

ABSTRAK

Skripsi dengan judul “ Pengaruh Kepercayaan, Komitmen, Komunikasi dan Penanganan Masalah Terhadap loyalitas Nasabah di Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar” ini ditulis oleh Nilna Qurotul A’yuni, NIM. 17401153027, Jurusan Perbankan Syari’ah, Fakultas Ekonomi dan Bisnis Islam dibimbing oleh Dr. Hj. Nuraini Latifah, S.E., M.M.

Penelitian ini dilatar belakangi oleh fenomena dimana banyaknya lembaga keuangan yang bersaing dalam mempertahankan nasabahnya untuk tidak beralih kepesaing lainnya. Oleh karena itu membangun hubungan yang baik dengan nasabahnya merupakan salah satu faktor terpenting dalam mempertahankan nasabah untuk tetap loyal terhadap suatu perusahaan. Penelitian ini bertujuan untuk menguji pengaruh kepercayaan, komitmen, komunikasi dan penanganan masalah terhadap loyalitas nasabah di Kopontren Al-Barkah Wonodadi Blitar.

Rumusan masalah dalam penelitian ini adalah (1) Apakah Kepercayaan berpengaruh signifikan terhadap loyalitas nasabah di Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar ? (2) Apakah Komitmen berpengaruh signifikan terhadap loyalitas nasabah di Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar ? (3) Apakah Komunikasi berpengaruh signifikan terhadap loyalitas nasabah di Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar ? (4) Apakah Penanganan Masalah berpengaruh signifikan terhadap loyalitas nasabah di Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar? (5) Apakah kepercayaan, komitmen, komunikasi dan penanganan masalah berpengaruh secara simultan terhadap loyalitas nasabah di Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar? Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan, komitmen, komunikasi dan penanganan masalah terhadap loyalitas nasabah di Kopontren Al-Barkah Wonodadi Blitar.

Penelitian ini menggunakan data primer yang diperoleh dari hasil angket yang telah diisi oleh nasabah sebanyak 87 responden. Jenis penelitian yang digunakan adalah penelitian asosiatif dengan menggunakan pendekatan kuantitatif. Tahap selanjutnya, data kuesioner dianalisis dengan regresi linier berganda yang berfungsi untuk membuktikan hipotesis penelitian. Data-data yang telah memenuhi uji validitas dan reabilitas dan uji asumsi klasik diolah sehingga menghasilkan persamaan regresi.

Hasil penelitian menyatakan bahwa (1) Kepercayaan berpengaruh positif signifikan terhadap Loyalitas Nasabah pada Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar. (2) Komitmen berpengaruh positif signifikan terhadap Loyalitas Nasabah pada Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar.(3) Komunikasi berpengaruh positif signifikan terhadap Loyalitas Nasabah pada Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar.(4) Penanganan Masalah berpengaruh positif signifikan terhadap Loyalitas Nasabah pada Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar.(5)Kepercayaan, Komitmen Komunikasi dan Penanganan Masalah secara simultan berpengaruh positif signifikan terhadap loyalitas nasabah pada Koperasi Pondok Pesantren Al-Barkah Wonodadi Blitar.

Kata Kunci : Kepercayaan, Komitmen, Komunikasi, Penanganan Masalah, Loyalitas Nasabah.

ABSTRACT

The thesis entitled "The Influence of Trust, Commitment, Communication and Conflict Handling of Customer Loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar" was written by Nilna Qurotul A'yuni, NIM. 17401153027, Syari'ah Banking Department, Faculty of Economics and Business Islam. Advisor Dr. Hj. Nuraini Latifah, S.E., M.M.

This research is motivated a phenomenon where many financial institutions compete in maintaining their customers not to switch other competitors. Therefore building a good relationship with customers is one of the most important factors in maintaining customers to remain loyal to a company. This study aims to examine the effect of trust, commitment, communication and conflict management on customer loyalty at the Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar.

The formulation of the problem in this study are (1) Does Trust have a significant effect on customer loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar? (2) Does the Commitment have a significant effect on customer loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar? (3) Does Communication have a significant effect on customer loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar? (4) Does Problem Handling have a significant effect on customer loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi in Blitar? (5) Does trust, commitment, communication and conflict management have a simultaneous effect on customer loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar? This study aims to determine the effect of trust, commitment, communication and, conflict handling on customer loyalty at Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar.

This study uses primary data obtained from the results of questionnaires that have been filled by customers as many as 87 respondents. The type of research used is associative research using a quantitative approach. The next stage, the questionnaire data were analyzed by multiple linear regression which served to prove the research hypothesis. The data that has met the validity and reliability test and the classic assumption test are processed so as to produce a regression equation.

The results of the study stated that (1) Trust has a significant positive impact on the customer loyalty to the Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar. (2) Commitment has a significant positive to customer loyalty at the Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar. (3) Communication has significant positive impact on customer loyalty to the Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar. (4) Conflict Handling significant positive impact on customer loyalty to the Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar. 5 Trust, Communication Commitment and Conflict Handling simultaneously have significant positive impact on customer loyalty at the Islamic Boarding School Cooperatives Al-Barkah Wonodadi Blitar.

Keywords: Trust, Commitment, Communication, Conflict Handling, Customer Loyalty