ABSTRAK

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Penelitian ini bertujuan untuk melihat pengaruh *relationship marketing*, *service performance* dan *customer satisfaction* terhadap loyalitas nasabah di Bank Sumsel Babel Syariah KC Palembang.

Metode penelitian yang digunakan yaitu metode kuantitatif dengan menggunakan SPSS versi 26. Pengumpulan data menyebarkan kuesioner atau angket dengan skala likert kepada 100 responden nasabah Bank Sumsel Babel Syariah KC Palembang yang kemudian dianalisis menggunakan Uji Validitas, Uji Reabilitas, Uji Asumsi Klasik, Analisis Regresi Linear Berganda dan Pengujian Hipotesis menggunakan Uji T dan Uji F.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa: (1) *Relationship marketing* memiliki pengaruh positif dan signifikan terhadap loyalitas nasabah, (2) *Service performance* memiliki pengaruh negatif dan signifikan terhadap loyalitas nasabah, (3) *Customer satisfaction* memiliki pengaruh positif dan signifikan terhadap loyalitas nasabah.

Kata Kunci : *Relationship Marketing, Service Performance, Customer Satisfaction* dan Loyalitas Nasabah

ABSTRACT

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This research aims to see the influence of relationship marketing, service performance and customer satisfaction on customer loyalty at Bank Sumsel Babel Syariah KC Palembang.

The research method used is a quantitative method using SPSS version 26. Data collection distributes questionnaires or questionnaires with a Likert scale to 100 respondents of Bank Sumsel Babel Syariah KC Palembang customers who are then analyzed using Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis and Hypothesis Testing using the T Test and F Test.

Based on the research results, it can be concluded that: (1) Relationship marketing has a positive and significant effect on customer loyalty, (2) Service performance has a negative and significant effect on customer loyalty, (3) Customer satisfaction has a positive and significant effect on customer loyalty.

Keyword : Relationship Marketing, Service Performance, Customer Satisfaction and Customer Loyalty