

ABSTRAK

Skripsi dengan judul “Pengaruh *self service technology*, kualitas layanan, dan hubungan pemasaran terhadap kepuasan mahasiswa pengguna layanan digital bank syariah (studi pada mahasiswa FEBI UIN Sayyid Ali Rahmatullah Tulungagung” skripsi ini ditulis oleh Ega Nur Dwi Jayanti, NIM. 12401183317, pembimbing Dr. Sutopo, M. Pd.

Penelitian ini dilatar belakangi adanya perkembangan teknologi informasi dan komunikasi yang mampu menciptakan peluang bisnis modern, salah satunya pada industri perbankan syariah dimana perkembangan teknologi banyak dimanfaatkan dalam pemasaran, promosi, sampai dengan alat bantu transaksi yang berbasis teknologi. Oleh karena itu, saat ini perbankan syariah terus berkembang dan berinovasi untuk menghasilkan produk dan jasa yang dibutuhkan nasabah. Sebagai mahasiswa khususnya Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung tentunya menginginkan transaksi yang mengedepankan aspek kemudahan, fleksibilitas, efisien, serta keamanan dalam bertransaksi pada bank syariah.

Metode penelitian menggunakan pendekatan kuantitatif yang berjenis asosiatif. Populasinya adalah mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung angkatan tahun 2018 berjumlah 1551 mahasiswa yang pernah atau sedang menggunakan layanan digital bank syariah seperti ATM, *mobile banking*, dan *internet banking*. Dengan jumlah sampel yang diambil yaitu 100 responden. Teknik pengambilan sampel menggunakan *probability sampling* dengan jenis *random sampling*. Sedangkan teknik analisisnya menggunakan teknik analisis regresi linier berganda.

Hasil penelitian yaitu 1) *self service technology* secara parsial berpengaruh signifikan terhadap kepuasan mahasiswa pengguna layanan digital bank syariah pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. 2) Kualitas layanan secara parsial berpengaruh signifikan terhadap kepuasan mahasiswa pengguna layanan digital bank syariah pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. 3) Hubungan pemasaran secara parsial berpengaruh signifikan terhadap kepuasan mahasiswa pengguna layanan digital bank syariah pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung. 4) Secara simultan antara *self service technology*, kualitas layanan, dan hubungan pemasaran terhadap kepuasan mahasiswa pengguna layanan digital bank syariah pada mahasiswa Fakultas Ekonomi dan Bisnis Islam UIN Sayyid Ali Rahmatullah Tulungagung.

Kata kunci : *self service technology*, kualitas layanan, hubungan pemasaran, kepuasan nasabah.

ABSTRACT

The thesis entitled "The effect of Self-Service Technology, Service Quality, And Marketing Relationship on Students' Satisfaction using Islamic Banking Digital Services (Study on Students of FEBI UIN Sayyid Ali Rahmatullah Tulungagung." This thesis was written by Ega Nur Dwi Jayanti, NIM. 12401183317, Advisor : Dr. Sutopo, M. Pd.

This research is motivated by the development of information and communication technology that is able to create modern business opportunities, one of which is in the Islamic banking industry where technological developments are widely used in marketing, promotion, and technology-based transaction aids. Therefore, currently, sharia banking continues to develop and innovate to produce the products and services that customers need. As the students of the Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, students want transactions that prioritize aspects of convenience, flexibility, efficiency, and security in transactions at Islamic banks.

The research method is an associative quantitative approach. The population of this research is students of the Faculty of Economics and Sharia Business UIN Sayyid Ali Rahmatullah Tulungagung class of 2018 totaling 1551 students who have or are currently using Islamic banking digital services such as ATM, mobile banking, and internet banking. The number of samples taken is 100 respondents. The sampling technique is probability sampling with random sampling. While the analysis technique uses multiple linear regression analysis techniques.

The results of the study are 1) self-service technology partially has a significant effect on students' satisfaction using Islamic banking digital services for the students of the Islamic Economics and Business Faculty of UIN Sayyid Ali Rahmatullah Tulungagung. 2) Service quality partially has a significant effect on students' satisfaction using Islamic banking digital services for the students of the Islamic Economics and Business Faculty of UIN Sayyid Ali Rahmatullah Tulungagung. 3) The marketing relationship partially has a significant effect on students' satisfaction using Islamic banking digital services for the students of the Islamic Economics and Business Faculty of UIN Sayyid Ali Rahmatullah Tulungagung. 4) Simultaneously between self-service technology, service quality, and marketing relationships on students' satisfaction using Islamic banking digital services for the students of the Islamic Economics and Business Faculty of UIN Sayyid Ali Rahmatullah Tulungagung.

Keywords : *self-service technology, service quality, marketing relationship, customers' satisfaction*