

Nasabah tentunya akan lebih memilih produk-produk yang sesuai dengan nilai-nilai syariah.

6. Membuat seminar atau kajian-kajian untuk membuat komitmen agama menjadi lebih tinggi. Tentunya ini akan memberikan nilai positif terhadap kepuasan nasabah dan akan terciptanya loyalitas
7. Untuk lebih memfokuskan dan mengelola Kepuasan Nasabah dan Loyalitas dapat terbentuk. Ini menjadi strategi dalam meningkatkan pemasaran.



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Path Coefficients

	Atribut Produk Islam	Kepuasan Nasabah_	Komitmen Agama	Kualitas Pelayanan_	Loyalitas Nasabah
Atribut Produk Islam		0.137			