

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Pelayanan dan Tingkat Kepuasan Terhadap Loyalitas Anggota pada Simpanan Masyarakat Syariah di BMT Istiqomah Tulungagung” ini ditulis oleh Alviana Fitriah, NIM. 17401153435, dengan pembimbing Dr. H. Ahmad Muhtadi Anshor, M.Ag.

Penelitian ini dilatar belakangi oleh kualitas pelayanan yang dipandang dari sudut *product based* yang merupakan suatu fungsi yang spesifik, dengan variabel pengukuran yang berbeda-beda dalam memberikan penilaian yang berkualitas serta mengenai tingkat kepuasan yang dipengaruhi oleh faktor seperti harga, kualitas jasa pelayanan, strategi peningkatan kepuasan serta kinerja atau prestasi karyawan.

Dengan demikian rumusan masalah dalam penelitian ini adalah 1) adakah pengaruh variabel kualitas pelayanan terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah tulungagung?, 2) adakah pengaruh variabel tingkat kepuasan terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah tulungagung?, 3) adakah pengaruh secara bersama sama antara kualitas pelayanan dan tingkat kepuasan terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah tulungagung?.

Metode dalam penelitian skripsi ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik sampel dalam penelitian ini adalah *Sample Random Sampling*. Sampel dalam penelitian ini berjumlah 92 responden, jumlah tersebut diambil dari jumlah populasi anggota simpanan masyarakat syariah sebanyak 1072. Teknik pengumpulan data dengan menggunakan penyebaran angket, observasi, dan dokumentasi. Sedangkan untuk analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji normalitas, uji regresi linear berganda, uji hipotesis dan uji koefisien determinasi.

Hasil penelitian ini menunjukkan bahwa: 1) adanya pengaruh kualitas pelayanan terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah Tulungagung dengan nilai t hitung sebesar 2,005 dengan nilai taraf signifikansi 0,048 berarti hipotesis diterima, 2) adanya pengaruh tingkat kepuasan terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah Tulungagung dengan nilai t hitung sebesar 3,293 dengan taraf signifikansi 0,001. Taraf signifikansi tersebut kurang dari 0,05, yang berarti hipotesis diterima, 3). Adanya pengaruh kualitas pelayanan dan tingkat kepuasan secara bersama-sama berpengaruh terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah Tulungagung dengan nilai F-hitung (33,908) > F-tabel (3,09887). Artinya hipotesis diterima bahwa antara kualitas pelayanan dan tingkat kepuasan secara bersama-sama berpengaruh terhadap loyalitas anggota pada simpanan masyarakat syariah di BMT Istiqomah Tulungagung.

Kata Kunci: Kualitas Pelayanan, Tingkat Kepuasan dan Loyalitas.

ABSTRACT

Thesis with the title “The Influence of Service Quality and Satisfaction Level to the Member Loyalty on Deposits of Sharia Communities in BMT Istiqomah of Tulungagung” was written by Alviana Fitriah, NIM. 17401153435, Dr. H. Ahmad Muhtadi Anshor, M.Ag.

This research is motivated from the quality of service which is seen by the point of *product based* that is a specific function, with different measurement variables for giving quality assessment and about the level of satisfaction that is influenced by factors such as price, quality of service, strategies for increasing satisfaction and the performance or employee achievement.

The refore, the research problem of this study are: 1) is there any influence of the service quality variables for the member loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung?, 2) is there any influence of the level of satisfaction for the member loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung?, 3) is there the mutual influence between quality of service and the level of satisfaction for the member loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung?.

The research method in this study is quantitative with the kind of study is assosiative research. Technique of sampling in this research is *Sample Random Sampling*. Sample of this research consist of 92 respondents, this number is gotten from the number of the member population in deposits of sharia communities that is totally 1072. The technique of collecting data by using questionnaire, observation, and documentation. While for data analysis in this research using test of validity, realibility, classic assumption, normality, multiple linear regression, hyphothesis and coefficient of determination.

The result of this research indicates that: 1) there was an influence in the service quality for member loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung with a value of T-count of 2,005 with a significance level of 0,048 it means that hypothesis is accepted, 2) there was an influence for the level of satisfaction for the member loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung with a value of T count of 3,293 with a significance level of 0,001. This significance level is less from 0,05, it means that the hypothesis is accepted, 3). There was an influence of service quality and mutual level of satisfaction influences member of loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung with a value of F-count (33,908) >F-table (3,09887). It means that the hypothesis is accepted, between the service quality and the mutual level of satisfaction influences for the member loyalty on deposits of sharia communities in BMT Istiqomah Tulungagung.

Keywords: Service Quality, Satisfaction Level and Loyalty.