

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui secara langsung maupun tidak langsung pengaruh kualitas pelayanan dan *brand image* terhadap loyalitas nasabah melalui kepuasan nasabah sebagai Variabel intervening pada PT. BPR Nusamba Genteng – Banyuwangi. Jumlah sampel penelitian ini adalah 159. Teknik analisis yang digunakan adalah *Structural Equation Model* (SEM) dengan menggunakan WarpPLS 5.0. Hasil analisis data menunjukkan bahwa (1) variabel kualitas pelayanan berpengaruh signifikan terhadap kepuasan nasabah. (2) *Brand image* berpengaruh signifikan terhadap kepuasan nasabah. (3) kualitas pelayanan berpengaruh signifikan terhadap loyalitas nasabah. (4) *Brand image* berpengaruh signifikan terhadap loyalitas nasabah. (5) Kepuasan nasabah berpengaruh signifikan terhadap loyalitas nasabah. (6) Secara tidak langsung kualitas pelayanan berpengaruh signifikan terhadap loyalitas nasabah melalui kepuasan nasabah. (7) Secara tidak langsung *brand image* berpengaruh signifikan terhadap loyalitas nasabah melalui kepuasan nasabah

Kata Kunci: Kualitas Pelayanan, *Brand image*, Kepuasan Nasabah dan Loyalitas Nasabah



ABSTRACT

The purpose of this study was to determine directly or indirectly the effect of service quality and brand image on customer loyalty through customer satisfaction as an intervening variable at PT. BPR Nusamba Tile – Banyuwangi. The number of samples in this study was 159. The analytical technique used was the Structural Equation Model (SEM) using WarpPLS 5.0. The results of data analysis show that (1) the service quality variable has a significant effect on customer satisfaction. (2) Brand image has a significant effect on customer satisfaction. (3) service quality has a significant effect on customer loyalty. (4) Brand image has a significant effect on customer loyalty. (5) Customer satisfaction has a significant effect on customer loyalty. (6) Indirectly service quality has a significant effect on customer loyalty through customer satisfaction. (7) Indirectly, brand image has a significant effect on customer loyalty through customer satisfaction

Keywords: *Service Quality, Brand image, Customer Satisfaction and Customer Loyalty*

