

PENGARUH KUALITAS PELAYANAN, *BRAND TRUST* DAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP LOYALITAS NASABAH BANK (STUDI PADA PT.BPR GIANYAR PARTASEDANA)

Abstrak

Loyalitas telah diakui sebagai faktor dominan yang mempengaruhi keberhasilan bisnis saat ini, karena loyalitas konsumen (*customer loyalty*) telah menjadi tujuan strategis yang paling penting dari perusahaan dalam kurun waktu belakangan ini. Dalam perusahaan perbankan, nasabah yang loyal dapat meningkatkan keuntungan bank. Faktor yang dapat mempengaruhi loyalitas nasabah antara lain kualitas pelayanan, *brand trust*, dan *customer relationship management*. Penelitian ini dilakukan di PT. BPR Gianyar Partasedana, yang terletak di jalan Buruan No.88, Buruan, Kec. Blahbatuh, Kabupaten Gianyar, Bali.

Populasi dalam penelitian ini adalah seluruh nasabah yang menggunakan layanan perbankan PT. BPR Gianyar Partasedana. Dalam penelitian ini, jumlah populasi tidak diketahui (*infinite population*), sehingga teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Jumlah sampel dalam penelitian ini adalah 97 responden. Teknik analisis data yang digunakan yaitu analisis regresi linier berganda.

Hasil penelitian menunjukkan bahwa kualitas pelayanan, *brand trust*, dan *customer relationship management* berpengaruh positif dan signifikan terhadap loyalitas nasabah di PT. BPR Gianyar Partasedana. Penelitian selanjutnya dapat mengembangkan penelitian ini dengan menggunakan variabel lain yang secara teori mempunyai pengaruh terhadap loyalitas nasabah, seperti reputasi merek, keadilan bagi hasil dan kepuasan nasabah.

Kata Kunci : loyalitas nasabah, kualitas pelayanan, *brand trust*, *customer relationship management*.

**THE INFLUENCE OF SERVICE QUALITY, BRAND TRUST AND
CUSTOMER RELATIONSHIP MANAGEMENT ON BANK CUSTOMER
LOYALTY (STUDY ON PT. BPR GIANYAR PARTASEDANA)**

Abstract

Loyalty has been recognized as the dominant factor influencing business success today, because consumer loyalty has become the most important strategic goal of companies in recent times. In banking companies, loyal customers can increase bank profits. Factors that can affect customer loyalty include service quality, brand trust, and customer relationship management. This research was conducted at PT. BPR Gianyar Partasedana, which is located at the street Buruan No.88, Buruan, Kec. Blahbatuh, Gianyar Regency, Bali.

The population in this study are all customers who use the banking services of PT. BPR Gianyar Partasedana. In this study, the total population is unknown (infinite population), so the sampling technique used is purposive sampling. The number of samples in this study were 97 respondents. The data analysis technique used is multiple linear regression analysis.

The results showed that service quality, brand trust, and customer relationship management had a positive and significant effect on customer loyalty at PT. BPR Gianyar Partasedana. Future research can develop this research by using other variables that theoretically have an influence on customer loyalty, such as brand reputation, profit sharing equity and customer satisfaction.

Keywords: *customer loyalty, service quality, brand trust, customer relationship management.*