

## ABSTRAK

Skripsi dengan judul “Pengaruh *Corporate Social Responsibility*, *Service Quality*, dan *Marketing Mix* terhadap *Corporate Image* pada Baitul Maal wa Tamwil Pahlawan Tulungagung” ini ditulis oleh Latifatul Hikmah, Jurusan Perbankan Syariah, NIM 2823133083, Pembimbing Sri Dwi Estiningrum, SE, Ak, MM.

Penelitian ini dilatarbelakangi oleh pentingnya citra yang baik dari masyarakat bagi lembaga melalui tanggung jawab sosial yang baik, kualitas pelayanan yang memuaskan, serta bauran pemasaran yang menyeluruh.

Rumusan masalah dalam skripsi ini adalah: (1) Bagaimanakah pengaruh antara *corporate social responsibility* terhadap *corporate image* pada BMT Pahlawan Tulungagung ? (2) Bagaimanakah pengaruh antara *service quality* terhadap *corporate image* pada BMT Pahlawan Tulungagung ? (3) Bagaimanakah pengaruh antara *marketing mix* terhadap *corporate image* pada BMT Pahlawan Tulungagung ? (4) Bagaimanakah pengaruh antara *corporate social responsibility*, *service quality* dan *marketing mix* terhadap *corporate image* pada BMT Pahlawan Tulungagung ?

Jenis penelitian yang digunakan adalah penelitian asosiatif dengan penelitian kuantitatif. Populasi yang digunakan dalam penelitian ini adalah nasabah pembiayaan di BMT Pahlawan Tulungagung dengan menggunakan teori slovin didapatkan sampel sebesar 92 responden melalui teknik sampling acak. Sumber data yang digunakan adalah sumber data primer dengan menggunakan kuisioner.

Hasil penelitian menunjukkan bahwa berdasarkan uji regresi linier berganda didapatkan hasil persamaan berikut:

$$Y = 16,183 - 0,037X_1 + 0,100X_2 + 0,402X_3$$

Pengujian hipotesis menggunakan uji t menunjukkan bahwa variabel *Corporate Social Responsibility* tidak berpengaruh signifikan terhadap *Corporate Image*. Dimana, diperoleh  $t_{hitung} < t_{tabel}$  yaitu  $-0,339 < 1,986$  sehingga  $H_0$  diterima. Pada variabel *Service Quality* juga tidak berpengaruh signifikan terhadap *Corporate Image*. Dimana, diperoleh  $t_{hitung} < t_{tabel}$  yaitu  $1,104 < 1,986$ . Sedangkan variabel *Marketing Mix* berpengaruh signifikan terhadap *Corporate Image*. Dimana, diperoleh  $t_{hitung} > t_{tabel}$  yaitu  $3,961 > 1,986$ . Kemudian melalui uji F dapat diketahui bahwa variabel *Corporate Social Responsibility*, *Service Quality*, dan *Marketing Mix* berpengaruh signifikan secara bersama-sama terhadap *Corporate Image*

Kata kunci: *Corporate Social Responsibility*, *Service Quality*, *Marketing Mix*, *Corporate Image*

## **ABSTRACT**

*The thesis titled "The Influence of Corporate Social Responsibility, Service Quality, and Marketing Mix of the Corporate Image in Baitul Maal wa Tamwil Pahlawan Tulungagung" is written by Latifatul Hikmah, Islamic Banking Department, NIM 2823133083, Advisor by Sri Dwi Estiningrum, SE, Ak, MM.*

*This research is motivated by the importance of a good image for the institution of society through social responsibility is good, satisfactory service quality, as well as the overall marketing mix.*

*The problems of this thesis are: (1) How is influence of the Corporate Social Responsibility of the Corporate Image in BMT Pahlawan Tulungagung? (2) How is influence of the Service Quality of the Corporate Image of the BMT Pahlawan Tulungagung? (3) How is influence of the Marketing Mix to the Corporate Image of the BMT Pahlawan Tulungagung? (4) How is the influence of Corporate Social Responsibility, Service Quality and Marketing Mix of the Corporate Image in BMT Pahlawan Tulungagung?*

*This type of research is associative research with quantitative research. The population used in this study is financing customers in BMT Pahlawan Tulungagung by using the theory slovin obtained sample of 92 respondents through random sampling. Source data used are primary data using questionnaires.*

*The results showed that based on multiple regression analysis showed the following equation:*

$$Y = 16.183 - 0,037X_1 + 0,100X_2 + 0,402X_3$$

*Hypothesis testing using t-test showed that the variables of Corporate Social Responsibility does not significantly influence the Corporate Image. Where, obtained  $t_{arithmetic} < t_{table}$  is  $-0.339 < 1.986$  so  $H_0$  is accepted. On Service Quality variable was also no significant effect on Corporate Image. Where, obtained  $t_{arithmetic} < t_{table}$  is  $1.104 < 1.986$ . While the Marketing Mix variables significantly influence the Corporate Image. Where, obtained  $t_{arithmetic} > t_{table}$  is  $3.961 > 1.986$ . Then through the F-test showed that the variables of Corporate Social responsibility, Service Quality, and Marketing Mix significant effect together against for Corporate Image.*

*Keywords: Corporate Social Responsibility, Service Quality, Marketing Mix, Corporate Image*