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### TITLE

PENGARUH KEPUASAN, PENANGANAN KELUHAN, CITRA DAN KOMUNIKASI TERHADAP LOYALITAS  
NASABAH PT. BRI (PERSERO) TBK. CABANG BANDA ACEH

### ABSTRACT

This Study aims to measure the influences of satisfaction, complain handling, image and communication on costumer loyalty toward PT. BRI (Persero) Tbk. Branch Banda Aceh. The subjects in this study were costumer PT. BRI (Persero) Tbk. Branch Banda Aceh. The number of consumer in this study was 100 respondents. The data used in this study was quantitative data obtained by the distribution of the questionare (survey) to 100 respondents conducted using the convenience sampling method. This study used multiple linear regressions with the aid of the SPSS 16.0 computer program. Hipothesis testing was done by using statistical testing, that is partial (t-test) and simultaneous (Ftest), with asignificance level (?) of 5%. The results showed that the independent variables consisting of the variablenessatisfaction(X1), complain handling (X2), image (X3), and communication (X4) affect intention to customer loyalty toward PT. BRI (Persero) Tbk. Branch Banda Aceh, both partially (t-test) and simultaneously (F test). Research hiphotes accepted. Keyword: Kepuasan, Keluhan, Citra, Komunikasi, Loyalitas, Nasabah