

**PENGARUH KEPERCAYAAN DAN KUALITAS PELAYANAN
TERHADAP LOYALITAS NASABAH SIMPANAN
PADA LPD DESA ADAT BALUK**

Oleh

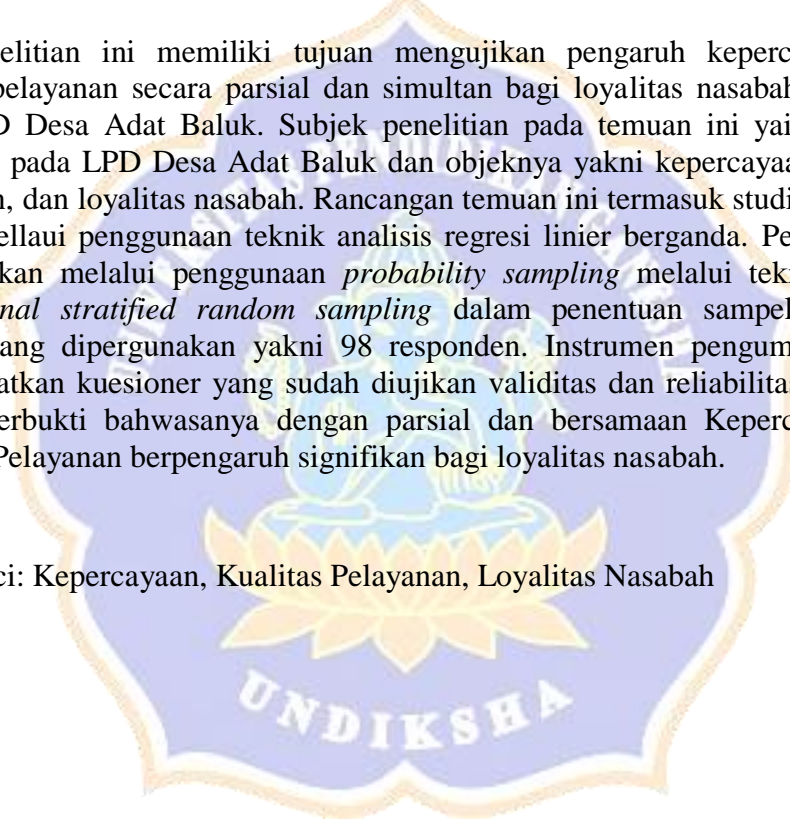
Ni Putu Devi Puspayanti, NIM 1917041005

Jurusan Manajemen

ABSTRAK

Penelitian ini memiliki tujuan mengujikan pengaruh kepercayaan dan kualitas pelayanan secara parsial dan simultan bagi loyalitas nasabah simpanan pada LPD Desa Adat Baluk. Subjek penelitian pada temuan ini yaitu nasabah simpanan pada LPD Desa Adat Baluk dan objeknya yakni kepercayaan, kualitas pelayanan, dan loyalitas nasabah. Rancangan temuan ini termasuk studi kuantitatif kausal melalui penggunaan teknik analisis regresi linier berganda. Penelitian ini dilaksanakan melalui penggunaan *probability sampling* melalui teknik sampel *proportional stratified random sampling* dalam penentuan sampelnya. Total sampel yang dipergunakan yakni 98 responden. Instrumen pengumpulan data memanfaatkan kuesioner yang sudah diujikan validitas dan reliabilitasnya. Hasil temuan terbukti bahwasanya dengan parsial dan bersamaan Kepercayaan dan Kualitas Pelayanan berpengaruh signifikan bagi loyalitas nasabah.

Kata kunci: Kepercayaan, Kualitas Pelayanan, Loyalitas Nasabah



***THE INFLUENCE OF TRUST AND SERVICE QUALITY ON
SAVINGS CUSTOMER LOYALTY
AT LPD BALUK TRADITIONAL VILLAGE***

By

Ni Putu Devi Puspayanti, NIM 1917041005

Department of Management

ABSTRACT

This study aims to examine the effect of trust and service quality partially and simultaneously on the loyalty of deposit customers in LPD Desa Adat Baluk. The subject of research on this finding is deposit customers at LPD Desa Adat Baluk and the object is trust, service quality, and customer loyalty. The draft findings include causal quantitative studies through the use of multiple linear regression analysis techniques. This research is carried out through the use of probability sampling through proportional stratified random sampling techniques in determining the sample. The total sample used was 98 respondents. Data collection instruments utilize questionnaires that have been tested for validity and reliability. The findings proved that partial and concurrent Trust and Service Quality had a significant effect on customer loyalty.

Keywords: Trust, Service Quality, Customer Loyalty

