

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui secara langsung maupun tidak langsung pengaruh kualitas layanan dan kepercayaan terhadap loyalitas melalui kepuasan nasabah sebagai variabel intervening pada KSP. Perkasa Djaya Mandiri Kabupaten Jember. Jumlah sampel dalam penelitian ini 365 responden. Teknik analisa data dalam penelitian ini menggunakan *Structural Equations Model* (SEM) dengan menggunakan WarpPLS 7.0. Hasil analisa data menunjukkan bahwa (1) kualitas layanan berpengaruh signifikan terhadap kepuasan. (2) Kepercayaan nasabah berpengaruh signifikan terhadap kepuasan nasabah. (3) Kualitas layanan berpengaruh signifikan terhadap loyalitas nasabah. (4) Kepercayaan nasabah berpengaruh signifikan terhadap loyalitas nasabah. (5) Kepuasan nasabah berpengaruh signifikan terhadap loyalitas nasabah. (6) Kualitas layanan berpengaruh signifikan terhadap loyalitas melalui kepuasan nasabah. (7) Kepercayaan berpengaruh signifikan terhadap loyalitas melalui kepuasan nasabah.

Kata Kunci : Kualitas Layanan, Kepercayaan Nasabah, Kepuasan Nasabah, Loyalitas Nasabah



ABSTRACT

The purpose of this study is to determine directly or indirectly the effect of service quality and customer trust on customer loyalty through customer satisfaction as an intervening variable in KSP. Perkasa Djaya Mandiri, Jember Regency. The number of samples in this study were 365 respondents. The data analysis technique in this study used the Structural Equations Model (SEM) using WarpPLS 7.0. The results of data analysis show that (1) service quality has a significant effect on satisfaction. (2) Customer trust has a significant effect on customer satisfaction. (3) Service quality has a significant effect on customer loyalty. (4) Customer trust has a significant effect on customer loyalty. (5) Customer satisfaction has a significant effect on customer loyalty. (6) Service quality has a significant effect on customer loyalty through customer satisfaction. (7) Customer trust has a significant effect on customer loyalty through customer satisfaction.

eywords: Service Quality, Customer Trust, Customer Satisfaction, Customer Loyalty

