

## ABSTRAKSI

Tujuan dalam penelitian ini adalah untuk pengaruh *preferential treatment* dan *interpersonal communication* terhadap *behavioral loyalty* pada BRI Syariah Semarang dengan *relationship satisfaction* sebagai variabel intervening. Populasi yang digunakan adalah seluruh nasabah prioritas BRI Syariah Semarang sebesar 32 responden. Melihat jumlah populasi hanya terbatas sebesar 32 nasabah, maka layak untuk diambil semua untuk dijadikan sebagai sampel sehingga penelitian ini merupakan penelitian sensus. Alat analisisnya adalah Partial Least Square.

Hasil pengujian inner model menunjukkan bahwa *preferential treatment* dan *interpersonal communication* berpengaruh positif signifikan terhadap *relationship satisfaction* dan *behavioral loyalty*. *Relationship satisfaction* berpengaruh positif dan signifikan terhadap *behavioral loyalty*. *relationship satisfaction* tidak mampu menjadi variabel intervening antara *preferential treatment* terhadap *behavioral loyalty*. Hasil pengujian mediasi menunjukkan bahwa *relationship satisfaction* tidak mampu menjadi variabel intervening antara *preferential treatment* terhadap *behavioral loyalty*. Dengan demikian *preferential treatment* hanya berpengaruh terhadap *behavioral loyalty* tidak harus melalui *relationship satisfaction*. *Relationship satisfaction* mampu menjadi variabel intervening antara *interpersonal communication* terhadap *behavioral loyalty*, memberikan pengertian bahwa semakin efektif *interpersonal communication*, maka komunikasi akan memperlancar interaksi sebab informasi yang disampaikan dapat diterima dengan mudah, sehingga nasabah akan merasakan kepuasan dan hal itu tentu akan berdampak pada perilaku nasabah dalam menggunakan bank tersebut.

**Kata Kunci :** *preferential treatment, interpersonal communication, relationship satisfaction* dan *behavioral loyalty*.

## **ABSTRACT**

The purpose of this research is to influence preferential treatment and interpersonal communication to behavioral loyalty at BRI Syariah Semarang with relationship satisfaction as intervening variable. The population used is all priority customers of BRI Syariah Semarang by 32 respondents. Seeing the total population is limited to 32 customers, it is worth taking all to serve as a sample so this research is a census study. The analysis tool is Partial Least Square.

The result of inner model test shows that preferential treatment and interpersonal communication have positive significant effect on relationship satisfaction and behavioral loyalty. Relationship satisfaction has a positive and significant effect on behavioral loyalty. relationship satisfaction can not be an intervening variable between preferential treatment to behavioral loyalty. The result of the mediation test shows that relationship satisfaction is not able to be the intervening variable between preferential treatment to behavioral loyalty. Thus preferential treatment only affect the behavioral loyalty does not have to through relationship satisfaction. Relationship satisfaction can be an intervening variable between interpersonal communication to behavioral loyalty, giving understanding that the more effective interpersonal communication, the communication will facilitate the interaction because the information conveyed can be accepted easily, so the customer will feel satisfaction and it will certainly have an impact on customer behavior using the bank.

Keywords: preferential treatment, interpersonal communication, relationship satisfaction and behavioral loyalty.