

SUMMARY

THE INFLUENCE OF SERVICE QUALITY, BRAND IMAGE, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF KSP DELTA PRATAMA LAMONGAN SAVINGS AND LOAN COOPERATION

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The purpose of this research is to determine the influence of service quality, brand image and customer satisfaction on customer loyalty at KSP Delta Pratama Lamongan.

The sample in this study was 95 people who were customers of the Delta Pratama Lamongan Savings and Loans Cooperative. The data analysis method used to determine the magnitude of the influence of Service Quality, Brand Image and Customer Satisfaction on Customer Loyalty (Y) is multiple linear regression and the coefficient of determination, while to determine whether there is a significant partial or individual influence, namely the t test and simultaneous or together, namely the F test.

The results of the multiple linear regression analysis obtained are $Y = a = 1.500 + 0.044 + 0.259 + 0.464$, so the most dominant variable is Customer Satisfaction (X3) with a beta of 0.464. The test results of the partial t test for Service Quality (X1) are $t_{count} 7.177 > t_{table} 1.986$ then H_0 is rejected and H_1 is accepted, Brand Image (X2) namely $t_{count} 10.646 > t_{table} 1.986$ then H_0 is rejected and H_1 is accepted partial t test Customer Satisfaction (X3) namely $t_{count} 11.563 > t_{table} 1.986$ then H_0 is rejected and H_3 is accepted.

Based on the research results above, it can be concluded that the variables Service Quality (X1) and Brand Image (X3), and Customer Satisfaction (X3) have a partial and significant effect on the dependent variable Service Quality (Y).

Keywords: Service Quality, Brand Image, Customer Satisfaction, Customer Loyalty.

RINGKASAN

PENGARUH KUALITAS PELAYANAN, *BRAND IMAGE*, DAN KEPUASAN NASABAH TERHADAP LOYALITAS NASABAH KOPERASI SIMPAN PINJAM KSP DELTA PRATAMA LAMONGAN

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Tujuan dari penelitian ini untuk mengetahui pengaruh kualitas pelayanan, *Brand Image*, Dan Kepuasan Nasabah terhadap Loyalitas Nasabah KSP Delta Pratama Lamongan.

Sampel dalam penelitian ini berjumlah 95 orang yang merupakan Nasabah Koperasi Simpan Pinjam Delta Pratama Lamongan. Metode analisis data yang digunakan untuk mengetahui besar pengaruh Kualitas Pelayanan, *Brand Image*, dan Kepuasan Nasabah terhadap Loyalitas Nasabah(Y) adalah regresi linear berganda dan koefisien determinasi, sedangkan untuk mengetahui ada tidaknya pengaruh signifikan secara parsial atau individu yaitu uji t dan secara simultan atau bersama-sama yaitu uji F.

Hasil analisis regresi linear berganda yang diperoleh ialah $Y = a = 1.500 + 0.044 + 0,259 + 0,464$ maka variabel yang paling dominan adalah Kepuasan Nasabah (X3) dengan beta 0,464. Hasil pengujian uji t parsial Kualitas Pelayanan (X1) yaitu $t_{hitung} 7.177 > t_{tabel} 1,986$ maka H_0 ditolak dan H_1 diterima, *Brand Image* (X2) yaitu $t_{hitung} 10.646 > t_{tabel} 1.986$ maka H_0 ditolak dan H_1 diterima uji t parsial Kepuasan Nasabah (X3) yaitu $t_{hitung} 11.563 > t_{tabel} 1.986$ maka H_0 ditolak dan H_3 diterima.

Berdasarkan hasil penelitian diatas dapat disimpulkan bahwa variabel Kualitas Pelayanan (X1) dan *Brand Image* (X3), dan Kepuasan Nasabah (X3)

berpengaruh secara parsial dan signifikan terhadap variabel dependen Kualitas Pelayanan (Y)

Kata Kunci : Kualitas Pelayanan, Brand Image, Kepuasan Nasabah , Terhadap Loyalitas Nasabah.

