

ABSTRAK

Skripsi dengan Judul “Pengaruh Iklan, Kualitas Pelayanan, Motivasi, dan Religiusitas Mahasiswa Perbankan Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung Terhadap Minat Menjadi Nasabah di Bank Syariah”. ini ditulis oleh Rita Indarti, NIM 12401183209, pembimbing Dr. Binti Nur Asiyah, M.Si.

Rumusan masalah dari penelitian ini adalah 1) Apakah ada pengaruh signifikan iklan terhadap minat mahasiswa jurusan perbankan syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah di Bank Syariah? 2) Apakah ada pengaruh signifikan kualitas pelayanan terhadap minat mahasiswa jurusan perbankan syariah UIN Sayyid Ali Rahmatullah Tulungagung menjadi nasabah di Bank Syariah? 3) Apakah ada pengaruh signifikan motivasi terhadap minat mahasiswa jurusan Perbankan Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah di Bank Syariah? 4) Apakah ada pengaruh signifikan religiusitas mahasiswa terhadap minat mahasiswa jurusan perbankan syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah di Bank Syariah? 5) Apakah ada pengaruh signifikan iklan, kualitas pelayanan, motivasi, dan religiusitas secara bersama terhadap minat mahasiswa jurusan perbankan syariah Sayyid Ali Rahmatullah Tulungagung menjadi nasabah di Bank Syariah?

Metode dalam penelitian ini menggunakan metode penelitian kuantitatif dengan jenis penelitian asosiatif. Adapun metode pengumpulan data yang digunakan dalam penelitian adalah kuesioner. Penelitian ini menggunakan data primer dimana data diperoleh dengan melakukan penyebaran angket melalui kuisioner kepada 95 mahasiswa jurusan perbankan syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung angkatan 2017-2020. Hasil penelitian menunjukkan bahwa 1) Variabel Iklan (X_1) berpengaruh positif signifikan terhadap minat mahasiswa Pebank Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah Bank Syariah 2) Variabel Kualitas Pelayanan (X_2) berpengaruh positif signifikan terhadap minat mahasiswa Pebank Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah Bank Syariah 3) Variabel Motivasi (X_3) berpengaruh positif signifikan terhadap minat mahasiswa Pebank Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah Bank Syariah 4) Variabel Religiusitas (X_4) berpengaruh positif signifikan terhadap minat mahasiswa Pebank Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah Bank Syariah 5) Variabel Iklan (X_1), Kualitas Pelayanan (X_2), Motivasi (X_3) dan Religiusitas (X_4) berpengaruh positif signifikan terhadap minat mahasiswa Pebank Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung menjadi nasabah Bank Syariah.

Kata Kunci: Iklan, Kualitas Pelayanan, Motivasi, Minat menjadi nasabah, Religiusitas.

ABSTRACT

The thesis entitled "The Effect of Advertising, Service Quality, Motivation, And Religiosity of Islamic Banking Students at State Islamic University Sayyid Ali Rahmatullah Tulungagung on Interest in Becoming a Customer in a Sharia Bank". this was written by Rita Indarti, Student Registered Number 12401183209, supervisor Dr. Binti Nur Asiyah, M.Sc.

The formulation of the problem from this research is 1) Is there a significant effect of advertising on the interest of students majoring in Islamic banking at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become customers at Islamic Banks? 2) Is there a significant effect of service quality on the interest of students majoring in Islamic banking at State Islamic Sayyid Ali Rahmatullah Tulungagung to become customers at Islamic Banks? 3) Is there a significant effect of motivation on the interest of students majoring in Sharia Banking at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become customers at Islamic Banks? 4) Is there a significant influence of student religiosity on the interest of students majoring in Islamic banking at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become customers at Islamic Banks? 5) Is there a significant effect of advertising, service quality, motivation, and religiosity together on the interest of students majoring in Islamic banking at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become customers at Islamic Banks?

The method in this study used quantitative research methods with associative research types. The data collection method used in the study was a questionnaire. This study uses primary data where data is obtained by distributing questionnaires through questionnaires to 95 students majoring in Islamic banking at State Islamic University Sayyid Ali Rahmatullah Tulungagung class 2017-2020. The results showed that 1) Advertising variable (X1) had a significant positive effect on the interest of Sharia Banking students at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become customers of Islamic Banks. 2) Service Quality Variable (X2) had a significant positive effect on the interest of Sharia Banking students at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become Islamic Bank customers 3) Motivation variable (X3) has a significant positive effect on the interest of Sharia Banking students of State Islamic University Sayyid Ali Rahmatullah Tulungagung to become Sharia Bank customers 4) Religiosity variable (X4) has a significant positive effect on the interest of Sharia Banking students of State Islamic University Sayyid Ali Rahmatullah Tulungagung to become Bank customers Sharia 5) Advertising variables (X1), Service Quality (X2), Motivation (X3) and Religiosity (X4) have a significant positive effect on the interest of Islamic Banking students at State Islamic University Sayyid Ali Rahmatullah Tulungagung to become customers of Islamic Banks.

Keywords: *Advertising, Service Quality, Motivation, Interest in becoming a customer*