

Faktor-faktor yang mempengaruhi kepuasan anggota di Baitul Maal Wat Tamwil Tamzis Jakarta = The factors that influence customers satisfaction in Baitul Maal Wat Tamwil Tamzis Jakarta / Dzaki Achmad Abdullah

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Abstrak

[ABSTRAK

Tesis ini membahas Faktor-Faktor yang Mempengaruhi Kepuasan Anggota di Baitul Maal Wat Tamwil Tamzis Jakarta. Adapun faktor-faktor yang digunakan adalah lima dimensi kualitas pelayanan yaitu tangible, reliable, responsiveness, assurance, dan empathy. Lokasi penelitian dilakukan di BMT Tamzis Jakarta. Sampelnya adalah Anggota BMT Tamzis Jakarta yang menggunakan produk simpanan. Penelitian ini menggunakan metode kuantitatif dengan tingkat penjelasan metodenya adalah deskriptif dan uji hipotesis. Teknik pengambilan sampel dari probability sampling menggunakan cluster sampling dengan 190 responden. Metode pengumpulan data menggunakan kuesioner dengan skala likert. Metode Analisis data yang digunakan adalah regresi linier berganda dengan bantuan software SPSS 22. Hasil penelitian adalah seluruh dimensi kualitas pelayanan (service quality) tangible, reliable, responsiveness, assurance, dan empathy berpengaruh positif dan signifikan terhadap kepuasan anggota (customer satisfaction). Faktor yang paling mempengaruhi kepuasan anggota adalah assurance. Tingkat kepuasan anggota BMT Tamzis Jakarta terhadap kualitas pelayanan yang diberikan oleh BMT Tamzis Jakarta adalah sebesar 89%.

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ABSTRACT

This thesis discusses the factors that influence customers satisfaction in Baitul Maal Wat Tamwil Tamzis Jakarta. The factors that are used to measure these 5 dimensions of service quality such as tangible, reliable, responsiveness, assurance, and empathy from the customer point of view. The location of the research was done in BMT Tamzis Jakarta. This research used quantitative method with descriptive of hypothesis testing. Sampling techniques of probability sampling by using cluster sampling with 190 respondents. Data collection method using a questionnaire with Likert scale. Data analysis method used multiple linear regression with SPSS 22. The results of research are all dimensions of service quality (service quality) tangible, reliable, responsiveness, assurance, and empathy that affect positively and significantly to the satisfaction of member (customer satisfaction). The most influence factors of the customer satisfaction is assurance. Customer satisfaction levels of BMT TAMZIS Jakarta on the quality of services

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