

ABSTRAK

PENGARUH *RELATIONSHIP MARKETING* DAN KARAKTERISTIK *SYARIAH MARKETING* TERHADAP LOYALITAS NASABAH BANK SYARIAH INDONESIA KANTOR CABANG PALEMBANG SUDIRMAN

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Perkembangan bank syariah saat ini tidak terlepas dari iklim kompetisi dalam dunia perbankan antara bank syariah dan bank konvensional. Di sisi lain, perubahan lingkungan yang demikian pesat semakin mendukung kompetisi yang sedang terjadi saat ini. Salah satu indikator keberhasilan seringkali dilihat dari pencapaian loyalitas nasabah melalui strategi pemasaran untuk menumbuhkan daya tarik masyarakat untuk bertransaksi di bank tersebut, karena loyalitas nasabah adalah bagian terpenting pada pengulangan pembelian produk. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *relationship marketing* dan karakteristik *syariah marketing* terhadap loyalitas nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman.

Dalam penelitian ini peneliti menggunakan metode kuantitatif dengan mengolah data primer yang diperoleh melalui kuisioner yang diberikan kepada nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman sebanyak 100 responden. Kemudian data yang diperoleh diolah dengan SPSS Versi 27 dan kemudian dianalisis dengan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda dan uji hipotesis memakai uji T, uji F dan uji R^2 . Hasil penelitian menunjukkan secara parsial *relationship marketing* berpengaruh positif dan signifikan terhadap loyalitas nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Secara parsial karakteristik *syariah marketing* berpengaruh positif dan signifikan terhadap loyalitas nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. Dan secara simultan *relationship marketing* dan karakteristik *syariah marketing* berpengaruh positif dan signifikan terhadap loyalitas nasabah Bank Syariah Indonesia Kantor Cabang Palembang Sudirman.

Kata Kunci : *Relationship Marketing*, Karakteristik *Syariah Marketing*, Loyalitas Nasabah

ABSTRACT

THE EFFECT OF *RELATIONSHIP MARKETING* AND *SHARIA MARKETING* CHARACTERISTICS ON CUSTOMER LOYALTY OF INDONESIAN SHARIA BANK BRANCH OFFICE PALEMBANG SUDIRMAN

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The development of Islamic banks is inseparable from the competitive climate in the banking world between Islamic banks and conventional banks. On the other hand, such rapid environmental changes are increasingly supporting the current competition. One indicator of success is often seen in achieving customer loyalty through marketing strategies to attract people to make transactions at the bank because customer loyalty is the most important part of repeat product purchases. This study aims to determine how much influence relationship marketing and characteristics of sharia marketing have on customer loyalty of Bank Syariah Indonesia Branch Office Palembang Sudirman.

This study uses quantitative methods by processing primary data obtained through questionnaires given to customers of Bank Syariah Indonesia Branch Office Palembang Sudirman as many as 100 respondents. Then the data obtained were processed with SPSS Version 27 and then analyzed with a validity test, reliability test, classical assumption test, multiple linear regression analysis, and hypothesis testing using the T-test, F test, and R² test. The results of the study show that partial relationship marketing has a positive and significant effect on customer loyalty of Bank Syariah Indonesia Branch Office Palembang Sudirman. Partially the characteristics of Sharia marketing have a positive and significant effect on customer loyalty of Bank Syariah Indonesia Branch Office Palembang Sudirman. And simultaneously relationship marketing and marketing sharia characteristics have a positive and significant effect on customer loyalty of Bank Syariah Indonesia Branch Office Palembang Sudirman.

Keywords: *Relationship Marketing, Characteristics of Sharia Marketing, Customer Loyalty*