Najiatul Muthmainnah, 09.311.018, **Pengaruh Kepercayaan dan Komunikasi Terhadap *Customer Relationship Management* (CRM) dan Loyalitas Nasabah Pada Bank Syari'ah Amanah Sejahtera GKB Gresik**, Manajemen, Fakultas Ekonomi, Universitas Muhammadiyah Gresik, Agustus, 2013

Abstrak

Penelitian ini ditujukan untuk menguji pengaruh Kepercayaan dan Komunikasi Terhadap *Customer Relationship Management* (CRM) Dan Loyalitas Nasabah. Sampel penelitian ini adalah nasabah Bank Syari'ah amanah Sejahtera sejumlah 100 responden. Alat analisis yang digunakan adalah dengan menggunakan analisis jalur dengan bantuan SPSS/Windows.V.15, Hasil analisis menunjukkan bahwa Kepercayaan dan Komunikasi berpengaruh terhadap *Customer Relationship Management* (CRM), dan Kepercayaan, Komunikasi dan *Customer Relationship Management* (CRM) berpengaruh terhadap Loyalitas nasabah.Dalam pengujian hipotesis, nilai $t_{hitung} > t_{tabel}$, dengan nilai sig Sebesar 0,000<0,025 yang berarti seluruh variabel bebas berpengaruh secara parsial terhadap variabel terikat.

Kata Kunci : Kepercayaan, Komunikasi, *Customer Relationship management* (CRM), Loyalitas Nasabah

Najiatul Muthmainnah, 09,311,018, **Effect of Trust and Communication of Customer Relationship Management (CRM) and Customer Loyalty of Bank Syari'ah Amanah Sejahtera GKB Gresik**, *Management, Faculty of Economics, University of Muhammadiyah Gresik, august, 2013*

Abstract

This study aimed to examine the effect of Trust and Communication Against Customer Relationship Management (CRM) and Customer Loyalty. The sample was Prosperity Bank Syari'ah Amanah Sejahtera customers a total of 100 respondents. Analysis tool used is by using path analysis with the help of SPSS/Windows.V.15, results show that trust and communication affect the customer relationship management (CRM), and Trust, Communications and Customer Relationship Management (CRM) effect on customer loyalty. In hypothesis testing, the value of t> t table, with sig much as 0.000 <0.025 which means that all the independent variables partial effect on the dependent variable.

Keywords: Trust, Communication, Customer Relationship Management (CRM), Customer Loyalty