

ABSTRAK

Skripsi dengan judul “Pengaruh *Customer Relationship Management* dan Kualitas Layanan terhadap Loyalitas Anggota Simpanan Wadiah di Koperasi Syariah Al-Mawaddah Samir Ngunut Tulungagung” ini ditulis oleh Zakiyah Fauziyah, NIM. 1741143393, jurusan Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam (FEBI), Institut Agama Islam Negeri (IAIN) Tulungagung dengan pembimbing oleh Muhamad Aqim Adlan, M.E.I.

Penelitian ini dilatar belakangi dengan semakin banyaknya lembaga keuangan seperti Bank Umum Syariah, BMT, Koperasi Syariah yang tumbuh kembang di berbagai daerah mendorong semakin tingginya persaingan antar lembaga. Sehingga di butuhkan *customer relationship management* yang baik untuk menjaga hubungan jangka panjang dengan nasabah. Dan untuk mewujudkan kualitas layanan yang baik dilakukan berdasarkan nilai-nilai *tangible, reliability, responsiveness, assurance* dan *empathy*. CRM dan kualitas layanan merupakan bagian dari faktor untuk meningkatkan loyalitas anggota sehingga dapat mempengaruhi keberhasilan dan keberadaan Koperasi Syariah akan selalu terjaga.

Penelitian ini bertujuan (1) Untuk menguji seberapa besar pengaruh *customer relationship management* terhadap Loyalitas anggota simpanan wadiah di Koperasi Syariah Al-Mawaddah , (2) Untuk menguji seberapa besar pengaruh kualitas layanan terhadap loyalitas anggota Simpanan Wadiah di Koperasi Syariah Al-Mawaddah, (3) Untuk menguji seberapa besar pengaruh *Customer Relationship Management* (CRM) dan kualitas layanan secara bersama-sama terhadap loyalitas anggota Simpanan Wadiah di Koperasi Syariah Al-Mawaddah.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengambilan sampel menggunakan teknik *probability sampling*. Data yang digunakan adalah data primer dengan teknik pengumpulan data menggunakan metode kuesioner/angket. Penelitian ini menggunakan metode analisis uji regresi linier berganda.

Hasil penelitian menunjukkan bahwa secara parsial (1) *Customer relationship management* memberikan pengaruh yang positif dan signifikan terhadap loyalitas anggota simpanan wadiah di Koperasi Syariah Al-Mawaddah Samir Ngunut Tulungagung, (2) Kualitas layanan memberikan pengaruh yang positif dan signifikan terhadap loyalitas anggota simpanan wadiah di Koperasi Syariah Al-Mawaddah Samir Ngunut Tulungagung, (3) Customer relationship management, dan kualitas layanan memberikan pengaruh secara bersama-sama terhadap loyalitas anggota simpanan wadiah di Koperasi Syariah Al-Mawaddah Samir Ngunut Tulungagung.

Kata Kunci : *Customer Relationship Management*, Kualitas Layanan, dan Loyalitas Anggota

ABSTRACT

Thesis entitled "The Influence of Customer Relationship Management and Service Quality to Loyalty of Wadiah Deposit Member in Shariah Cooperative Al-Mawaddah Samir Ngunut Tulungagung" written by Zakiyah Fauziyah, NIM. 1741143393, Department of Islamic Banking, Faculty of Economics and Business Islam (FEBI), State Islamic Institute of Tulungagung with mentor by Muhamad Aqim Adlan, M.E.I.

This research is based on the increasing number of financial institutions such as Sharia Commercial Banks, BMT, Sharia Cooperatives that grows in various regions and encourages the increasing competition among institutions. So in need of good customer relationship management to maintain long term relationship with customers. And to realize good service quality is done based on tangible values, reliability, responsiveness, assurance and empathy. CRM and service quality are part of the factors to increase member loyalty so as to influence the success and existence of Sharia Cooperatives will always be maintained.

This study aims to: (1) To test how much influence of customer relationship management on the loyalty of wadiah savings member in Sharia Al-Mawaddah Cooperative, (2) To test how big the service quality to the loyalty of Wadiah Deposit Member in Sharia Al-Mawaddah Cooperative, (3)) To test how much influence Customer Relationship Management (CRM) and quality of service together to the loyalty of members of Wadiah Deposit in Al-Mawaddah Sharia Cooperative.

This study uses a quantitative approach with the type of associative research. Sampling technique using probability sampling technique. The data used is primary data with data collection technique using questionnaire method. This research uses multiple linier regression analysis method.

The result of the research shows that partially (1) Customer relationship management has a positive and significant effect on the loyalty of the members of Wadiah savings in Shariah Al-Mawaddah Samir Ngunut Tulungagung Cooperative, (2) The quality of service gives positive and significant influence to the loyalty of the members of wadiah deposit in Shariah Cooperative Al-Mawaddah Samir Ngunut Tulungagung, (3) Customer relationship management, and service quality influence jointly to the loyalty of members of wadiah deposits in Shariah Cooperative Al-Mawaddah Samir Ngunut Tulungagung.

Keywords: *Customer Relationship Management, Service Quality, and Customer Loyalty*