

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Customer Relationship Management* (CRM) terhadap loyalitas nasabah melalui kepuasan nasabah sebagai variabel mediasi pada Bank Syariah Indonesia KCP Surabaya ITS. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah seluruh nasabah Bank Syariah Indonesia KCP Surabaya ITS, sedangkan sampel penelitian berjumlah 99 responden yang dipilih menggunakan teknik purposive sampling sesuai dengan kriteria yang telah ditetapkan. Pengumpulan data dilakukan melalui penyebaran kuesioner dengan skala Likert lima poin. Data dianalisis menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan software *SmartPLS 4*. Hasil penelitian menunjukkan bahwa *Customer Relationship Management* (CRM) berpengaruh positif dan signifikan terhadap kepuasan nasabah. *Customer Relationship Management* (CRM) juga berpengaruh positif dan signifikan terhadap loyalitas nasabah. Selain itu, kepuasan nasabah berpengaruh positif dan signifikan terhadap loyalitas nasabah. Hasil pengujian mediasi menunjukkan bahwa kepuasan nasabah mampu memediasi secara signifikan pengaruh *Customer Relationship Management* (CRM) terhadap loyalitas nasabah. Temuan ini menunjukkan bahwa penerapan *Customer Relationship Management* (CRM) yang efektif mampu meningkatkan kepuasan nasabah sehingga berdampak pada peningkatan loyalitas nasabah terhadap Bank Syariah Indonesia KCP Surabaya ITS.

Kata kunci: *Customer Relationship Management*, kepuasan nasabah, loyalitas nasabah, perbankan syariah, *SEM-PLS*

ABSTRACT

This study aims to analyze the influence of Customer Relationship Management (CRM) on customer loyalty through customer satisfaction as a mediating variable at Bank Syariah Indonesia KCP Surabaya ITS. The study used a quantitative approach with a survey method. The study population was all customers of Bank Syariah Indonesia KCP Surabaya ITS, while the research sample consisted of 99 respondents selected using a purposive sampling technique according to predetermined criteria. Data collection was carried out by distributing questionnaires with a five-point Likert scale. Data were analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) with the help of SmartPLS 4 software. The results showed that Customer Relationship Management (CRM) had a positive and significant effect on customer satisfaction. Customer Relationship Management (CRM) also had a positive and significant effect on customer loyalty. In addition, customer satisfaction had a positive and significant effect on customer loyalty. The results of the mediation test showed that customer satisfaction was able to significantly mediate the effect of Customer Relationship Management (CRM) on customer loyalty. These findings indicate that the implementation of effective Customer Relationship Management (CRM) is able to increase customer satisfaction, thus having an impact on increasing customer loyalty towards Bank Syariah Indonesia KCP Surabaya ITS.

Keywords: *Customer Relationship Management, customer satisfaction, customer loyalty, Islamic banking, SEM-PLS*