

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh *Marketing Communication* dan *Brand Equity* Terhadap Loyalitas Nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Jenis penelitian yang digunakan adalah penelitian asosiatif dan jenis data kuantitatif, dengan menggunakan data primer dan data sekunder. Data primer pada penelitian ini dihasilkan dari data kuesioner melalui responden dan data sekunder dihasilkan melalui laporan profil bank, buku, dan jurnal yang mendukung penelitian. Populasi pada penelitian ini ialah nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman yang berjumlah 54.513 nasabah. Kemudian, penentuan sampel pada penelitian ini adalah *nonprobability sampling* dengan menggunakan *accidental sampling*. Jumlah sampel dalam penelitian ini sebanyak 100 responden. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner dengan menggunakan skala likert. Teknik analisis data yang digunakan meliputi uji validitas dan uji reabilitas, uji asumsi klasik yaitu uji normalitas, uji multikolinearitas, uji heteroskedastisitas, analisis regresi berganda, dan pengujian hipotesis yaitu uji t, uji f, dan uji  $R^2$

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Marketing Communication* terhadap Loyalitas nasabah karena nilai  $t_{hitung} 4,772 > t_{tabel} 1,985$  dan nilai signifikansi  $0,000 < 0,05$ . Terdapat pengaruh positif dan signifikan antara *Brand Equity* terhadap Loyalitas Nasabah karena nilai  $t_{hitung} 4,202 > t_{tabel} 1,985$  dan nilai signifikansi  $0,000 < 0,05$ . Terdapat pengaruh secara simultan antara *Marketing Communication* dan *Brand Equity* terhadap Loyalitas Nasabah karena nilai  $F_{hitung} 124.156 > F_{tabel} 3,089$  dan nilai signifikan  $0,000 < 0,05$ .

**Kata Kunci :** *Marketing Communication, Brand Equity, Loyalitas Nasabah*

## **ABSTRACT**

*This study aims to determine the Effect of Marketing Communication and Brand Equity on Customer Loyalty of Indonesian Sharia Bank Palembang Sudirman Branch Office. The type of research used is associative research and quantitative data types, using primary data and secondary data. Primary data in this study was generated from questionnaire data through respondents and secondary data was generated through bank profile reports, books and journals that support research. The population in this study were customers of Bank Syariah Indonesia Palembang Sudirman Branch Office, totaling 54,513 customers. Then, the determination of the sample in this study is non-probability sampling using accidental sampling. The number of samples in this study were 100 respondents. The data collection technique used in this study was a questionnaire using a Likert scale. Data analysis techniques used include validity and reliability tests, classic assumption tests, namely normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, and hypothesis testing, namely t test, f test, and R2 test.*

*The results of this study indicate that there is a positive and significant influence between Marketing Communication on customer loyalty because the tcount is  $4.772 > t_{table} 1.985$  and the significance value is  $0.000 < 0.05$ . There is a positive and significant influence between Brand Equity on Customer Loyalty because the tcount is  $4.202 > t_{table} 1.985$  and the significance value is  $0.000 < 0.05$ . There is a simultaneous influence between Marketing Communication and Brand Equity on Customer Loyalty because the Fcount value is  $124,156 > F_{table} 3.089$  and a significant value is  $0.000 < 0.05$ .*

**Keywords: Marketing Communication, Brand Equity, Customer Loyalty**