

ABSTRAK

Skripsi dengan judul “Pengaruh Bauran Pemasaran dan Kualitas Pelayanan Terhadap Minat Menabung di BMT PETA Trenggalek dan BMT Istiqomah Tulungagung” ini ditulis oleh Dewi Cahyaningsari, NIM. 17401163137, jurusan Perbankan Syariah Fakultas Ekonomi dan Bisnis Islam, Institut Agama Islam Negeri Tulungagung, dengan dosen pembimbing: Dr. Syarfudin Arif Marah Manunggal, M.S.I.

Penelitian ini dilatar belakangi oleh perkembangan lembaga keuangan khususnya didalam minat menabung nasabah BMT yang berkembang pesat dari tahun ketahun dengan jumlah nasabah yang terus naik dan stabil pada dua lembaga yang berbeda tempat, dan wilayah.

Fokus penelitian dalam penulisan skripsi ini adalah (1) Apakah bauran pemasaran berpengaruh signifikan terhadap minat menabung di KPPS BMT PETA Trenggalek dan BMT Istiqomah Tulungagung? (2) Apakah kualitas pelayanan berpengaruh terhadap minat menabung di KPPS BMT PETA Trenggalek dan BMT Istiqomah Tulungagung (3) Apakah bauran pemasaran dan kualitas pelayanan berpengaruh terhadap minat menabung di KPPS BMT PETA Trenggalek dan BMT Istiqomah Tulungagung ?

Penelitian ini menggunakan penelitian kuantitatif dengan jenis penelitian asosiatif. Pengambilan sampel menggunakan teknik *probability sampling* Untuk mengumpulkan data terdiri dari observasi, angket, dokumentasi dan wawancara. Teknik analisis data menggunakan analisis deskriptif responden, analisis deskriptif variabel, analisis regresi linier berganda dan uji hipotesis..

Berdasarkan hasil pengujian menunjukkan bahwa variabel bauran pemasaran di BMT PETA Trenggalek berpengaruh secara parsial dan signifikan terhadap minat menabung dengan nilai thitung (14,45) > ttabel(1,99125) dan di BMT Istiqomah nilai t hitung (3,879) > t table (2,01669), Sehingga hipotesis penelitian H0 ditolak dan H1 diterima yaitu ada pengaruh bauran pemasaran terhadap minat menabung. kedua yaitu variable kualitas pelayanan di BMT PETA Trenggalek berpengaruh secara parsial dan signifikan terhadap minat menabung dengan nilai thitung (2,422) > ttabel(1,99125) dan di BMT Istiqomah nilai t hitung (2,079) > t table (2,01669), Sehingga hipotesis penelitian H0 ditolak dan H1 diterima yaitu ada pengaruh kualitas pelayanan terhadap minat menabung. Ketiga yaitu bauran pemasaran dan kualitas pelayanan di BMT PETA Trenggalek berpengaruh secara simultan dan signifikan terhadap minat menabung dengan nilai F hitung (532,276) > F table (3,12) dan di BMT Istiqomah nilai F hitung (10,437) > F table (2,47), Sehingga hipotesis penelitian H0 ditolak dan H1 diterima yaitu ada pengaruh bauran pemasaran dan kualitas pelayanan terhadap minat menabung.

Kata kunci: *Bauran Pemasaran, Kualitas Pelayanan, Minat Menabung*

ABSTRACT

This thesis entitled "The Effect of Marketing Mix and Service Quality on Saving Interest in BMT PETA Trenggalek and BMT Istiqomah Tulungagung" was written by Dewi Cahyaningsari, NIM. 17401163137, majoring in Islamic Banking, Faculty of Economics and Islamic Business, State Islamic Institute of Tulungagung, with supervisors: Dr. Syarfudin Arif Marah Manunggal, M.S.I.

This research is motivated by the development of financial institutions, especially in the interest of saving BMT customers, which is growing rapidly from year to year with the number of customers that continues to increase and is stable in two different institutions in different places and regions.

The research focus in writing this thesis is (1) Does the marketing mix affect the interest in saving at KPPS BMT PETA Trenggalek and BMT Istiqomah Tulungagung? (2) Does the quality of service affect the interest in saving at KPPS BMT PETA Trenggalek and BMT Istiqomah Tulungagung (3) Does the marketing mix and service quality affect the interest in saving at KPPS BMT PETA Trenggalek and BMT Istiqomah Tulungagung?

This study uses quantitative research with the type of associative research. Sampling uses probability sampling techniques. To collect data consisting of observation, questionnaires, documentation and interviews. The data analysis technique uses descriptive analysis of respondents, variable descriptive analysis, multiple linear regression analysis and hypothesis testing.

Based on the test results, it shows that the marketing mix variable in BMT PETA Trenggalek has a partial and significant effect on the interest in saving with the value of $t_{count} (14.45) > t_{table} (1.99125)$ and in BMT Istiqomah the value of $t_{count} (3.879) > t_{table} (2, 01669)$, so the research hypothesis H_0 is rejected and H_1 is accepted, namely that there is an effect of the marketing mix on interest in saving. second, namely the service quality variable in BMT PETA Trenggalek partially and significantly influences the interest in saving with the value of $t_{count} (2.422) > t_{table} (1.99125)$ and at BMT Istiqomah the value of $t_{count} (2.079) > t_{table} (2.01669)$, so that The research hypothesis H_0 is rejected and H_1 is accepted, that is, there is an effect of the service quality marketing mix on the interest in saving. Third, namely the marketing mix and service quality at BMT PETA Trenggalek simultaneously and significantly influence the interest in saving with the value of $F_{count} (532,276) > F_{table} (3,12)$ and in BMT Istiqomah the value of $F_{count} (10,437) > F_{table} (2,47)$, So the research hypothesis H_0 is rejected and H_1 is accepted, namely that there is an effect of the marketing mix and service quality on the interest in saving.

Keywords: *Marketing Mix, Service Quality, Interest in Saving*