**ANALISIS KEPUASAN DAN LOYALITAS NASABAH
PT. BANK RAKYAT INDONESIA (PERSERO) TBK.
KANTOR CABANG YOGYAKARTA CIK DITIRO**

**Miranda Kenongo Wulan
12911074**

**ABSTRAK**

*Studi ini bertujuan untuk menganalisa kepuasan dan loyalitas nasabah PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Yogyakarta Cik Ditiro. Subyek penelitian adalah nasabah simpanan PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Yogyakarta Cik Ditiro berjumlah 110 orang. Adapun pengambilan sampel dalam penelitian ini dilakukan secara convenience sampling. Metode pengambilan data menggunakan kuesioner dengan modifikasi skala Likert yang dikembangkan berdasarkan instrumen yang pernah digunakan oleh Junaid et al (2013) serta diuji validitas dan reliabilitasnya sebelum diedarkan kepada responden penelitian ini.*

*Structural Equation Modeling (SEM) dipergunakan untuk menguji hipotesis. Hasil analisis menunjukkan bahwa kepuasan nasabah berpengaruh positif terhadap loyalitas nasabah. Selain itu, kepercayaan nasabah berpengaruh positif terhadap kepuasan nasabah. Serta kualitas layanan berpengaruh positif terhadap kepercayaan nasabah.*

*Hasil penelitian ini memperkuat dan konsisten dengan temuan beberapa penelitian sebelumnya. Hal ini sangat bermanfaat bagi praktisi pemasaran dalam menyusun strategi pemasaran PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Yogyakarta Cik Ditiro.*

*Kata kunci: Kepuasan Nasabah, Loyalitas Nasabah, Pemasaran.*

### THE ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY FOR PT. BANK RAKYAT INDONESIA (Persero) TBK. CIK DITIRO YOGYAKARTA BRANCH OFFICE

**Miranda Kenongo Wulan**
**12911074**

## ABSTRACT

This study aimed to analyze customer satisfaction and loyalty PT. Bank Rakyat Indonesia (Persero) Tbk. Cik Ditiro Yogyakarta Branch Office. Subjects were customer deposits PT. Bank Rakyat Indonesia (Persero) Tbk. Cik Ditiro Yogyakarta Branch Offices amounted to 110 peoples. The sample in this study conducted by convenience sampling. The data collection method using a questionnaire with modified Likert scale developed based instruments that have been used by Junaid et al (2013) and tested for validity and reliability before it is circulated to the respondents of this study.

Structural Equation Modeling (SEM) is used to test the hypothesis. The analysis showed that customer satisfaction has positive influence on customer loyalty. Additionally, customer confidence has positive effect on customer satisfaction. As well as the positive effect on the service quality of customer confidence.

Results of this study are consistent with the findings reinforce and several previous studies. It is very useful for marketing practitioners in developing marketing strategies PT. Bank Rakyat Indonesia (Persero) Tbk. Cik Ditiro Yogyakarta Branch Office.

Keywords: Customer Satisfaction, Customer Loyality, Marketing.