

ABSTRAK

Pengaruh Profit Sharing, Corporate Social Responsibility, Nilai Nasabah Dan Relationship Marketing Terhadap Loyalitas Nasabah Pada Bank Sumsel Babel Syariah Kantor Cabang Palembang

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Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh profit sharing, corporate social responsibility, nilai nasabah dan relationship marketing terhadap loyalitas nasabah pada Bank Sumsel Babel Syariah Kantor Cabang Palembang. Data yang digunakan dalam penelitian ini adalah data primer dengan teknik pengambilan data menggunakan kuesioner yang diukur menggunakan skala likert. Jumlah sampel sebanyak 100 responden, menggunakan teknik nonprobability dengan metode accidental sampling.

Teknik analisis data meliputi: pengujian validitas, realibilitas, asumsi klasik (Pengujian normalitas, multikolinearitas dan heterokedastisitas), analisis regresi linear berganda, pengujian hipotesis (uji t dan f) serta koefisien determinasi.

Hasil penelitian yang dilakukan menggunakan SPSS Versi 23 menunjukkan: (1) variabel profit sharing berpengaruh positif dan signifikan terhadap loyalitas nasabah pada Bank Sumsel Babel Syariah Kantor Cabang Palembang, (2) Variabel corporate social responsibility tidak terdapat pengaruh terhadap loyalitas nasabah pada Bank Sumsel Babel Syariah Kantor Cabang Palembang, (3) Variabel nilai nasabah tidak terdapat pengaruh terhadap loyalitas nasabah pada Bank Sumsel Babel Syariah Kantor Cabang Palembang, (4) Variabel relationship marketing berpengaruh positif dan signifikan terhadap loyalitas nasabah pada Bank Sumsel Babel Syariah Kantor Cabang Palembang.

Kata Kunci : Profit Sharing, Corporate Social Responsibility, Nilai Nasabah, Relationship Marketing, Loyalitas Nasabah

ABSTRACT

Pengaruh Profit Sharing, Corporate Social Responsibility, Nilai Nasabah Dan Relationship Marketing Terhadap Loyalitas Nasabah Pada Bank Sumsel Babel Syariah Kantor Cabang Palembang

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This study aims to determine how the influence of profit sharing, corporate social responsibility, customer value and relationship marketing on customer loyalty at Bank Sumsel Babel Syariah Palembang Branch Office. The data used in this study is primary data with data collection techniques using a questionnaire that is measured using a Likert scale. The number of samples is 100 respondents, using nonprobability technique with accidental sampling method.

Data analysis techniques include: testing validity, reliability, classical assumptions (testing for normality, multicollinearity and heteroscedasticity), multiple linear regression analysis, hypothesis testing (t and f tests) and the coefficient of determination.

The results of research conducted using SPSS Version 23 show: (1) the variable profit sharing has a positive and significant effect on customer loyalty at Bank Sumsel Babel Syariah Palembang Branch Office, (2) The variable corporate social responsibility has no effect on customer loyalty at Bank Sumsel Babel Syariah Palembang Branch Office, (3) The customer value variable has no effect on customer loyalty at Bank Sumsel Babel Syariah Palembang Branch Office, (4) The relationship marketing variable has a positive and significant effect on customer loyalty at Bank Sumsel Babel Syariah Palembang Branch Office.

Keywords: Profit Sharing, Corporate Social Responsibility, Customer Value, Relationship Marketing, Customer Loyalty