

ABSTRAK

Skripsi dengan judul “Pengaruh *Word of Mouth Promotion* dan *Excellent Service* Terhadap Keputusan Anggota Memilih Produk *Funding* di Baitul Maal Wa Tamwil Istiqomah Karangrejo Tulungagung” ditulis oleh Haykalil Irsyadatul Hikmah dengan NIM. 1741143151, dengan pembimbing skripsi Nurul Fitri Ismayanti, SE., M.E.I.

Penelitian ini dilatarbelakangi dengan kurangnya pengetahuan anggota khususnya anggota Baitul Maal wa Tamwil Istiqomah Karangrejo Tulungagung terhadap produk *funding* di Baitul Maal wa Tamwil Istiqomah Karangrejo Tulungagung. Masih ada anggota produk lain yang belum mengetahui produk *funding* khususnya produk tabungan pada BMT Istiqomah Karangrejo. Oleh karena itu dalam penelitian ini mengangkat permasalahan mengenai faktor yang mempengaruhi keputusan anggota yaitu faktor *Word of Mouth Promotion* dan *Excellent Service*. Tujuan dari penelitian ini adalah untuk menguji pengaruh *word of mouth promotion* dan *excellent service* di BMT Istiqomah Karangrejo Tulungagung terhadap keputusan anggota memilih produk *funding*.

Rumusan masalah dalam penelitian ini adalah (1) Apakah *word of mouth promotion* berpengaruh signifikan terhadap keputusan anggota memilih produk *funding* di BMT Istiqomah Karangrejo Tulungagung? (2) Apakah *excellent service* berpengaruh signifikan terhadap keputusan anggota memilih produk *funding* di BMT Istiqomah Karangrejo Tulungagung? (3) Apakah *word of mouth promotion* dan *excellent service* berpengaruh signifikan terhadap keputusan anggota memilih produk *funding* di BMT Istiqomah Karangrejo Tulungagung?

Penelitian ini menggunakan pendekatan kuantitatif. Pengambilan sampel dalam penelitian ini menggunakan *probability sampling*. Jumlah populasi dalam penelitian ini sebanyak 3.816 responden dengan sampel yang diambil sebanyak 97 responden yaitu anggota *funding*. Pada saat pengumpulan data lewat kuisioner respondennya yaitu anggota *funding* di BMT Istiqomah Karangrejo Tulungagung. Analisis data yang digunakan dalam penelitian ini adalah uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis (uji t dan uji F), uji koefisien determinasi dengan menggunakan bantuan SPSS 16.

Pengujian hipotesis menggunakan uji t menunjukkan bahwa variabel *word of mouth promotion* berpengaruh positif dan signifikan terhadap keputusan anggota sedangkan variabel *excellent service* juga berpengaruh positif dan signifikan terhadap keputusan anggota. kemudian melalui uji f dapat diketahui bahwa variabel *word of mouth promotion* dan *excellent service* berpengaruh positif dan signifikan secara bersama – sama dalam keputusan anggota.

Kata kunci: *word of mouth promotion*, *excellent service*, dan keputusan anggota *funding*

ABSTRACT

Thesis entitled "The Influence of Word of Mouth Promotion and Excellent Service to Member's Decision Selecting Funding Product at Baitul Maal Wa Tamwil Istiqomah Karangrejo Tulungagung" written by Haykalil Irsyadatul Hikmah with NIM. 1741143151, with tutor thesis Nurul Fitri Ismayanti, SE., M.E.I.

This research is motivated by the lack of knowledge of members, especially members of Baitul Maal wa Tamwil Istiqomah Karangrejo Tulungagung on the funding product at Baitul Maal wa Tamwil Istiqomah Karangrejo Tulungagung. There are still other product members who do not know the funding product especially savings products on BMT Istiqomah Karangrejo. Therefore in this study raised the problem about factors that affect the decision of the members of the Word of Mouth Promotion and Excellent Service. The purpose of this study is to examine the influence of word of mouth promotion and excellent service in BMT Istiqomah Karangrejo Tulungagung against the decision of members to choose funding products.

The formulation of the problem in this research is (1) Is word of mouth promotion have significant effect to decision of member choose funding product in BMT Istiqomah Karangrejo Tulungagung? (2) Does the excellent service significantly influence the decision of members to choose funding products in BMT Istiqomah Karangrejo Tulungagung? (3) Does word of mouth promotion and excellent service have a significant influence on decision of member choose funding product in BMT Istiqomah Karangrejo Tulungagung?

This study uses a quantitative approach. Sampling in this research using probability sampling. The number of population in this study as many as 3816 respondents with samples taken as many as 97 respondents are members of funding. At the time of collecting data through questionnaires of respondents ie members of the funding in BMT Istiqomah Karangrejo Tulungagung. Data analysis used in this research is validity test, reliability test, classical assumption test, multiple linear regression analysis, hypothesis test (t test and F test), coefficient of determination test using SPSS 16.

Hypothesis testing using t test shows that variable of word of mouth promotion have positive and significant effect to member decision whereas variable of excellent service also have positive and significant influence to member decision. then through the test f can be seen that the variable word of mouth promotion and excellent service have positive and significant influence together in member decisions.

Keywords: word of mouth promotion, excellent service, and decision of funding member