

**ANALISIS STRATEGI MARKETING MIX TABUNGAN SIKOCI TERHADAP
KEPUASAN DAN LOYALITAS NASABAH PADA
BANK NAGARI CABANG PAYAKUMBUH**

THESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi Universitas Andalas



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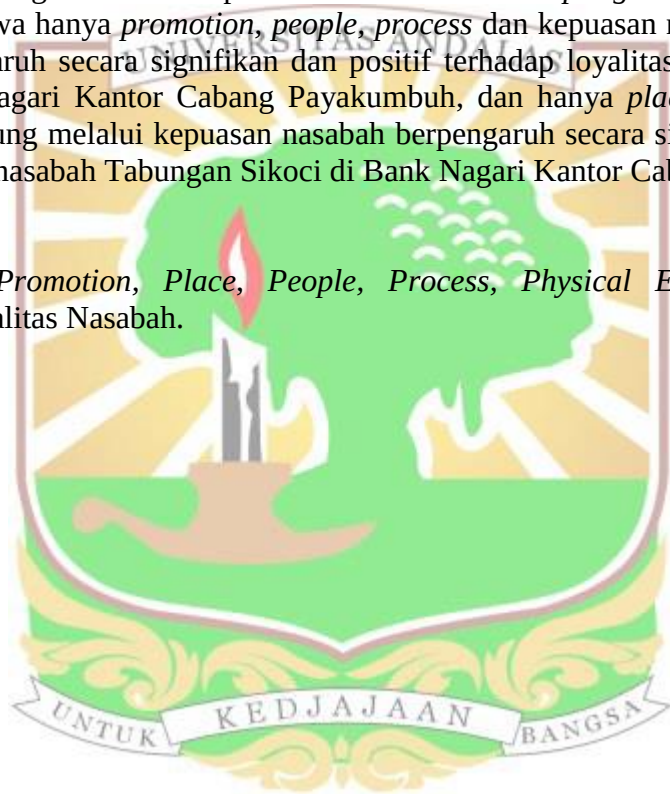
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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh langsung *Product, Price, Promotion, Place, People, Process, Physical Evidence*, dan Kepuasan Nasabah terhadap Loyalitas Nasabah, serta pengaruh tidak langsung *Product, Price, Promotion, Place, People, Process, Physical Evidence* melalui Kepuasan Nasabah terhadap Loyalitas Nasabah. Populasi dalam penelitian ini adalah nasabah Tabungan Sikoci Bank Nagari Cabang Payakumbuh. Data dianalisis dengan menggunakan metode kuantitatif (PLS) dan kualitatif (TCR). Teknik pengambilan sampel adalah *random sampling*. Hasil penelitian ini menunjukkan bahwa hanya *promotion, people, process* dan kepuasan nasabah yang secara langsung berpengaruh secara signifikan dan positif terhadap loyalitas nasabah Tabungan Sikoci di Bank Nagari Kantor Cabang Payakumbuh, dan hanya *place* dan *people* yang secara tidak langsung melalui kepuasan nasabah berpengaruh secara signifikan dan positif terhadap loyalitas nasabah Tabungan Sikoci di Bank Nagari Kantor Cabang Payakumbuh.

Kata Kunci:

Product, Price, Promotion, Place, People, Process, Physical Evidence, Kepuasan Nasabah, dan Loyalitas Nasabah.



ABSTRACT

This study aims to analyze the direct influence of Product, Price, Promotion, Place, People, Process, Physical Evidence, and Customer Satisfaction to Customer Loyalty, and Indirect Product, Price, Promotion, Place, People, Process, Physical Evidence through Customer Satisfaction To Customer Loyalty. The population in this study is the customer Sikoci Savings Bank Nagari Payakumbuh Branch Office. Data were analyzed using quantitative (PLS) and qualitative (TCR) method. The sampling technique is random sampling. The results of this study indicate that only promotion, people, process and customer satisfaction that directly influence significantly and positively to the loyalty of customers Sikoci Savings Bank Nagari Payakumbuh Branch Office, and only place and people who indirectly through customer satisfaction significantly and Positive to the loyalty of customers Sikoci Savings Bank Nagari Payakumbuh Branch Office.

Keywords:

Product, Price, Promotion, Place, People, Process, Physical Evidence, Customer Satisfaction, and Customer Loyalty.

