# ABSTRAK

Persaingan dunia perbankan Indonesia dewasa ini semakin terbuka dan ketat. Banyaknya pesaing menyebabkan bank sulit untuk merekrut nasabah baru atau mempertahankan nasabah lama. Maka dari itu masing-masing bank terus berinovasi dan berkompetisi dalam upaya menarik minat dan perhatian masyarakat. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh komunikasi Layanan Cerah Bank Sumsel Babel Cabang Syariah Palembang terhadap loyalitas nasabah. Lokasi penelitian dilakukan pada Bank Sumsel Babel Syariah Palembang di Jalan Letkol Iskandar Nomor 18 Palembang-Sumatera Selatan. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan teknik pengumpulan data kuesioner dengan pengukuran *skala likert* untuk mengukur 36 pernyataan dan sampel yang digunakan yaitu 90 responden yang merupakan nasabah Bank Sumsel Babel Syariah. Teknik analisis data yang digunakan dalam penelitian ini meliputi uji normalitas, uji reliabilitas, uji linieritas, uji analisi regresi sederhana, uji hipotesis. Hasil penelitian menunjukkan nilai koefisien determinasi (*R square)* sebesar 0.379 yang mengandung pengertian bahwa pengaruh variabel bebas (Layanan) terhadap variabel terikat (Loyalitas) adalah sebesar 37,9%, hasil analisis linier sederhana, diperoleh $Y = 16.793 + 0,498X$, hasil uji linier sederhana *coefficients* menunjukkan bahwa nilai koefisien regresi Layanan sebesar 0.498 yang bernilai positif. Hasil analisis uji t diperoleh $t_{hitung}$ sebesar 7,324 sedangkan nilai $t_{tabel}$ 1,662, dengan demikian bahwa nilai $t_{hitung} > t_{tabel}$ atau $7,324 > 1,662$ (H0 ditolak dan Ha diterima).


Kata Kunci     : Bank Sumsel Babel Syariah, Layanan Cerah, Loyalitas Nasabah

# ABSTRACT

*Competition in the Indonesian banking world today is increasingly open and tight. The number of competitors makes it difficult for banks to recruit new customers or retain old customers. Therefore, each bank continues to innovate and compete in an effort to attract public interest and attention. The purpose of this research was to determine how much influence the communication of Layanan Cerah of Bank Sumsel Babel Syariah Branch Palembang to customer loyalty. The location of the research was conducted at Bank Sumsel Babel Syariah Palembang on Jalan Letkol Iskandar Number 18 Palembang-South Sumatra. The type of research used is quantitative research with questionnaire data collection techniques with Likert scale measurements to measure 36 statements and the sample used is 90 respondents who are customers of Bank Sumsel Babel Syariah Branch Palembang. Data analysis techniques used in this research include normality test, reliability test, linearity test, simple regression analysis test, hypothesis testing. The results of the study the value of the coefficient of determination (R square) is 0.379 which means that the influence of the independent variable (Service) on the variable shows (Loyalty) is 37.9%, the results of simple linear analysis, obtained Y = 16,793 + 0.498X, the results of the linear coefficient test Simple shows that the service regression coefficient value is 0.498 which is positive. The results of the t-test analysis obtained $t_{count}$ of 7.324 while the value of $t_{table}$ was 1.662, thus the value of $t_{count} > t_{table}$ or 7.324 > 1.662 (H0 is rejected and Ha is accepted).*

*Key Words     : Bank Sumsel Babel Syariah, Customer Loyalty, Layanan Cerah*