

## ABSTRAKSI

Tiap perusahaan pasti mengharapkan profit yang maksimal dari hasil kegiatan marketing perusahaannya. Loyalitas Nasabah merupakan hasil maksimal dari kegiatan marketing yang dapat membuat pelanggan merasa puas dan loyal pada perusahaan, sehingga tidak ingin berpindah ke merk lain. Untuk mendorong upaya peningkatan Loyalitas Nasabah, ada banyak faktor yang perlu diperhatikan oleh perusahaan. Faktor yang dapat mempengaruhi Loyalitas Nasabah sangat banyak, namun dalam penelitian ini faktor yang diteliti adalah *Understanding Customer Expectation*, *Building Service Partnership*, *Total Quality Management*, *Empowering Employees*, dan Kepuasan Nasabah. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh implementasi *Relationship Marketing Inputs*, yaitu *Understanding Customer Expectation*, *Building Service Partnership*, *Total Quality Management*, dan *Empowering Employees* terhadap *Relationship Marketing Output* yaitu Kepuasan Nasabah dan Loyalitas Nasabah, pada BNI Syariah Semarang.

Populasi penelitian ini adalah Nasabah BNI Syariah Semarang. Pengambilan sampel dalam penelitian ini diambil dengan jumlah sebanyak 100 orang. Metode analisis statistik yang digunakan adalah regresi linear berganda dengan analisis path, dan pengujian hipotesis.

Berdasarkan hasil analisis data, dapat disimpulkan terdapat pengaruh positif, tetapi tidak signifikan *Understanding Customer Expectation* terhadap Kepuasan Nasabah. Terdapat pengaruh positif dan signifikan *Building Service Partnership* terhadap Kepuasan Nasabah. Terdapat pengaruh positif dan signifikan *Total Quality Management* terhadap Kepuasan Nasabah. Terdapat pengaruh positif dan signifikan *Empowering Employees* terhadap Kepuasan Nasabah. Terdapat pengaruh positif dan signifikan *Understanding Customer Expectation* terhadap Loyalitas Nasabah. Terdapat pengaruh positif dan signifikan *Building Service Partnership* terhadap Loyalitas Nasabah. Terdapat pengaruh positif dan signifikan *Total Quality Management* terhadap Loyalitas Nasabah. Terdapat pengaruh positif dan signifikan *Empowering Employees* terhadap Loyalitas Nasabah. Terdapat pengaruh positif dan signifikan Kepuasan Nasabah terhadap Loyalitas Nasabah.

Kata Kunci: *Understanding Customer Expectation*, *Building Service Partnership*, *Total Quality Management*, *Empowering Employees*, Kepuasan Nasabah, dan Loyalitas Nasabah.

## **ABSTRACTION**

*Each company must expect maximum profit from the marketing activities of the company. Customer loyalty is the most out of marketing activities that can make customers feel satisfied and loyal to the company, so do not want to switch to another brand. To encourage efforts to increase customer loyalty, there are many factors that need to be considered by the company. Factors that may affect the Customer Loyalty very much, but in this study the factors examined are Customer Expectation Understanding, Building Partnership Service, Total Quality Management, Empowering Employees and Customer Satisfaction. This study aims to identify and analyze the effect of the implementation of Relationship Marketing Inputs, namely Customer Expectation Understanding, Building Service Partnership, Total Quality Management, and Empowering Employees to Relationship Marketing and Customer Satisfaction Output namely Customer Loyalty, on BNI Syariah Semarang.*

*The study population was Customer BNI Syariah Semarang. The samples in this study were taken with a total of 100 people. Statistical analysis method used is multiple linear regression with path analysis, and hypothesis testing.*

*Based on the analysis, it can be concluded there is positive, but not significant Understanding Customer Expectation on customer satisfaction. There is positive and significant Building Service Partnership on customer satisfaction. There is positive and significant Total Quality Management to Customer Satisfaction. There is positive and significant Empowering Employees to Customer Satisfaction. There is positive and significant effect Understanding Customer Expectation to Customer Loyalty. There is positive and significant Building Service Partnership to Customer Loyalty. There is a positive and significant effect on Total Quality Management Customer Loyalty. There is positive and significant Empowering Employees to Customer Loyalty. There is a positive and significant impact on the Customer Satisfaction to Customer Loyalty.*

*Keywords: Customer Expectation Understanding, Building Service Partnership, Total Quality Management, Empowering Employees, Customer Satisfaction and Customer Loyalty.*