

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh dari Kualitas Pelayanan, *Relationship Marketing* dan *Corporate Social Responsibility* Terhadap Loyalitas Nasabah Bank BRI. Pada Cabang Pinang Ranti. Yang dihitung menggunakan rumus Djarwanto dengan jumlah sampel yang dibulatkan menjadi 100. Metode pengumpulan data dalam penelitian ini menggunakan metode survey dan instrumen dalam penelitian ini adalah kuisioner. Penelitian ini menggunakan metode survey untuk melihat pengaruh kualitas pelayanan, *relationship marketing* dan *corporate social responsibility* terhadap loyalitas nasabah. Metode Analisis data menggunakan *Statistical Product and Service Solution Versi 26*. Berdasarkan hasil analisis ditemukan bahwa terdapat positif dan signifikan secara bersama – sama antara kualitas pelayanan (X1), *relationship marketing* (X2) dan *corporate social responsibilty* (X3) terhadap loyalitas nasabah (Y). Hal tersebut dapat dikatakan karena nilai Fhitung>Ftabel yaitu $104.669 > 3.09$. Hasil uji T variabel kualitas pelayanan sebesar $6.799 > 1.984$, variabel *relationship marketing* sebesar $4.440 > 1.984$ dan *corporate social responsibilty* sebesar $2.495 > 1.984$. Hasil uji koefisien determinasi sebesar 0,766 yang berarti 76% variabel kualitas pelayanan, *relationship marketing* dan *corporate social responsibility* sedangkan sisanya sebesar 24 % dipengaruhi oleh variabel yang tidak diteliti.

Kata Kunci : Kualitas Pelayanan, *Relationship Marketing* dan *Corporate Social Responsibility*

ABSTRACT

This study aims to analyze the effect of Service Quality, Relationship Marketing and Corporate Social Responsibility on BRI Bank Customer Loyalty. At the Pinang Ranti Branch. Which is calculated using the Djarwanto formula with the number of samples rounded up to 100. The method of data collection in this study used a survey method and the instrument in this study was a questionnaire. This study uses a survey method to see the effect of service quality, relationship marketing and corporate social responsibility on customer loyalty. Method of data analysis using Statistical Product and Service Solution Version 26. Based on the results of the analysis it was found that there is a positive and significant correlation between service quality (X1), relationship marketing (X2) and corporate social responsibility (X3) to customer loyalty (Y) . This can be said because the value of $F_{count} > F_{table}$ is $104,669 > 3.09$. The results of the T-test for service quality variables were $6799 > 1,984$, relationship marketing variables were $4.440 > 1,984$ and corporate social responsibility was $2.495 > 1,984$. The results of the coefficient of determination test are 0.766, which means 76% of the variables of service quality, relationship marketing and corporate social responsibility, while the remaining 24% are influenced by variables not examined.

Keywords : Service Quality, Relationship Marketing and Corporate Social Responsibility