

ABSTRAK

ANALISIS KUALITAS LAYANAN MICROFINANCE

KEPADA ANGGOTA

Studi kasus pada Credit Union Sandya Swadaya Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui persepsi anggota Credit Union Sandya Swadaya Universitas Sanata Dharma Yogyakarta terhadap kualitas layanan yang diberikan, karakteristik anggota, dan mengidentifikasi perbedaan persepsi anggota Credit Union Sandya Swadaya Universitas Sanata Dharma Yogyakarta terhadap kualitas layanan Credit Union Sandya Swadaya Universitas Sanata Dharma Yogyakarta berdasarkan jenis kelamin, usia, jenis pekerjaan/pendidikan, dan tingkat pendapatan. Jenis penelitian ini adalah studi kasus. Populasi dalam penelitian ini adalah semua anggota Credit Union Sandya Swadaya yang berdomisili di 5 kabupaten di Yogyakarta. Teknik pengambilan sampel menggunakan teknik *Proporsional Random Sampling*. Penelitian ini menggunakan sampel sebanyak 100 orang. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Mann Whitney dan Uji Kruskal Wals.

Hasil penelitian menunjukkan bahwa persepsi anggota terhadap kualitas layanan yang diberikan adalah baik dan tidak terdapat perbedaan persepsi kualitas layanan Credit Union Sandya Swadaya Universitas Sanata Dharma Yogyakarta berdasarkan jenis kelamin, usia, jenis pekerjaan/pendidikan, dan tingkat pendapatan.

ABSTRACT

**AN ANALYSIS ON THE QUALITY OF MICROFINANCE SERVICE
FOR ITS MEMBERS**

A Case Study On the Sandya Swadaya Credit Union of Sanata Dharma University -
Yogyakarta

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The purpose of the research was to identify the Sandya Swadaya Credit Union of Sanata Dharma University – Yogyakarta members' perception about the quality of the services provided for its members by the Sandya Swadaya Credit Union of Sanata Dharma University – Yogyakarta, the members characteristics, and also to identify whether or not there was any different perception among the members about the service quality offered by the Sandya Swadaya Credit Union of Sanata Dharma University – Yogyakarta to the members based on the gender, age, types of occupation/ education, and level of income. The research was a case study with a population consisting of all the members of the Sandya Swadaya Credit Union resided in five residencies of the Special Territory of Yogyakarta. The sampling technique which was applied was the *Proportional Random Sampling*. The sample consisted of 100 members of the credit Union whereas the data analyzing techniques applied were the Mann Whitney test and Kruskal Wals test.

The result of the research showed that the members' perception was good and there had not been found any differences on the perception of the members about the quality of services provided by the Sandya Swadaya Credit Union of the Sanata Dharma University – Yogyakarta, to its members based on the gender, age, types of occupation/ education, and level of income.