

**PERAN MEDIASI KEPUASAN NASABAH PADA PENGARUH  
KUALITAS PELAYANAN TERHADAP LOYALITAS  
NASABAH DI BPD SERIRIT**

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**ABSTRAK**

Penelitian ini bertujuan untuk memperoleh temuan yang teruji tentang pengaruh (1) kualitas pelayanan terhadap loyalitas nasabah di BPD Seririt, (2) kepuasan nasabah terhadap loyalitas nasabah di BPD Seririt, (3) kualitas pelayanan terhadap kepuasan nasabah di BPD Seririt, dan (4) peran mediasi kepuasan nasabah pada pengaruh kualitas pelayanan terhadap loyalitas nasabah di BPD Seririt. Jenis penelitian yang digunakan adalah penelitian kuantitatif dan desain penelitian yang digunakan adalah desain riset kausal. Subjek dalam penelitian ini adalah nasabah di BPD Seririt dan objek dalam penelitian ini adalah kualitas pelayanan, kepuasan nasabah, dan loyalitas nasabah. Data dikumpulkan dengan pencatatan dokumen dan metode kuesioner, serta dianalisis dengan *path analysis*. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas nasabah di BPD Seririt, (2) kepuasan nasabah berpengaruh positif dan signifikan terhadap loyalitas nasabah di BPD Seririt, (3) kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan nasabah di BPD Seririt, dan (4) kepuasan nasabah memediasi parsial pengaruh kualitas pelayanan terhadap loyalitas nasabah di BPD Seririt.

Kata-kata kunci : kepuasan nasabah, kualitas pelayanan, loyalitas nasabah

**MEDIATION ROLE OF CUSTOMER SATISFACTION ON THE  
INFLUENCE OF SERVICE QUALITY ON LOYALTY  
CUSTOMERS AT BPD SERIRIT**

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**ABSTRACT**

This study aims to obtain tested findings about the effect of (1) service quality on customer loyalty at BPD Seririt, (2) customer satisfaction on customer loyalty at BPD Seririt, (3) service quality on customer satisfaction at BPD Seririt, and (4) the mediating role of customer satisfaction on the effect of service quality on customer loyalty at BPD Seririt. The type of research used is quantitative research and the research design used is causal research design. The subjects in this study were customers at BPD Seririt and the objects in this study were service quality, customer satisfaction, and customer loyalty. Data were collected by recording documents and questionnaire methods, and analyzed by path analysis. The results showed that (1) service quality had a positive and significant effect on customer loyalty at BPD Seririt, (2) customer satisfaction had a positive and significant effect on customer loyalty at BPD Seririt, (3) service quality had a positive and significant effect on customer satisfaction at BPD Seririt, and (4) customer satisfaction partially mediates the effect of service quality on customer loyalty at BPD Seririt.

Keywords: customer satisfaction, service quality, customer loyalty