

ABSTRAK

Nama : Ainun Marziah
Program Studi : Ekonomi Syariah
Judul : Pengaruh Kualitas Layanan Syariah Berbasis *Artificial Intelligence* Dan *Islamic Branding* Terhadap Kepuasan Nasabah Dengan Kepercayaan Nasabah Sebagai *Variabel Moderating* Pada Bank Syariah Indonesia Kota Lhokseumawe

Penelitian ini bertujuan untuk menggali pengaruh kualitas layanan syariah berbasis *artificial intelligence* dan *islamic branding* terhadap kepuasan nasabah dengan kepercayaan nasabah sebagai *variabel moderating* pada bank syariah indonesia kota lhokseumawe. Adapun teknik pengumpulan sampel menggunakan teknik purposive sampling dengan jumlah 100 responden. Teknik analisis data yang digunakan ialah outer model dan inner model dengan menggunakan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa kualitas layanan syariah berbasis *artificial intelligence* tidak berpengaruh terhadap kepuasan nasabah, *Islamic branding* berpengaruh positif signifikan terhadap kepuasan nasabah sedangkan kepercayaan nasabah tidak dapat memoderasi pengaruh antara kualitas layanan syariah berbasis *artificial intelligence* dan *Islamic branding* terhadap kepuasan nasabah.

Kata Kunci : Kepuasan Nasabah, Kualitas Layanan Syariah Berbasis *Artificial Intelligence*, *Islamic Branding*, Kepercayaan Nasabah

ABSTRACT

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Study Program : Sharia economics
Title : The Influence of Sharia Service Quality Based on Artificial Intelligence and Islamic Branding on Customer Satisfaction with Customer Trust as a Moderating Variable at the Islamic Bank of Indonesia in Lhokseumawe City

This study aims to explore the influence of Sharia service quality based on artificial intelligence and Islamic branding on customer satisfaction, with customer trust as a moderating variable at the Islamic bank in Lhokseumawe city, Indonesia. The sampling technique used is purposive sampling with a total of 100 respondents. The data analysis techniques used are the outer model and inner model using the SmartPLS application. The results of the study show that Sharia service quality based on artificial intelligence does not affect customer satisfaction, Islamic branding has a significant positive effect on customer satisfaction, while customer trust cannot moderate the influence between Sharia service quality based on artificial intelligence and Islamic branding on customer satisfaction.

Keywords: *Customer Satisfaction, Sharia Service Quality Based on Artificial Intelligence, Islamic Branding, Customer Trust*