

ABSTRAK

**ANALISIS KORELASI ANTARA FAKTOR-FAKTOR
KUALITAS PELAYANAN DAN TINGKAT KEPUASAN
ANGGOTA CREDIT UNION**

Studi Kasus di CU “Tilung Jaya” Putussibau, Kalimantan Barat

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Penelitian ini bertujuan untuk mengetahui profil responden dan hubungan antara faktor-faktor pendorong dan tingkat kepuasan anggota Credit Union Tilung Jaya. Jenis penelitian ini adalah studi kasus dengan jumlah responden 80 orang responden.

Penulis menggunakan beberapa teknik dalam pengumpulan data yaitu : wawancara, observasi, dan kuesioner. Teknik analisis data menggunakan teknik analisis prosentase yang bertujuan untuk menganalisis karakteristik konsumen dan analisis data Korelasi *Spearman* untuk mengetahui ada tidaknya hubungan faktor-faktor pendorong dan tingkat kepuasan anggota Credit Union Tilung Jaya.

Hasil analisis data Korelasi *Spearman* menunjukkan bahwa: 1) Ada hubungan secara signifikan antara *tangibles* dengan kepuasan anggota. 2) Ada hubungan secara signifikan antara *reliability* dengan kepuasan anggota. 3) Ada hubungan secara signifikan antara *responsiveness* dengan kepuasan anggota. 4) Ada hubungan secara signifikan antara *assurance* dengan kepuasan anggota. 5) Ada hubungan secara signifikan antara *empathy* dengan kepuasan anggota.

Kata kunci : *tangibles, reliability, responsiveness, assurance, empathy,* kepuasan anggota.

ABSTRACT

**COLRRELATION ANALYSIS BETWEEN SERVICE
QUALITY AND THE LEVEL OF SATISFACTION OF THE
CREDIT UNION MEMBER**

Case Study in Credit Union “Tilung Jaya” Putussibau, West Borneo

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This study aimed to find out the profile of respondents and relationship between service quality and the level of satisfaction of the members of Credit Union Tilung Jaya. This reseach is a case study by collecting data from 80 respondents.

This methods used to collect data are interview, observation and questionare. To analyze the data, the reserch used percentage data analysis, to understand the characteristic of consumers and analysis of Spaermen correlation to understand the relationship between service quality and satisfaction of the members of Credit Union Tilung Jaya.

The results of data analysis of Spaermen’s correlation showed that: 1) There was significant relationship between tangibles and member satisfaction; 2) There was significant relationship between reliability and member satisfaction; 3) There was significant relationship between responsiveness and member satisfaction; 4) There was significant relationship between assurance and member satisfaction; 5) There was significant relationship between emphaty and member satisfaction.

Key word: tangibles, reliability, responsiveness, assurance, emphaty, member satisfaction.