pengaruh Kualitas Layanan *E-banking* Maybank, Kepuasan Nasabah dan Kepercayaan Nasabah terhadap Loyalitas Nasabah Maybank KCP Green Garden. (dibimbing oleh Sugiyanto).

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari kualitas layanan *E-banking* Maybank, kepuasan nasabah dan kepercayaan nasabah terhadap loyalitas nasabah (studi kasus di Maybank KCP Green Garden).

Metode analisis yang digunakan dalam penelitian ini adalah regresi analisis jalur (analisis Path). Alat ukur yang digunakan adalah menggunakan uji validitas, uji reliabilitas dan uji analisis Path. Responden penelitian ini adalah nasabah yang mempunyai dan menggunakan fasilitas *E-banking* Maybank yang berjumlah 100 responden yang di peroleh dengan metode kuota sampling.

Hasil penelitian ini menunjukkan bahwa variabel kualitas layanan *E-banking* Maybank berpengaruh positif terhadap kepuasan nasabah. Variabel kualitas layanan *E-banking* Maybank berpengaruh positif terhadap kepercayaan nasabah. Dan terdapat pengaruh secara bersama – sama antara kualitas layanan *E-banking* Maybank, kepuasan nasabah dan kepercayaan nasabah terhadap loyalitas nasabah dalam menggunakan fasilitas *E-banking* Maybank di Maybank KCP Green Garden.

Kata Kunci : Kualitas Layanan, Kepuasan Nasabah, Kepercayaan dan Loyalitas Nasabah.

ABSTRACT

ELSA RESTU JUNIANTI. The Influence of Service Quality E-Banking Maybank, Customer Satisfaction and Customer Trust To Customer Loyalty in Maybank KCP Green Garden. (Supervised by Sugiyanto).

This research aims to find how the Service Quality E-Banking Maybank, Customer Satisfaction and Customer Trust influences the Customer Loyalty in the use of E-banking facilities in Maybank KCP Green Garden.

The analysis method of this research uses the regression path analysis (path analysis). The measuring tool uses the validity test, reliability test and analysis test Path. And the respondent of this research customer who have and use Maybank E-banking facilities totaling 100 respondents were obtained with quota sampling method.

The result of this research explains that the service quality e-banking Maybank influences positively and significantly to the customer satisfaction. Service quality e-banking Maybank influences positively and significantly to the customer trust. And the influence show equally that there is a variable of service quality e-banking Maybank, customer satisfaction and customer trust to the customer loyalty in the use of e-banking facilities in Maybank KCP Green Garden.

Keyword : Service Quality, Customer Satisfaction, Customer Trust and Customer Loyalty.