

ABSTRAK

Tesis dengan judul “*Pengaruh service quality dan price terhadap repurchase intention produk murabahah dengan customer satisfaction sebagai variabel intervening pada KPPS Baitul Izza Tulungagung*” yang ditulis Oleh : Priyono
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Penelitian dalam Tesis ini dilatar belakangi oleh hasil survei dan keluhan anggota yang disampaikan pada saat RAT dan kotak saran mulai 2014 sampai 2018 menyatakan *service quality* yang terkesan standar, harga jual produk murabahah lebih mahal daripada bank syariah.

Tesis ini bertujuan Apakah *service quality* dan penetapan harga murabahah yang dipraktekan KSPPS Baitul Izza mampu meningkatkan customer satisfaction yang dampaknya mempengaruhi repurchase intention secara positif dan signifikan, ditinjau. Dalam penelitian ini menggunakan pendekatan kuantitatif, data dikumpulkan melalui kuesioner. Sampel dalam penelitian ini adalah 101 dengan menggunakan teknik *non-probability sampling*. Metode penelitian dengan SEM (*structural equation model*).

Secara keseluruhan dari hasil analisis SEM untuk pengujian model menunjukkan hasil terpenuhi, seperti *goodness of fit indices* Pengujian atas hipotesis yang diajukan menunjukkan bahwa ke lima hipotesis ini telah memenuhi syarat diterima yaitu dengan nilai *Critical Ratio* (CR) yang lebih besar dari ketentuan dengan taraf signifikansi dari ketentuan.

Dari hasil penelitian ini, penulis menyimpulkan bahwa: *Service Quality dan price* memiliki pengaruh yang signifikan terhadap *Customer Satisfaction* dan *Repurchase intention*. Selain itu *Service Quality dan price* ditemukan bahwa implementasi *Service Quality dan price* berpengaruh terhadap *Repurchase Intention* melalui mediasi *Customer Satisfaction*.

Kata Kunci: *Service quality, Price, Customer satisfaction, Repurchase intention, Murabahah*

ABSTRAC

Thesis with the title "The effect of service quality and price on the repurchase of murabahah product intention with customer satisfaction as an intervening variable at KPPS Baitul Izza Tulungagung. guide by Dr. Qomarul Huda, M.Ag and Dr. Nurul Hidayah, M.Ag.

The research in this thesis was motivated by the results of the survey and complaints from members which were conveyed when the RAT and suggestion box from 2014 to 2018 stated that service quality that seemed standard, the selling price of murabahah products was more expensive than Islamic banks.

This thesis aims at whether service quality and murabahah pricing practiced by Baitul Izza KSPPS are able to improve customer satisfaction, which impacts positively and significantly on repurchase intention, viewed. In this study using a quantitative approach, data was collected through a questionnaire. The sample in this study was 101 using non-probability sampling techniques. Method of research with SEM (structural equation model).

Overall from the results of SEM analysis for testing the model shows the results are met, such as goodness of fit indices Testing of the proposed hypothesis shows that all five of these hypotheses have met the accepted requirements, namely the Critical Ratio (CR) value greater than the provisions with a significance level of provisions.

From the results of this study, the authors conclude that: Service Quality and price have a significant influence on Customer Satisfaction and Repurchase intention. Besides Service Quality and price it was found that the implementation of Service Quality and price had an effect on Repurchase Intention through mediation of Customer Satisfaction.

Keywords : *service quality, price, customer satisfaction, repurchase intention, murabahah*