

**PENGARUH KEPUASAN SEBAGAI VARIABEL PEMEDIASI HUBUNGAN
ANTARA CITRA PERUSAHAAN DAN NILAI NASABAH TERHADAP
LOYALITAS PADA NASABAH BANK BRI UNIT SURIAN**

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ABSTRAK

Penelitian ini menguji pengaruh kepuasan sebagai variable pemediasi hubungan antara citra perusahaan dan nilai nasabah terhadap loyalitas pada nasabah bank BRI unit Surian. Populasi dalam penelitian ini adalah nasabah bank BRI unit Surian. Dengan jumlah sampel sebanyak 100 orang responden yang dipilih menggunakan teknik Purposive Sampling. Pengumpulan data primer menggunakan kuesioner dan pengumpulan data sekunder menggunakan survey terhadap nasabah bank BRI unit Surian. Hasil penelitian menunjukkan bahwa citra perusahaan berpengaruh signifikan terhadap kepuasan nasabah, citra perusahaan tidak berpengaruh terhadap loyalitas nasabah, kepuasan nasabah berpengaruh signifikan terhadap loyalitas nasabah, nilai nasabah berpengaruh signifikan terhadap kepuasan nasabah, nilai nasabah berpengaruh signifikan terhadap loyalitas nasabah, kepuasan nasabah memediasi hubungan antara citra perusahaan terhadap loyalitas nasabah, dan kepuasan memediasi hubungan antara nilai nasabah terhadap loyalitas nasabah. Hipotesis yang paling dominan yaitu H3, pengaruh nilai nasabah terhadap loyalitas nasabah, hal ini di tandai dengan adanya nilai t-statistik paling tinggi dan P values paling rendah dari 5 variabel. Kata kunci : Citra Perusahaan, Nilai Nasabah, Kepuasan Nasabah, Loyalitas nasabah

***THE EFFECT OF SATISFACTION AS VARIABLE OF RELATIONSHIP
BETWEEN CORPORATE IMAGE AND CUSTOMER VALUE ON LOYALTY IN
BANK BRI CUSTOMERS IN SURIAN UNIT***

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ABSTRACT

This study examines the effect of satisfaction as a mediating variable of the relationship between company image and customer value on loyalty to BRI bank customers in Surian units. The population in this study is the Surian BRI bank customer unit. With a sample size of 100 respondents selected using the Purposive Sampling technique. Primary data collection using a questionnaire and secondary data collection using a survey of Surian BRI bank customers. The results showed that company image has a significant effect on customer satisfaction, company image has no effect on customer loyalty, customer satisfaction has a significant effect on customer loyalty, customer value has a significant effect on customer satisfaction, customer value has a significant effect on customer loyalty, customer satisfaction mediates the relationship between image the company towards customer loyalty, and satisfaction mediates the relationship between customer value and customer loyalty. The most dominant hypothesis is H3, the influence of customer value on customer loyalty, this is marked by the highest t-statistic value and the lowest P values of 5 variables.

Keywords: Corporate Image, Customer Value, Customer Satisfaction, Customer Loyalty