

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *syariah governance* dan *customer relationship marketing* terhadap loyalitas muzakki di Yogyakarta. *Syariah governance* akan di bagi menjadi enam, yaitu transparansi, akuntabilitas, responsibilitas, kemandirian, keadilan dan *syariah compliance*. Sedangkan untuk *customer relationship marketing* dibagi menjadi empat, yaitu kepercayaan, komunikasi, keadilan dan *customer intimacy*. Populasi dalam penelitian ini adalah muzakki (orang yang membayar zakat) pada lembaga amil zakat di wilayah Yogyakarta minimal 2 tahun berturut-turut lamanya. Sampel penelitian ini menggunakan metode *convenience sampling* dan diperoleh 200 responden. Metode analisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa transparansi, keadilan, *syariah compliance* pada variabel *syariah governance* berpengaruh positif dan signifikan terhadap loyalitas muzakki, sedangkan akuntabilitas, responsibilitas, kemandirian tidak berpengaruh. Pada pengujian variabel variabel *customer relationship marketing* menunjukkan bahwa kepercayaan komunikasi, *customer intimacy* berpengaruh positif terhadap loyalitas muzakki sedangkan komitmen tidak berpengaruh terhadap loyalitas muzakki.

**Kata Kunci:** *Syariah Governance*, *Customer Relationship Marketing*, Loyalitas Muzakki.

## **ABSTRACT**

*This study aimed to analyze the effect of sharia governance and customer relationship marketing on muzakki loyalty in Yogyakarta. Sharia governance was divided into six, namely transparency, accountability, responsibility, independence, fairness and sharia compliance. Where as customer relationship marketing was divided into four, namely trust, communication, commitment and customer intimacy. The population in this study was muzakki (people who pay zakat) at amil zakat institutions in Yogyakarta for at least 2 consecutive years. The samples of this study consisted of 200 respondents, selected using convenience sampling method. The analysis method used multiple linear regression analysis. The results of the research showed that transparency, fairness and sharia compliance have a positive significant effect on customer loyalty, while accountability, responsibility, and independency do not have positive significant effect on customer loyalty. In terms of the variable of customer relationship marketing, the result showed that communication, trust, customer intimacy have a positive effect on muzakki loyalty while commitment has no effect on muzakki loyalty.*

**Keywords:** *Sharia Governance, Customer Relationship Marketing, Muzakki*

**Loyalty**