

ANALISIS PELAYANAN DAN PRODUK TERHADAP KEPUASAN ANGGOTA KOPERASI SYARIAH BMT ITQAN BANDUNG

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ABSTRAK

Perkembangan ekonomi syariah begitu pesat dalam beberapa tahun terakhir. Fenomena tersebut menyebabkan tiap perusahaan sejenis bersaing untuk mempertahankan anggota salah satunya melalui peningkatan kepuasan anggota. Kepuasan anggota dapat diciptakan melalui pelayanan, dan produk yang diberikan perusahaan kepada anggota. Secara khusus, penelitian ini membahas kepuasan anggota Koperasi Syariah BMT ItQan Bandung.

Penelitian ini dilakukan dengan metode kuesioner terhadap 100 orang koperasi syariah BMT itQan Bandung yang diperoleh dengan menggunakan teknik accidental sampling. Kemudian dilakukan analisis terhadap data-data yang diperoleh berupa analisis kuantitatif dan kualitatif. Analisis kuantitatif meliputi uji validitas dan uji reliabilitas, uji asumsi klasik, analisis regresi berganda, koefisien regresi (R^2), uji F, dan uji t. Analisis kualitatif merupakan interpretasi data yang diperoleh dalam penelitian serta hasil pengolahan data yang sudah dilaksanakan dengan memberi keterangan dan penjelasan.

Hasil penelitian ini menunjukkan bahwa semua variabel independen yang diuji berpengaruh secara positif dan signifikan terhadap kepuasan anggota melalui uji F dan uji t. Saran untuk BMT itQan Bandung, Terus melakukan inovasi produk baru yang di inginkan anggota agar kepuasan anggota terjaga dan menambah anggota baru yang belum tau mengenai koperasi BMT itQan Bandung

Kata kunci: Kepuasan Anggota, Pelayanan, produk

**ANALYSIS OF SERVICES AND PRODUCTS ON MEMBER
SATISFACTION IN BMT IQAN SYARIAH COOPERATIVE BANDUNG**

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ABSTRACT

The development of the Islamic economy has been so rapid in recent years. This phenomenon causes each type of company to compete to defend members, one of them through increasing member satisfaction. Member satisfaction can be created through service, and products provided by the company to members. In particular, this study discusses the satisfaction of members of the BMT ItQan Syariah Cooperative in Bandung.

This research was conducted using a questionnaire method for 100 people in the ItQan BMT syariah cooperative that were obtained using accidental sampling techniques. Then an analysis of the data obtained in the form of quantitative and qualitative analysis. Quantitative analysis includes validity and reliability testing, classic assumption test, multiple regression analysis, regression coefficient (R^2), F test, and t test. Qualitative analysis is the interpretation of the data obtained in the study as well as the results of data processing that has been carried out by giving information and explanation.

The results of this study indicate that all the independent variables tested had a positive and significant effect on member satisfaction through the F test and t test. Suggestions for BMT itQan Bandung, Continuing to innovate new products that members want so that member satisfaction is maintained and adding new members who don't know about BMT ItQan Syariah Cooperative

Keywords: Member Satisfaction, Service, product