ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *relationship marketing* dan kepercayaan terhadap kepuasan nasabah dan seberapa besar pengaruh *relationship marketing,* kepercayaan dan kepuasan nasabah terhadap loyalitas nsabah PT. BPR Central Micro. Teknik pengumpulan data menggunakan kuesioner. Metode analisi yang digunakan adalah analisi klasik, regresi linear berganda dan analisi jalur (*Path Analysis)* menggunakan SPSS 19.

Hasil penelitian ini menunjukkan bahwa *relationship marketing* berpengaruh positif dan signifikan terhadap kepuasan nasabah. Kepercayaan berpengaruh positif dan signifikan terhadap kepuasan nasabah. *Relationship marketing* berpangaruh positif dan signifikan terhadap loyalitas nasabah. Kepercayaan berpengaruh positif dan signifikan terhadap loyalitas nasabah dan kepuasan nasabah berpengaruh positif dan signifikan terhadap loyalitas nasabah.

Kata Kunci : *Relationship Marketing,* Kepercayaan, Kepuasan Nasabah, Loyalitas Nasabah.

ABSTRACT

This study aims to determine how much influence the relationship marketing and trust on customer satisfaction and how much influence the relationship marketing, customer trust and satisfaction on customer loyalty PT. BPR Central Micro. Data collection techniques using a questionnaire. The analytical methods used are classical analysis, multiple linear regression and path analysis using Path Analysis 19.

The results of this study indicate that relationship marketing has a positive and significant effect on customer satisfaction. Trust has a positive and significant effect on customer satisfaction. Relationship marketing has a positive and significant impact on customer loyalty. Trust has a positive and significant effect on customer loyalty and customer satisfaction has a positive and significant effect on customer loyalty.

Keywords: Relationship Marketing, Trust, Customer Satisfaction, Customer Loyalty.