

## ABSTRACT

Norhalimah, 2021. The Effect of Layout on Customer Loyalty at Bank Kalsel KCPS Kedai Gatot Subroto. Thesis, Department of Islamic Banking, Faculty of Economics and Islamic Business. Supervisor (1) Dr. H. Sukarni, M.Ag. (2) Annisa Sayyid, S.H.I, M.SI.

**Keywords: Location, Layout, Customer Loyalty**

This study aims to determine the effect of the layout / layout simultaneously and partially on customer loyalty Bank Kalsel KCPS Kedai Gatot Subroto Banjarmasin.

This research is a descriptive-quantitative field research. Collecting data using questionnaires and document studies. The object of this research is the layout of the room (X1) and the layout of the building (X2) on customer loyalty (Y). The subjects in this study were customers of Bank Kalsel KCPS Kedai Gatot Subroto Banjarmasin who were used as samples of 100 people. The data analysis method used is multiple linear regression analysis, T test and F test.

This research produces findings, first: the layout / layout of the room (X1) and the layout / layout of the building (X2) have a simultaneous effect on customer loyalty. This can be seen from the results of the F test where  $F_{count} > F_{table}$  ( $4.117 > 3.090$ ) and the significance value of F is  $0.019 < 0.05$ . While the partial layout / room layout (X1) has a significant effect on customer

loyalty, this can be seen from the T test where the value of  $t_{count} > t_{table}$  ( $-0.781 > -2.276$ ) and the layout / layout of the building which shows the results of  $t_{count} > t_{table}$  ( $2.251 > 2.276$ ) with a value of  $sig. 0.013 < 0.05$ , which means it has a significant effect on customer loyalty.