

ABSTRAK

FEBY ISNI PUJAWATI 2020. PENGARUH KUALITAS PELAYANAN DAN ETIKA PEMASAR TERHADAP KEPUASAN NASABAH DI BPRS AL-MADINAH TASIKMALAYA. Skripsi. Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Kualitas pelayanan, etika pemasar dan kepuasan nasabah berkaitan erat. Jika kualitas pelayanan dan etika memuaskan maka nasabah akan tetap konsisten terhadap bank tersebut. Sebaliknya apabila kualitas pelayanan dan etika kurang memuaskan nasabah, maka nasabah bisa pindah ke bank lain. Adapun rumusan masalah dalam penelitian ini yaitu bagaimana pengaruh kualitas pelayanan dan etika pemasar terhadap kepuasan nasabah di BPRS Al-Madinah Tasikmalaya baik secara parsial maupun simultan? Tujuan dari penelitian ini dimaksudkan untuk mengetahui pengaruh kualitas pelayanan dan etika pemasar terhadap kepuasan nasabah di BPRS Al-Madinah Tasikmalaya baik secara parsial maupun simultan.

Penelitian ini menggunakan metode kuantitatif dengan sampel sebanyak 100 responden nasabah yang berhubungan dengan pemasar BPRS Al-Madinah Tasikmalaya. Untuk teknik pengumpulan data yang digunakan adalah kuesioner. Instrumen penelitian diuji dengan uji validitas dan reliabilitas. Sedangkan teknis analisis data menggunakan deskripsi data dan uji hipotesis menggunakan uji koefisien korelasi sederhana dan berganda, determinasi, uji t dan uji F serta regresi sederhana dan berganda.

Hasil penelitian sebagai berikut: 1) Kualitas pelayanan berpengaruh terhadap kepuasan nasabah dengan persamaan regresi $Y = 11,358 + 0,571 X_1$ dengan nilai r sebesar 0,645, nilai koefisien determinasi sebesar 41,5% dan nilai uji t sebesar 8,346; 2) Etika pemasar berpengaruh terhadap kepuasan nasabah dengan persamaan regresi $Y = 9,888 + 0,657 X_2$ dengan nilai r sebesar 0,683, nilai koefisien determinasi sebesar 46,7% dan nilai uji t sebesar 9,262; 3) Kualitas pelayanan dan etika pemasar berpengaruh terhadap kepuasan nasabah dengan persamaan regresi $Y = 4,135 + 0,322X_1 + 0,444X_2$ dengan nilai r sebesar 0,742, nilai koefisien determinasi sebesar 55% dan nilai uji F sebesar 59,336 α 0,05.

Maka kualitas pelayanan dan etika pemasar berpengaruh signifikan terhadap kepuasan nasabah baik secara parsial maupun simultan sehingga hipotesis H_0 ditolak dan H_a diterima.

Kata Kunci: Kualitas Pelayanan, Etika Pemasar, Kepuasan Nasabah

ABSTRACT

FEBY ISNI PUJAWATI 2020. THE EFFECT OF QUALITY OF SERVICE AND MARKETING ETHICS ON CUSTOMER SATISFACTION IN BPRS AL-MADINAH TASIKMALAYA. Essay. Sharia Economics Program Study, Faculty of Islamic Studies Siliwangi University.

Service quality, marketer ethics and customer satisfaction are closely related. If the service quality and ethics are satisfying, the customer will remain consistent with the bank. Conversely, if service quality and ethics are not satisfying customers, then customers can move to other banks. The formulation of the problem in this research is how there is an influence of service quality and marketer ethics on customer satisfaction at BPRS Al-Madinah Tasikmalaya both partially and simultaneously? The purpose of this study is intended to determine the effect of service quality and marketer ethics on customer satisfaction at BPRS Al-Madinah Tasikmalaya both partially and simultaneously.

This study uses a quantitative method with a sample of 100 customer respondents who deal with marketers BPRS Al-Madinah Tasikmalaya. The data collection technique used was a questionnaire. The research instrument was tested with a validity and reliability test. Whereas technical analysis of data uses data description and hypothesis testing using simple and multiple correlation coefficient tests, determination, t test and F test as well as simple and multiple regression.

The results of the study are as follows: 1) Service quality affects customer satisfaction with a regression equation $Y = 11.358 + 0.571 X_1$ with an r value of 0.645, a coefficient of determination of 41.5% and a t test value of 8.346; 2) Marketer ethics influences customer satisfaction with a regression equation $Y = 9.888 + 0.657 X_2$ with an r value of 0.683, a coefficient of determination of 46.7% and a t-test value of 9.262; 3) Service quality and marketer ethics influence customer satisfaction with a regression equation $Y = 4.135 + 0.322X_1 + 0.444X_2$ with an r value of 0.742, a coefficient value terminated at 55% and an F test value of 59.336 a 0.05.

Then the service quality and marketer's ethics have a significant effect on customer satisfaction both partially and simultaneously so that the hypothesis H_0 is rejected and H_a is accepted.

Keyword: Service Quality, Marketer Ethics, Customer Satisfactio