

## ABSTRAK

**Dewantari, Fiorentina** (2023), *Peran kepuasan pelanggan dalam memediasi kualitas pelayanan dan kepercayaan terhadap loyalitas nasabah BRI di Buleleng.*

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*Kata-kata kunci:* kepercayaan, kepuasan pelanggan, kualitas pelayanan, loyalitas pelanggan.

Penelitian ini bertujuan untuk menguji pengaruh, yaitu: (1) kualitas pelayanan terhadap loyalitas pelanggan, (2) kepercayaan terhadap loyalitas pelanggan, (3) kepuasan pelanggan terhadap loyalitas pelanggan, (4) kualitas pelayanan terhadap kepuasan pelanggan, (5) kepercayaan terhadap kepuasan pelanggan, (6) kualitas pelayanan terhadap loyalitas pelanggan melalui mediasi kepuasan pelanggan, (7) kepercayaan terhadap loyalitas nasabah melalui mediasi kepuasan pelanggan. Populasi dalam penelitian ini adalah nasabah BRI di wilayah Kabupaten Buleleng dengan jumlah sampel 80 orang dengan menggunakan *quota sampling*. Penelitian ini dirancang dalam bentuk kuantitatif dengan teknik analisis SEM PLS. Data dalam penelitian ini dikumpulkan dengan menggunakan kuesioner komponen konteks kualitas pelayanan, kepuasan pelanggan, kepercayaan, dan loyalitas pelanggan. Data diolah dengan menggunakan *SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa (1) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan, (2) kepercayaan berpengaruh signifikan terhadap loyalitas pelanggan, (3) kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan, (4) kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan, (5) kepercayaan tidak berpengaruh signifikan terhadap kepuasan pelanggan, (6) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan melalui mediasi kepuasan pelanggan, (7) kepercayaan tidak berpengaruh signifikan terhadap loyalitas nasabah melalui mediasi kepuasan pelanggan. Berdasarkan hasil uji mediasi menggunakan VAF ditemukan hasil bahwa tidak ada mediasi yang terjadi antar variabel tersebut. Dengan demikian, hasil ini diharapkan menjadi acuan BRI untuk meningkatkan berbagai aspek penunjang pelayanan untuk nasabah pada fasilitas untuk nasabah, transparansi keuangan, keandalan, dan pemberian informasi oleh pihak bank.

## ABSTRACT

**Dewantari, Fiorentina (2023),** *The Role of Customer Satisfaction in Mediating Service Quality and Trust in BRI Customer Loyalty in Buleleng.*

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This thesis has been approved and examined by 1<sup>st</sup> Supervisor : Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si and 2<sup>nd</sup> Supervisor : Dr. Ni Made Ary Widiastini, SST.Par., M.Par.

*Keywords:* customer loyalty, customer satisfaction, service quality, trust.

This research aims to examine the influence, namely: (1) service quality on customer loyalty, (2) trust on customer loyalty, (3) customer satisfaction on customer loyalty, (4) service quality on customer satisfaction, (5) trust on satisfaction customers, (6) service quality on customer loyalty through the mediation of customer satisfaction, (7) trust on customer loyalty through the mediation of customer satisfaction. The population in this study were BRI customers in the Buleleng Regency area with a sample size of 80 people using quota sampling. This research was designed in quantitative form using the SEM PLS analysis technique. The data in this research were collected using a questionnaire on the context components of service quality, customer satisfaction, trust and customer loyalty. Data is processed using SmartPLS 3.0. The research results show that (1) service quality has a significant effect on customer loyalty, (2) trust has a significant effect on customer loyalty, (3) customer satisfaction has a significant effect on customer loyalty, (4) service quality has a significant effect on customer satisfaction, (5) trust has no significant effect on customer satisfaction, (6) service quality has a significant effect on customer loyalty through the mediation of customer satisfaction, (7) trust has no significant effect on customer loyalty through the mediation of customer satisfaction. Based on the results of the mediation test using VAF, it was found that no mediation occurred between these variables. Thus, it is hoped that these results will become a reference for BRI to improve various aspects of customer service support in customer facilities, financial transparency, reliability and the provision of information by the bank.