

**PENGARUH *BRAND IMAGE*, BAGI HASIL, DAN KUALITAS LAYANAN  
TERHADAP LOYALITAS NASABAH BANK SYARI'AH INDONESIA  
KANTOR CABANG PEMBANTU DURI HANG TUAH 1**

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**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *brand image*, bagi hasil, dan kualitas layanan terhadap loyalitas nasabah Bank Syari'ah Indonesia Kantor Cabang Pembantu Duri Hang Tuah 1. Penelitian ini menggunakan pendekatan Kuantitatif dan menggunakan data primer dari penyebaran kuesioner. Data diproses melalui program SPSS 25 dengan teknik analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa secara parsial variabel *brand image* berpengaruh positif terhadap loyalitas nasabah, variabel bagi hasil tidak berpengaruh terhadap loyalitas nasabah, kualitas layanan berpengaruh positif terhadap loyalitas nasabah, dan secara simultan variabel *brand image*, bagi hasil, dan kualitas layanan berpengaruh positif terhadap loyalitas nasabah.

**Kata Kunci:** *Brand Image*, Bagi Hasil, Kualitas Layanan, Loyalitas Nasabah

***THE INFLUENCE OF BRAND IMAGE, PROFIT SHARING, AND SERVICE  
QUALITY ON CUSTOMER LOYALTY OF BANK SYARI'AH INDONESIA  
SUB-BRANCH OFFICE DURI HANG TUAH 1***

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***ABSTRACT***

*This study aims to determine the effect of brand image, profit sharing, and service quality on customer loyalty of Bank Syari'ah Indonesia Duri Hang Tuah 1 Branch Office. This research uses a quantitative approach and uses primary data from distributing questionnaires. Data is processed through the SPSS 25 program with multiple linear regression analysis techniques. The results showed that partially the brand image variable has a positive effect on customer loyalty, the profit sharing variable has no effect on customer loyalty, service quality has a positive effect on customer loyalty, and simultaneously the brand image, profit sharing, and service quality variables have a positive effect on customer loyalty.*

***Keywords: Brand Image, Profit Sharing, Service Quality, Customer Loyalty***