

ABSTRACT

THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT, CUSTOMER VALUE AND SERVICE QUALITY ON THE CUSTOMER LOYALTY (Survei on Bank Muamalat, Bank Jabar Banten Syariah and Bank Syariah Indonesia Branch Office Of Tasikmalaya)

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Under the Guidance:

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This study aims to identify and analyze: customer relationship management, customer value, service quality and customer loyalty of Islamic Bank debtor. The effect of customer relationship management, customer value and service quality financing customer loyalty in the Bank Muamalat, Bank Jabar Syariah and Bank Syariah Indonesia Tasikmalaya Branch Office. The research method used in this study is the survei method. the population in this study were financing customer in Bank Muamalat, Bank Jabar Banten Syariah and Bank Syariah Indonesia Tasikmalaya branch office . Sampling was taken by survei, namely as many as 328 financing customers. Data analysis technique using Path Analysis with SPSS V.25. The results of the study partially show that the customer relationship management have a significant effect on the customer loyalty, customer value has a significant effect on customer loyalty, and service quality have not significant effect on customer loyalty. While simultaneously customer relationship management, customer value, and service quality a significant effect on customer loyalty.

Keywords : CRM, customer value, service quality, and customer Loyalty.

ABSTRAK

PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT*, *CUSTOMER VALUE* DAN KUALITAS LAYANAN TERHADAP LOYALITAS NASABAH (Survei Pada Nasabah Pembiayaan Bank Muamalat, Bank Jabar Banten Syariah)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis: *customer relationship management*, *customer value*, kualitas layanan dan loyalitas nasabah pembiayaan. Pengaruh *customer relationship management*, *customer value*, kualitas layanan pada nasabah pembiayaan di Bank Muamalat, Bank Jabar Banten Syariah terhadap loyalitas nasabah baik secara parsial maupun simultan. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei. sampel dalam penelitian ini adalah nasabah pembiayaan yang berjumlah 328 orang. Teknik analisis data menggunakan Analisis Jalur dengan SPSS V.25. Hasil penelitian secara parsial menunjukkan *customer relationship management* berpengaruh signifikan terhadap loyalitas, *customer value* berpengaruh signifikan terhadap loyalitas dan kualitas layanan tidak berpengaruh signifikan terhadap loyalitas. Sedangkan secara simultan *customer relationship management*, *customer value*, dan kualitas layanan berpengaruh signifikan terhadap penggunaan QRIS.

Kata Kunci : *customer relationship management*, *customer value*, kualitas layanan loyalitas