

ABSTRAK

Sintia Citra Dewi, Nomor BP 15101155310735, Jurusan Manajemen, “Pengaruh *Relationship Marketing* dan Kepercayaan terhadap Loyalitas Nasabah dengan Kepuasan Sebagai Variabel Intervening (Studi Kasus Bank Nagari Cabang Padang Panjang)”, dibawah bimbingan Pembimbing I , Dr. Ir. Zefriyenni, MM dan Pembimbing II Marta Widian Sari, SE, MM

Tujuan penelitian ini untuk mengetahui Pengaruh *Relationship Marketing* dan Kepercayaan terhadap loyalitas nasabah dengan Kepuasan sebagai variabel Intervening pada Bank Nagari Cabang Padang Panjang, baik secara persial maupun bersama – sama.

Sampel dalam penelitian ini adalah sebanyak 100 orang Nasabah pada Bank Nagari Cabang Padang Panjang. Metode analisis data menggunakan analisis regresi berganda dan path analysis dengan aplikasi SPSS 21.00.

Berdasarkan hasil penelitian, maka didapatkan temuan sebagai berikut : *Relationship Marketing* memberikan pengaruh langsung lebih besar dibandingkan pengaruh tidak langsung terhadap Loyalitas nasabah Nasabah melalui Kepuasan sebagai variabel intervening. Dan Kepercayaan memberikan pengaruh langsung lebih kecil dibandingkan tidak langsung terhadap Loyalitas nasabah Nasabah melalui Kepuasan sebagai variabel intervening.

Kontribusi variabel *Relationship Marketing* dan Kepercayaan terhadap Loyalitas nasabah Nasabah dengan Kepuasan sebagai variabel intervening berpengaruh sebesar 73,6% sedangkan sisanya 26,4% dipengaruhi oleh faktor lain diluar penelitian ini.

Hasil penelitian ini sejalan dengan penelitian yang dilakukan oleh **Kandou, Hajar Aswat (2017), F Susanto (2013) , NS Anggraini (2018)**

Kata Kunci : Relationship Marketing, Kepercayaan, Loyalitas nasabah dan Kepuasan

ABSTRACT

Sintia Citra Dewi, Nomor BP 15101155310735, Departement of Management“ the effect of Relationship Marketing and Trust on customer loyalty with satisfaction as an intervening variable at Bank Nagari in Padang Panjang Branch Under guidance of I , Dr. Ir. Zefriyenni, MM ang Advisor II Marta Widian Sari, SE, MM

The purpose of this study was to determine the effect of Relationship Marketing and Trust on customer loyalty with satisfaction as an intervening variable at Bank Nagari in Padang Panjang Branch, both in a joint and joint manner.

The sample in this study was as many as 100 Customers at Bank Nagari Padang Panjang Branch. The data analysis method uses multiple regression analysis and path analysis with the SPSS 21.00 application.

Based on the results of the study, the findings are as follows: Relationship Marketing has a greater direct effect than the indirect effect on customer customer loyalty through satisfaction as an intervening variable. And Trust gives a smaller direct effect than indirectly on Customer Customer Loyalty through Satisfaction as an intervening variable.

The variable contribution of Relationship Marketing and Trust to Customer Customer Loyalty with Satisfaction as an intervening variable has an effect of 73.6% while the remaining 26.4% is influenced by other factors outside of this study.

The results showed that Relationship Marketing had the effect of Full Mediating on Customer customer loyalty with Satisfaction as an intervening variable, Trust mediated Customer customer loyalty with Satisfaction as an intervening variable. And there are Full Mediating influences in a matter of fact or jointly between Relationship Marketing and Trust in Customer Customer Loyalty at Bank Nagari, Padang Panjang Branch with Satisfaction as an intervening variable.

Keywords: Relationship Marketing, Trust, Customer Loyalty and Satisfaction