

# **PENGARUH KUALITAS PELAYANAN DAN PERSEPSI NILAI TERHADAP LOYALITAS DENGAN KEPUASAN SEBAGAI VARIABEL INTERVENING PADA NASABAH BANK BRI CABANG KHATIB SULAIMAN PADANG**

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## **Abstrak.**

Penelitian ini bertujuan untuk menjelaskan pengaruh kualitas pelayanan dan persepsi nilai terhadap loyalitas nasabah dengan kepuasan nasabah sebagai variabel mediasi. Penelitian dilakukan di Kota Padang dengan melibatkan 85 responden. Responden dipilih menggunakan teknik *purposive sampling*. Instrumen penelitian yang digunakan berupa kuesioner. diuji dengan menggunakan alat uji *Partial Least Square* (PLS). Hasil penelitian menunjukan bahwa, kualitas pelayanan berpengaruh positif terhadap loyalitas nasabah pada Bank BRI cabang Khatib Sulaiman Padang. Kualitas pelayanan berpengaruh positif terhadap kepuasan nasabah pada Bank BRI cabang Khatib Sulaiman Padang. Selanjutnya, persepsi nilai berpengaruh positif terhadap loyalitas nasabah. Namun persepsi nilai tidak berpengaruh terhadap kepuasan nasabah pada Bank BRI cabang Khatib Sulaiman Padang. Kepuasan nasabah tidak berpengaruh terhadap loyalitas. Jadi dapat dikatakan bahwa kepuasan nasabah tidak memediasi kualitas pelayanan terhadap loyalitas Hal yang sama juga kepuasan nasabah tidak memediasi persepsi nilai terhadap loyalitas nasabah pada Bank BRI cabang Khatib Sulaiman Padang.

**Kata kunci:** loyalitas nasabah, kepuasan nasabah, kualitas pelayanan, persepsi nilai

## **Abstract.**

*This study aims to explain the effect of service quality and perceived value on customer loyalty with customer satisfaction as a mediating variable. The research was conducted in the city of Padang and involved 85 respondents. Respondents were selected using purposive sampling technique. The research instrument used was a questionnaire. tested using the Partial Least Square (PLS) test apparatus. The results showed that service quality had a positive effect on customer loyalty at the Khatib Sulaiman Padang branch of the BRI Bank. Service quality has a positive effect on customer satisfaction at Bank BRI Khatib Sulaiman Padang branch. Furthermore, perceived value has a positive effect on customer loyalty. However, perceived value has no effect on customer satisfaction at the Khatib Sulaiman Padang branch of Bank BRI. Customer satisfaction has no effect on loyalty. So it can be said that customer satisfaction does not mediate service quality towards loyalty. The same thing customer satisfaction does not mediate the perceived value of customer loyalty at the Khatib Sulaiman Padang branch of BRI Bank.*

**Keywords:** customer loyalty, customer satisfaction, service quality, perceived value