

ABSTRAK

Skripsi dengan judul "Pengaruh Faktor *Satisfaction, Emotional Bonding, Trust, Choice Reduction and Habit, History with Company* Terhadap *Customer Loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar" ini ditulis oleh Reza Permata Wulandari dengan Nomor Induk Mahasiswa (NIM) 17401163362, Jurusan Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung dengan pembimbing Dr. Hj. Nur Aini Latifah, SE.,MM.

Skripsi ini dilatarbelakangi oleh pentingnya bersikap loyalitas yang dipengaruhi oleh kepuasan, ikatan emosi, kepercayaan, kemudahan, dan pengalaman, supaya anggota merasa nyaman bekerja sama dengan koperasi.

Rumusan masalah pada penelitian ini adalah: (1) Apakah *satisfaction* berpengaruh terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar? (2) Apakah *emotional bonding* berpengaruh terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar? (3) Apakah *trust* berpengaruh terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar? (4) Apakah *choice reduction and habit* berpengaruh terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar? (5) Apakah *history with company* berpengaruh terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar? (6) Apakah terdapat pengaruh bersama-sama antara *satisfaction, emotional bonding, trust, choice reduction and habit*, dan *history with company* terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar?

Penelitian ini bertujuan untuk menguji pengaruh *satisfaction, emotional bonding, trust, choice reduction and habit, history with company* terhadap *customer loyalty* di Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar secara parsial dan simultan.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian ini adalah anggota Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar dengan sampel 75 responden. Pengukuran penelitian ini menggunakan skala *likert* dan teknik pengumpulan data dengan kuesioner.

Analisis data yang digunakan meliputi uji validitas dan uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis yang meliputi uji t dan uji f, serta uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa: (1) *satisfaction* berpengaruh positif dan signifikan terhadap *customer loyalty*, (2) *emotional bonding* berpengaruh positif dan signifikan terhadap *customer loyalty*, (3) *trust* berpengaruh positif dan signifikan terhadap *customer loyalty*, (4) *choice reduction and habit* berpengaruh positif dan signifikan terhadap *customer loyalty*, (5) *history with company* berpengaruh positif dan signifikan terhadap *customer loyalty*, (6) *satisfaction, emotional bonding, trust, choice reduction and habit, history with company* secara bersama-sama berpengaruh positif dan signifikan terhadap *customer loyalty* pada Kopontren Al Barkah dan KSPPS BMT PETA Cabang Blitar.

Kata Kunci: *Satisfaction, Emotional Bonding, Trust, Choice Reduction and Habit, History With Company, Customer Loyalty*

ABSTRACT

The thesis entitled "The Influence of Satisfaction, Emotional Bonding, Trust, Choice Reduction and Habit, History with Company to Customer Loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar" was written by Reza Permata Wulandari with Student Identity Number (NIM) 17401163362, Islamic Banking Department, Faculty of Economics and Islamic Business, IAIN Tulungagung with supervisors Dr. Hj. Nur Aini Latifah, SE., MM.

This thesis is motivated by the importance of being loyal which is influenced by satisfaction, emotional bonding, trust, choice reduction and habit, and history with company, to make that members feel comfortable working with cooperatives.

The formulation of the problem in this study are: (1) Does satisfaction affect customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar? (2) Does emotional bonding affect customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar? (3) Does trust affect customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar? (4) Does choice reduction and habit affect customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar? (5) Does history with company affect customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar? (6) Does there a shared influence between satisfaction, emotional bonding, trust, choice reduction and habits, and history with company on customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar?

This research purposes to examine the effect of satisfaction, emotional bonding, trust, choice reduction and habits, history with company on customer loyalty in the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar partially and simultaneously.

This study uses a quantitative approach to the type of associative research. The population of this study were members of the Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar with a sample of 75 respondents. Measurement of this study uses a likert scale and data collection techniques with questionnaires.

Analysis of the data used includes validity and reliability tests, classic assumption tests, multiple linear regression tests, hypothesis tests which include t tests and f tests, and the coefficient of determination test.

The results showed that: (1) satisfaction a positive and significant effect on customer loyalty, (2) emotional bonding a positive and significant effect on customer loyalty, (3) trust a positive and significant effect on customer loyalty, (4) choice reduction and habit a positive and significant effect on customer loyalty, (5) history with company a positive and significant effect on customer loyalty, (6) satisfaction, emotional bonding, trust, choice reduction and habits, history with company jointly positive and significant effect on customer loyalty in Kopontren Al Barkah and KSPPS BMT PETA Cabang Blitar.

Keywords: Satisfaction, Emotional Bonding, Trust, Choice Reduction and Habit, History With Company, Customer Loyalty