

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Fasilitas, Kualitas Pelayanan terhadap Loyalitas melalui kepuasan Nasabah sebagai intervening. Variabel penelitian yaitu Fasilitas(X1), dan Kualitas Pelayanan (X2) terhadap Loyalitas Konsumen (Y) melalui kepuasan Nasabah (Z). Metode pengumpulan data melalui survei dan mengedarkan kuesioner sebanyak 83 responden. Metode analisis yang digunakan adalah uji validitas dan reliabilitas, analisis korelasi, path analisis, analisis regresi berganda, untuk uji hipotesis digunakan yaitu uji t dan uji F.

Hasil penelitian menunjukkan (1) Fasilitas berpengaruh positif dan signifikan terhadap kepuasan Nasabah (2) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap kepuasan Nasabah (3) Fasilitas berpengaruh positif dan signifikan terhadap loyalitas (4) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap loyalitas (5) Fasilitas dan Kualitas Pelayanan secara bersama-sama berpengaruh positif dan signifikan terhadap Loyalitas Konsumen (5) Fasilitas dan Kualitas Pelayanan secara bersama-sama berpengaruh positif dan signifikan terhadap kepuasan Nasabah

Kata Kunci : Fasilitas, Kualitas Pelayanan terhadap Loyalitas melalui kepuasan Nasabah

ABSTRACT

This study aims to determine how much influence the facilities, service quality on loyalty through customer satisfaction as intervening. The research variables are Facility (X1), and Service Quality (X2) towards Consumer Loyalty (Y) through Customer satisfaction (Z). The method of collecting data through surveys and circulating questionnaires as many as 83 respondents. The analytical method used is the validity and reliability test, correlation analysis, path analysis, multiple regression analysis, for hypothesis testing used, namely the t test and F test.

The results of the study show (1) Facilities have a positive and significant effect on Customer satisfaction (2) Service Quality has a positive and significant effect on Customer satisfaction (3) Facilities have a positive and significant effect on loyalty (4) Service Quality has a positive and significant effect on loyalty (5) Facilities and Service Quality together have a positive and significant effect on Consumer Loyalty (5) Facilities and Service Quality together have a positive and significant effect on Customer satisfaction

Keywords: Facilities, Service Quality on Loyalty through Customer satisfaction