

ABSTRAK

Widiyawati WP, 2025 Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Nasabah Bank BPR Rasuna Magetan. Fakultas Ekonomi dan Bisnis. Program Studi Manajemen. Universitas PGRI Madiun

Perkembangan sektor perbankan di Indonesia terus mengalami peningkatan seiring dengan semakin kompleksnya kebutuhan masyarakat terhadap layanan keuangan. Dengan judul Pengaruh Kualitas Pelayanan Dan Citra Merek Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pada Nasabah Bank BPR Rasuna Magetan. Penelitian ini menggunakan data primer yaitu kuesioner yang disebar kepada responden. Jumlah sampel dalam penelitian ini adalah 398 responden. Penelitian ini menggunakan SPSS Versi 21. Hasilnya kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Citra merek berpengaruh signifikan terhadap kualitas pelanggan. Kualitas pelayanan tidak berpengaruh signifikan terhadap loyalitas pelanggan. Citra merek berpengaruh signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan. Kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Kualitas pelayanan tidak berpengaruh signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci: Kualitas Pelayanan, Citra Merek, Loyalitas Pelanggan, Kepuasan Pelanggan

ABSTRACT

Widiyawati, WP. 2025. The Influence of Service Quality and Brand Image on Customer Loyalty Through Customer Satisfaction among Customers of BPR Rasuna Bank Magetan. Faculty of Economics and Business, Management Study Program, Universitas PGRI Madiun

*The development of the banking sector in Indonesia continues to increase along with the growing complexity of public needs for financial services. This study, titled *The Influence of Service Quality and Brand Image on Customer Loyalty Through Customer Satisfaction among Customers of BPR Rasuna Bank Magetan*, uses primary data collected through questionnaires distributed to respondents. The sample size in this study consisted of 398 respondents. Data analysis was conducted using SPSS Version 21.*

The results show that service quality has a significant effect on customer satisfaction. Brand image has a significant effect on customer satisfaction. Service quality does not have a significant effect on customer loyalty. Brand image has a significant effect on customer loyalty. Customer satisfaction has a significant effect on customer loyalty. Service quality has a significant effect on customer loyalty through customer satisfaction. However, service quality does not have a significant effect on customer loyalty through customer satisfaction.

Keywords: Service Quality, Brand Image, Customer Loyalty, Customer Satisfaction