

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *green banking*, *customer relationship management*, dan nilai pelanggan terhadap loyalitas nasabah melalui kepuasan sebagai variabel intervening (studi kasus di Bank Syariah Indonesia KCP Palembang Demang).

Metode penelitian yang digunakan dalam penelitian ini yaitu pendekatan kuantitatif. Populasi dalam penelitian ini adalah nasabah Bank Syariah Indonesia KCP Palembang Demang dan jumlah sampel 91 responden. Jenis dan sumber data pada penelitian ini menggunakan data primer, teknik pengumpulan data dilakukan melalui penyebaran kuisioner dengan menggunakan skala likert. Alat uji analisis yang digunakan adalah smart-PLS 4.1.0.9 dengan metode analisis *Structural Equation Modeling* (SEM).

Hasil Penelitian ini menunjukkan bahwa: (1) *green banking* berpengaruh secara positif dan signifikan terhadap loyalitas nasabah, (2) *customer relationship management* tidak berpengaruh terhadap loyalitas nasabah, (3) nilai pelanggan tidak berpengaruh terhadap loyalitas nasabah, (4) *green banking* berpengaruh secara positif dan signifikan terhadap kepuasan nasabah, (5) *customer relationship management* berpengaruh secara positif dan signifikan terhadap kepuasan nasabah, (6) nilai pelanggan berpengaruh secara positif dan signifikan terhadap kepuasan nasabah, (7) kepuasan berpengaruh secara positif dan signifikan terhadap loyalitas nasabah, (8) kepuasan mampu memediasi *green banking* terhadap loyalitas nasabah, (9) kepuasan mampu memediasi *customer relationship management* terhadap loyalitas nasabah, (10) kepuasan mampu memediasi nilai pelanggan terhadap loyalitas nasabah.

Kata Kunci: *green banking*, *customer relationship management*, nilai pelanggan, kepuasan, loyalitas nasabah.

ABSTRACT

This study aims to test and analyze the influence of green banking, customer relationship management, and customer value on customer loyalty through satisfaction as an intervening variable (case study at Bank Syariah Indonesia KCP Palembang Demang).

The research method used in this study is a quantitative approach. The population in this study is Bank Syariah Indonesia KCP Palembang Demang customers and a sample of 91 respondents. The type and source of data in this study uses primary data, the data collection technique is carried out through the distribution of questionnaires using the Likert scale. The analysis test tool used is smart-PLS 4.1.0.9 with the Structural Equation Modeling (SEM) analysis method.

The results of this study show that: (1) green banking has a positive and significant effect on customer loyalty, (2) customer relationship management has no effect on customer loyalty, (3) customer value has no effect on customer loyalty, (4) green banking has a positive and significant effect on customer satisfaction, (5) customer relationship management has a positive and significant effect on customer satisfaction, (6) Customer value has a positive and significant effect on customer satisfaction, (7) satisfaction has a positive and significant effect on customer loyalty, (8) satisfaction in being able to mediate green banking on customer loyalty, (9) satisfaction in being able to mediate customer relationship management on customer loyalty, (10) satisfaction in being able to mediate customer value on customer loyalty.

Keywords: green banking, customer relationship management, customer value, satisfaction, customer loyalty.