

Pengaruh word of mouth terhadap minat menjadi nasabah Bank Syariah Mandiri (studi pada mahasiswa UI) = The effect of word of mouth toward intention becomes customer of Bank Syariah Mandiri (studies in the UI student)

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Abstrak

[ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis bagaimana pengaruh word of mouth terhadap minat menjadi nasabah Bank Syariah Mandiri. Penelitian ini menggunakan pendekatan kuantitatif. Sampel dalam penelitian ini adalah 100 orang mahasiswa UI dengan menggunakan metode non-probability serta teknik purposive. Instrumen penelitian ini menggunakan kuesioner dan dianalisis menggunakan Regresi Sederhana. Hipotesis penelitian dalam penelitian ini adalah H_0 = Word of mouth tidak mempengaruhi minat konsumen untuk menjadi nasabah bank syariah dan H_1 = Word of mouth mempengaruhi minat konsumen untuk menjadi nasabah bank syariah. Hasil penelitian ini menunjukkan bahwa word of mouth memiliki pengaruh yang signifikan terhadap minat menjadi nasabah Bank Syariah Mandiri atau dengan kata lain H_0 ditolak dan H_1 diterima.

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ABSTRACT

The objective of this research was to analyze the effect of word of mouth toward intention becomes customer of Bank Syariah Mandiri (Studies in the UI Student).

The sample of this research was 100 UI student, collected using non-probability sampling and purposive technique. This research used questionnaire as research instrument and analyzed with simple regression.

The research hypothesis in this research was H_0 = Word of mouth does not affect the interest of consumers to become customers of BSM and H_1 = Word of mouth influences consumers to become customers of BSM.

The result of this research indicate that word of mouth have a significant effect on intention becomes customer of Bank Syariah Mandiri or in other words, H_0 was rejected and H_1 was accepted., The objective of this research was to analyze the effect of word of mouth toward

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