

Hae, Mensen Mone (2026), Peran Kepuasan Nasabah Memediasi Pengaruh Kualitas Pelayanan dan Kepercayaan Terhadap Loyalitas Nasabah LPD Tanjung Benoa, Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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

Abstrak

Penelitian ini bertujuan untuk menganalisis peran kepuasan nasabah dalam memediasi pengaruh kualitas pelayanan dan kepercayaan terhadap loyalitas nasabah pada LPD Tanjung Benoa. Fenomena penurunan jumlah nasabah serta menurunnya tingkat kepuasan nasabah menjadi dasar dilakukannya penelitian ini. Loyalitas nasabah merupakan faktor penting bagi keberlangsungan lembaga keuangan, sehingga kualitas pelayanan dan kepercayaan perlu ditingkatkan guna menciptakan kepuasan nasabah yang berkelanjutan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian *explanatory research*. Populasi dalam penelitian ini adalah seluruh nasabah pinjaman dan deposito LPD Tanjung Benoa sebanyak 1.242 nasabah. Teknik pengambilan sampel menggunakan probability sampling dengan metode *simple random sampling*, sehingga diperoleh sampel sebanyak 160 responden. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert. Teknik analisis data menggunakan *Structural Equation Modeling* berbasis *Partial Least Square* (PLS-SEM).

Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas nasabah, kepercayaan berpengaruh positif dan signifikan terhadap loyalitas nasabah, serta kepuasan nasabah berpengaruh positif dan signifikan terhadap loyalitas nasabah. Selain itu, kualitas pelayanan dan kepercayaan juga terbukti berpengaruh positif dan signifikan terhadap kepuasan nasabah. Kepuasan nasabah mampu memediasi pengaruh kualitas pelayanan terhadap loyalitas nasabah serta memediasi pengaruh kepercayaan terhadap loyalitas nasabah pada LPD Tanjung Benoa.

Hae, Mensen Mone (2026), The Role of Customer Satisfaction in Mediating the Effect of Service Quality and Trust on Customer Loyalty at LPD Tanjung Bena, Thesis, Master of Management, Postgraduate Program, Universitas Pendidikan Ganesha.

This thesis has been approved and examined by Supervisor I: Dr. Ni Luh Wayan Sayang Telagawathi, S.E., M.Si., and Supervisor II: Dr. Ni Made Ary Widiastini, S.St.Par., M.Par.

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

Abstract

This study aims to analyze the role of customer satisfaction in mediating the effect of service quality and trust on customer loyalty at LPD Tanjung Bena. The phenomenon of a declining number of customers and decreasing levels of customer satisfaction forms the basis of this research. Customer loyalty is an important factor for the sustainability of financial institutions; therefore, service quality and trust need to be improved in order to create sustainable customer satisfaction.

This research uses a quantitative approach with an explanatory research design. The population in this study consists of all loan and deposit customers of LPD Tanjung Bena, totaling 1,242 customers. The sampling technique used probability sampling with a simple random sampling method, resulting in a sample of 160 respondents. Data were collected through questionnaires using a Likert scale. The data analysis technique used Structural Equation Modeling based on Partial Least Square (PLS-SEM).

The results show that service quality has a positive and significant effect on customer loyalty, trust has a positive and significant effect on customer loyalty, and customer satisfaction also has a positive and significant effect on customer loyalty. In addition, service quality and trust were also found to have a positive and significant effect on customer satisfaction. Customer satisfaction is able to mediate the effect of service quality on customer loyalty as well as mediate the effect of trust on customer loyalty at LPD Tanjung Bena.