

## **ABSTRAK**

Skripsi dengan judul **“Pengaruh Tingkat Religiusitas Dan Kualitas Pelayanan Terhadap Keputusan Nasabah Menabung Di BRI Syariah KCP Magetan”**. Skripsi ini ditulis oleh Muh Mahsun Reyhan Noviansyah, NIM 17401153364, Pembimbing: Nur Aziz Muslim, M.H.I.

Penelitian ini dilatar belakangi oleh pengaruh tingkat religiusitas dan kualitas pelayanan terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan. Religiusitas merupakan tolak ukur seberapa sering individu menjalankan syariat agama yang telah dianutnya. Sedangkan kualitas pelayanan sebagai tolak ukur sebuah perusahaan dalam memberikan pelayanan kepada nasabahnya dan untuk melihat seberapa puas nasabah terhadap pelayanan perusahaan tersebut.

Tujuan penelitian ini adalah (1) Untuk menguji pengaruh signifikan tingkat religiusitas terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan? (2) Untuk menguji pengaruh signifikan kualitas pelayanan terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan. (3) Untuk menguji pengaruh signifikan tingkat religiusitas dan kualitas pelayanan terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan.

Pendekatan penelitian yang digunakan ini adalah pendekatan kuantitatif asosiatif dengan sumber data primer yang diperoleh dari angket yang disebar pada responden nasabah BRI Syariah KCP Magetan. Analisis data menggunakan Uji Validitas, Uji Reliabilitas, Uji Normalitas, Uji Uji Linieritas, Analisis Regresi Linier Berganda, Uji t, Uji f, dan Uji Koefisien Determinasi

Hasil penelitian menunjukan bahwa: (1) Tingkat Religiusitas berpengaruh positif dan terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan. (2) Kualitas Pelayanan berpengaruh signifikan terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan. (3) Secara bersama-sama Tingkat Religiusitas dan Kualitas Pelayanan berpengaruh signifikan terhadap keputusan nasabah menabung di BRI Syariah KCP Magetan.

Kata Kunci: Tingkat Religiusitas, Kualitas Pelayanan, dan Keputusan Menabung

## **ABSTRACT**

a thesis with a title "**The Influence Of The Level Of Religiousness And Quality Of Services With The Resolution Of Customer To Enable Them To Save His Money At Of A New Had Been Willing To BRI Syariah KCP Magetan**". Thesis was written by it also belongs to those Muh Mahsun Reyhan Noviansyah, NIM as well as the 17401153364, of the tutors: Nur Aziz Muslim, M.H.I .

This research was because there was by the influence of the level of religiousness and quality of services with the resolution of customer to enable them to save his money at BRI Syariah KCP Magetan to retail and corporate banking. Religiousness is a good benchmark how often individual so they can be used only to test those great political pressure to implement a religion that has been treated equally before the while the quality of service as a good benchmark a company in the provision of the service to its customers and to see how satisfied or pleased the customer to enable them to strike against the company will increase as a result

The purpose of this research is ( 1 ) to test the religiousness significant impact of the decision to save at BRI Syariah KCP Magetan ? ( 2 ) to test significant impact service quality of the decision to save at BRI Syariah KCP Magetan.( 3 ) to test significant impact the religiousness and quality of services of the decision to save at BRI Syariah KCP Magetan

The research used it is a quantitative approach associative the primary data obtained from the survey deployed among respondents BRI Syariah KCP Magetan customers. Data analysis using the, validity , reliability test the, normality the test linieritas, multiple, linear regression analysis the t, the, f and the coefficients determined

The results of the study showed that: ( 1 ) religiousness level have had a positive impact and of the decision of customers save his money at b BRI Syariah KCP Magetan ( 2 ) the quality of service significant of the decision of customers save his money at BRI Syariah KCP Magetan ( 3 ) together the level of religiousness and quality of services significant of the decision of customers save his money at BRI Syariah KCP Magetan.

Keyword: level religiousness , the quality of services , and decisions saving