

ABSTRAK

Skripsi dengan judul strategi pemasaran dan pelayanan prima dalam meningkatkan jumlah anggota pembiayaan di *Baitul Maal wa Tamwil* Pahlawan Cabang Gondang Tulungagung. Penelitian ini ditulis oleh Nur Khufatun Nizar, jurusan Perbankan Syariah, NIM. 1741143271. Dosen pembimbing Sri Eka Astutiningsih, SE., MM.

Kemajuan ekonomi telah mengakibatkan tingkat persaingan menjadi semakin tinggi, sehingga perusahaan yang mampu memberikan kepuasan kepada pelanggannya yang akan memperoleh simpati, demikian pula dengan calon anggota pembiayaan telah pandai memilih-milah produk mana yang memberikan keuntungan lebih serta pelayanan yang memuaskan. Perusahaan kebanyakan menerapkan berbagai macam strategi guna menarik hati pelanggan, salah satunya yaitu strategi pemasaran. Perusahaan yang sudah berhasil mendapatkan pelanggan kemudian melanjutkannya dengan memberikan pelayanan sebaik mungkin terhadap kebutuhan pelanggannya. Perusahaan kebanyakan dengan sengaja memanjakan pelanggannya melalui pelayanan yang diberikan, bahkan dewasa ini anggota pembiayaan sudah dianggap sebagai raja yang harus segera dipenuhi kebutuhan dan keinginannya, seperti dilayani secara cepat, dan akurat.

Tujuan dalam penelitian ini adalah: 1)Menganalisa penerapan strategi pemasaran dalam meningkatkan jumlah anggota pembiayaan di *Baitul Maal wa Tamwil* Pahlawan cabang Gondang Tulungagung, 2)Menganalisa penerapan pelayanan prima dalam meningkatkan jumlah anggota pembiayaan di *Baitul Maal wa Tamwil* Pahlawan cabang Gondang Tulungagung

Metode yang digunakan dalam penelitian ini adalah penelitian lapangan dengan pendekatan kualitatif dan merupakan jenis penelitian deskriptif. Data yang digunakan adalah data primer yang diperoleh dari lembaga *Baitul Maal wa Tamwil* Pahlawan Tulungagung dan data sekunder yang diperoleh dari literatur-literatur kepustakaan. Teknik pengumpulan data diperoleh melalui observasi, wawancara dan studi dokumenter. Pengecekan keabsahan temuan dilakukan dengan metode perpanjangan keikutsertaan, triangulasi serta ketekunan pengamatan.

Hasil penelitian menunjukkan bahwa: 1)Strategi pemasaran yang diterapkan adalah strategi segmentasi, meliputi segmentasi geografis, psikografi gaya hidup dan pelanggan; Strategi *targeting*, meliputi *targeting* konsumen, *value*, volume, saluran distribusi dan media komunikasi; strategi *positioning*, meliputi *positioning* berdasarkan kesempatan khusus dan kategori khusus.2)Pelayanan prima yang diterapkan meliputi pelayanan prima *reliability*, meliputi *reliability* secara akurat dan dapat dipercaya serta tingkat kesalahan; pelayanan prima *responsiveness*, meliputi *responsiveness* menolong pelanggan dan tindak lanjut; pelayanan prima *assurance*, meliputi *assurance* pengetahuan, kesopanan dan menumbuhkan kepercayaan; pelayanan prima *empathy*, meliputi *empathy* mampu menempatkan diri dan perhatian; serta pelayanan prima *tangibles*, meliputi *tangibles* sarana dan prasarana, kerapian ruangan dan kerapian petugas pelayanan.

Kata kunci : Strategi pemasaran, pelayanan prima dan anggota.

ABSTRACT

Thesis under the title of marketing strategy and excellent service in increasing the number of finance members in Baitul Maal wa Tamwil Pahlawan Branch Gondang Tulungagung. This research was written by Nur Khufatun Nizar, the department of Islamic Banking, NIM. 1741143271. Advisor; Sri Eka Astutiningsih, SE., MM.

Economic progress has resulted in a higher level of competition, so that companies that can give satisfaction to the customers will get sympathy, as well as prospective members of the financing has been good in sorting out which products provide more benefits and satisfactory service. Companies mostly implement a variety of strategies to make customers, one of interested strategy is marketing strategy. Companies that have success in getting customers then continue to provide the best possible service to the customers needs. Most of companies deliberately pamper their customers through the services provided, even today the member of the financing has been regarded as a king who must fulfilled his needs immediately and desires him, as served quickly, and accurately.

The purpose of this research: 1) Analyze the implementation of marketing strategy in increasing the number of finance members in Baitul Maal wa Tamwil Pahlawan Gondang Tulungagung branch. 2) Analyze the implementation of excellent service in increasing the number of finance members in Baitul Maal wa Tamwil Pahlawan Gondang Tulungagung branch.

The method used in this research is field research with qualitative approach and this is a descriptive research type. The data used are primary data obtained from the institution Baitul Maal wa Tamwil Pahlawan Tulungagung and secondary data obtained from the literatures in library. Data collection techniques were obtained through observation, interview and documentary study. Checking the validity of the findings are done by the method of extension of participation, triangulation and persistence of observation.

The results showed that: 1) The marketing strategy applied was segmentation strategy, include geographical segmentation, lifestyle and customer psychography; Targeting strategy, includ the consumer targeting, value, volume, distribution channels and communication media; positioning strategy, including positioning based on special occasion and special category. 2) The excellent services that are applied include prima reliability services, including self empathy and attention empathy; excellent service responsiveness, include responsiveness of helping customers and follow-up; excellent service assurance, including assurance of knowledge, politeness and cultivate trust; excellent service empathy, including empathy able to place self and attention; as well as excellent service tangibles, including tangibles facilities and infrastructure, neatness of the room and neatness of service personnel.

Keywords : Marketing strategy, excellent service and member.