

## **ABSTRAK**

**Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen  
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**“Pengaruh Kepercayaan, Kualitas Pelayanan, Kepuasan Nasabah dan Digitalisasi Perbankan Terhadap Loyalitas Nasabah PT. Bank Central Asia Tbk KCU Kelapa Gading Serta Tinjauannya Dari Sudut Pandang Islam.”**

126 halaman + xvi halaman + 30 tabel + 7 Gambar + 1 Lampiran

### **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh Kepercayaan, Kualitas Pelayanan, Kepuasan Nasabah dan Digitalisasi Perbankan terhadap Loyalitas Nasabah PT Bank Central Asia, Tbk KCU Kelapa Gading. Jenis penelitian ini merupakan penelitian kuantitatif. Jenis data yang digunakan adalah data primer, sedangkan metode pengumpulan data menggunakan kuesioner. Jumlah responden dalam penelitian ini sebanyak 120 responden.

Metode analisis data yang digunakan yaitu analisis regresi berganda, Uji T (parsial) dan Uji F (simultan). Hasil penelitian menunjukkan bahwa: (1) Kepercayaan berpengaruh positif dan signifikan terhadap Loyalitas Nasabah. (2) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Loyalitas Nasabah. (3) Kepuasan Nasabah berpengaruh positif dan signifikan terhadap Loyalitas Nasabah. (4) Digitalisasi Perbankan berpengaruh positif dan signifikan terhadap Loyalitas Nasabah. (5) Secara simultan seluruh variabel berpengaruh signifikan terhadap Loyalitas Nasabah. Tinjauan Islam tentang Kepercayaan, Kualitas Pelayanan, Kepuasan Nasabah dan Digitalisasi Perbankan PT Bank Central Asia, Tbk KCU Kelapa Gading sudah sesuai dengan etika yang dimiliki seorang tenaga kerja Islam karena tenaga kerja PT Bank Central Asia, Tbk KCU Kelapa Gading perlu diterapkan sesuai nilai-nilai yang terkandung dalam Al-Qur'an agar mendapat manfaat dan keberkahan.

Kata kunci: Kepercayaan, Kualitas Pelayanan, Kepuasan Nasabah, Digitalisasi Perbankan dan Loyalitas Nasabah.

## **ABSTRACT**

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***"The Influence of Trust, Service Quality, Customer Satisfaction and Banking Digitalization on Customer Loyalty of PT. Bank Central Asia Tbk KCU Kelapa Gading and its review from an Islamic point of view."***

*126 pages + xvi pages + 30 tables + 7 figures + 1 attachments*

### ***Abstract***

*This study aims to determine the effect of Trust, Excellent Service Quality, Customer Satisfaction and Banking Digitalization on Customer Loyalty of PT Bank Central Asia, Tbk KCU Kelapa Gading. This type of research is quantitative research. The type of data used is primary data, while the data collection method uses a questionnaire. The number of respondents in this study were 120 respondents.*

*The data analysis method used is multiple regression analysis, T test (partial) and F test (simultaneous). The results of the study show that: (1) Trust has a positive and significant effect on Customer Loyalty. (2) Excellent Service Quality has a positive and significant effect on Customer Loyalty. (3) Customer Satisfaction has a positive and significant effect on Customer Loyalty. (4) Banking digitization has a positive and significant impact on Customer Loyalty. (5) Simultaneously all variables have a significant effect on Customer Loyalty. Islamic Review on Trust, Excellent Service Quality, Customer Satisfaction and Banking Digitization PT Bank Central Asia, Tbk KCU Kelapa Gading is in accordance with the ethics of an Islamic worker because the workforce of PT Bank Central Asia, Tbk KCU Kelapa Gading needs to be applied according to the values contained in the Qur'an in order to get benefits and blessings.*

*Keywords: Trust, Service Quality, Customer Satisfaction, Banking Digitization and Customer Loyalty.*