

ABSTRAK

Skripsi dengan judul “Pengaruh *Service Quality*, *Costumer Value* Dan *Experiential Marketing* Terhadap Tingkat Kepuasan Nasabah Tabungan (Study Pada Bank Muamalat KCP Tulungagung)” yang ditulis oleh Devi Ayu Setyawati, NIM. 12401183228, Jurusan Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Muhamad Aqim Adlam, M.E.I.

Penelitian ini dilatarbelakangi oleh perkembangan perbankan di Indonesia sangatlah pesat, khususnya di daerah Tulungagung. Dalam rangka meningkatkan jumlah nasabah penabung, maka Bank Muamalat KCP Tulungagung selalu berupaya untuk melayani kebutuhan nasabahnya dengan meningkatkan pelayanan dan pemasarannya. Selain itu hal yang harus di perhatikan yaitu penilaian nasabah atau biasa disebut juga *Costumer Value* terhadap produk tabungan yang diberikan. Jika *Costumer Value* masyarakat baik maka citra perusahaan juga akan baik.

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *Service Quality*, *Costumer Value* Dan *Experiential Marketing* Terhadap Tingkat Kepuasan Nasabah Tabungan (Study Pada Bank Muamalat KCP Tulungagung).

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Dalam penelitian ini data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebar pada responden nasabah Bank Muamalat KCP Tulungagung sebanyak 100 responden. Data kuesioner dianalisis menggunakan SPSS 25.0 dengan melakukan beberapa tahap uji analisis data, uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis (uji t dan F) dan koefisien determinasi

Pengujian Hipotesis menggunakan uji t parial menunjukkan bahwa variabel variabel *Service Quality* berpengaruh positif dan signifikan terhadap Tingkat Kepuasan Nasabah Tabungan, *Costumer Value* berpengaruh positif dan signifikan terhadap Tingkat Kepuasan Nasabah Tabungan, dan *Experiential Marketing* berpengaruh positif dan signifikan terhadap Tingkat Kepuasan Nasabah Tabungan. Kemudian uji Simultan mendapatkan hasil bahwa *Service Quality*, *Costumer Value* Dan *Experiential Marketing* secara bersama-sama berpengaruh positif dan signifikan terhadap Tingkat Kepuasan Nasabah Tabungan (Study Pada Bank Muamalat KCP Tulungagung).

Kata Kunci: *Service Quality*, *Costumer Value*, *Experiential Marketing*, Tingkat Kepuasan.

ABSTRACT

Thesis entitled "The Influence of Service Quality, Customer Value and Experiential Marketing on the Satisfaction Level of Savings Customers (Study at Bank Muamalat KCP Tulungagung)" written by Devi Ayu Setyawati, NIM. 12401183228, Department of Islamic Banking, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung with supervisor Muhamad Aqim Adlam, M.E.I.

This research is motivated by the rapid development of banking in Indonesia, especially in the Tulungagung area. In order to increase the number of saving customers, Bank Muamalat KCP Tulungagung always strives to serve the needs of its customers by improving its services and marketing. In addition, the thing that must be considered is the customer's assessment or also known as the Customer Value of the savings products provided. If the community's customer value is good, the company's image will also be good.

This study aims to determine the effect of Service Quality, Customer Value and Experiential Marketing variables on the Satisfaction Level of Savings Customers (Study at Bank Muamalat KCP Tulungagung).

This study uses a quantitative approach to the type of associative research. In this study, the data used were primary data obtained from questionnaires distributed to 100 respondents to Bank Muamalat KCP Tulungagung customers. Questionnaire data were analyzed using SPSS 25.0 by carrying out several stages of data analysis test, validity test, reliability test, normality test, classical assumption test, multiple linear regression test, hypothesis test (t and F test) and the coefficient of determination

Hypothesis testing using the partial t test shows that the variable Service Quality has a positive and significant effect on the Level of Satisfaction of Savings Customers, Customer Value has a positive and significant effect on the Level of Satisfaction of Savings Customers, and Experiential Marketing has a positive and significant effect on the Level of Satisfaction of Savings Customers. Then the Simultaneous test results that Service Quality, Customer Value and Experiential Marketing together have a positive and significant effect on the Satisfaction Level of Savings Customers (Study at Bank Muamalat KCP Tulungagung).

Keywords: *Service Quality, Customer Value, Experiential Marketing, Satisfaction Level*