

## **ABSTRACT**

*This study aims to demonstrate empirically the effect of Green Banking on Satisfaction and Loyalty customer use internet banking. Independent variables used in this study is Electronic Customer Relationship Management (e-CRM) and Electronic Banking (e-Banking). While the dependent variable in this study is the Satisfaction and Loyalty Customer. The process of data collections by means of convenience sampling method by randomly taking all customers that have used internet banking in Bank Syariah Mandiri branch Thamrin. These customers are totaled 400 internet banking users.*

*The method analysis used in this research are descriptive statistical tests, validity, reliability test, classic assumption test, test the coefficient of determination, test multiple linear regression analysis and hypothesis testing with the help of Statistical Product and Service Solution (SPSS) version 24 and Microsoft Excel 2013. The results indicates that the variable of electronic customer relationship management and variable electronic banking effect on satisfaction and loyalty customer use internet banking.*

*Keywords : Green banking, e-CRM, e-Banking, satisfaction and loyalty customer, Internet banking.*



## ABSTRAK

Penelitian ini bertujuan untuk membuktikan secara empiris pengaruh *green banking* terhadap kepuasan dan loyalitas pelanggan dalam penggunaan *internet banking* baik secara simultan maupun parsial. Variabel independen yang digunakan dalam penelitian ini adalah *electronic customer relationship management (e-CRM)* dan *electronic banking (e-Banking)*. Sedangkan variabel dependen dalam penelitian ini adalah kepuasan dan loyalitas pelanggan. Proses pengumpulan data menggunakan metode *convenience sampling* dengan menyebar kuesioner kepada nasabah pengguna *internet banking* Bank Syariah Mandiri cabang Thamrin secara acak. Nasabah berjumlah 400 pengguna *internet banking*.

Metode analisis dalam penelitian ini adalah uji statistik deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, uji koefisien determinasi, uji analisis regresi linear berganda dan uji hipotesis dengan bantuan *Statistical Product and Service Solution (SPSS)* versi 24 dan Microsoft Excel 2013. Hasil penelitian ini menunjukkan bahwa variabel *electronic customer relationship management* dan *electronic banking* berpengaruh terhadap kepuasan dan loyalitas pelanggan menggunakan *internet banking*.

Kata Kunci : *Green Banking, e-CRM, e-Banking, kepuasan dan loyalitas pelanggan, internet banking.*

