

ABSTRAK

Penelitian ini bertujuan untuk mengetahui adanya pengaruh kualitas pelayanan , komunikasi dan kepercayaan terhadap komitmen nasabah yang berdampak pada loyalitas nasabah di Koperasi Simpan Pinjam Mitra Sejahtera di Sidaorjo. Peneliti ini menggunakan pendekatan metode kuantitatif dengan mengola data yang di dapatkan dari kuisisioner. Sampel pada peneliti ini menggunakan *Sampling Purposive*, dan menentukan jumlah sampel sebanyak 150 responden. Metode analisis yang di gunakan yaitu analisis jalur dengan menggunakan alat analisis SPSS versi 24.

Berdasarkan analisis penelitian didapatkan kesimpulan bahwa (1) kualitas pelayanan berpengaruh signifikan positif terhadap komitmen nasabah, (2) komunikasi pemasaran berpengaruh signifikan positif terhadap komitmen nasabah, (3) kepercayaan nasabah berpengaruh signifikan positif terhadap komitmen nasabah (4) komitmen nasabah berpengaruh signifikan positif terhadap loyalitas nasabah, (5) kualitas pelayanan berpengaruh signifikan terhadap loyalitas nasabah, (6) komunikasi pemasaran berpengaruh signifikan positif terhadap loyalitas nasabah, (7) kepercayaan nasabah berpengaruh signifikan positif terhadap loyalitas nasabah.

Kata Kunci: *Kualitas Pelayanan, Komunikasi, Kepercayaan, Komitmen Nasabah Loyalitas Nasabah*

ABSTRACT

This study aims to determine the effect of service quality, communication and trust on customer commitment which has an impact on customer loyalty at the Mitra Sejahtera Savings and Loan Cooperative in Sidaorjo. This researcher uses a quantitative method approach by managing the data obtained from the questionnaire. The sample in this researcher uses purposive sampling, and determines the number of samples of 150 respondents. The analyst method used is path analysis using the SPSS version 24 analysis tool.

Based on the research analysis, it is concluded that (1) service quality has a significant positive effect on customer commitment, (2) marketing communication has a significant positive effect on customer commitment, (3) customer trust has a positive significant effect on customer commitment (4) customer commitment has a significant positive effect on customer commitment. customer loyalty, (5) service quality has a significant effect on customer loyalty, (6) marketing communication has a significant positive effect on customer loyalty, (7) customer trust has a significant positive effect on customer loyalty.

Keywords: Service Quality, Communication, Trust, Customer Commitment Customer Loyalty