

ABSTRAK

PENGARUH KUALITAS PELAYANAN TERHADAP LOYALITAS ANGGOTA CREDIT UNION SATU HATI MELALUI KEPUASAN ANGGOTA

Studi pada Credit Union Satu Hati Jl. Klangon Tempel Km 11 Ngaran, Sendangrejo, Minggir, Sleman, Yogyakarta.

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Penelitian ini bertujuan untuk mengetahui apakah: (1) kualitas pelayanan berpengaruh signifikan terhadap kepuasan anggota. (2) kepuasan anggota berpengaruh signifikan terhadap loyalitas anggota. (3) kualitas pelayanan berpengaruh signifikan terhadap loyalitas anggota. (4) kepuasan anggota Credit Union Satu Hati memediasi pengaruh kualitas pelayanan terhadap loyalitas anggota. (5) ada perbedaan persepsi kualitas pelayanan antara anggota baru dan anggota lama. Populasi dalam penelitian ini adalah anggota Credit Union Satu Hati yang sudah menjadi anggota lebih dari 3 tahun. Teknik pengambilan sampel menggunakan *purposive sampling*. Jumlah sampel sebanyak 100 responden. Analisis data untuk hipotesis 1-4 menggunakan *Partial Least Square* dan hipotesis 5 menggunakan uji *T-test*. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif terhadap kepuasan anggota. (2) kepuasan anggota berpengaruh positif terhadap loyalitas anggota. (3) kualitas pelayanan tidak berpengaruh positif terhadap loyalitas anggota. (4) kepuasan anggota memediasi penuh pengaruh kualitas pelayanan terhadap loyalitas anggota. (5) tidak ada perbedaan persepsi kualitas pelayanan antara anggota baru dan anggota lama.

Kata kunci: kualitas pelayanan, kepuasan, loyalitas

ABSTRACT

**THE INFLUENCE OF SERVICE QUALITY TOWARDS LOYALTY
THROUGH MEMBER SATISFACTION OF CREDIT UNION SATU HATI**

A Study of Credit Union Satu Hati Klangon Tempel Street Km 11 Ngaranan,
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This study was conducted to find out whether: (1) service quality has a significant influence towards member satisfaction. (2) member satisfaction has a significant influence towards member loyalty. (3) service quality has a significant influence towards member loyalty. (4) satisfaction of Credit Union Satu Hati members mediates the influence of service quality on member loyalty. (5) there is a difference in perception of service quality between new members and old members. The population in this study are members of the Credit Union Satu Hati who have been members for more than 3 years. The sampling technique uses purposive sampling. The number of samples is 100 respondents. Data analysis for hypotheses 1-4 uses Partial Least Square and hypothesis 5 uses the T-test. The results of the study show that: (1) service quality had a positive influence towards member satisfaction. (2) member satisfaction had a positive influence towards member loyalty. (3) service quality did not have a positive influence towards member loyalty. (4) member satisfaction fully mediated the influence of service quality towards member loyalty (5) there was no difference in perception of service quality between new members and old members.

Keywords: service quality, satisfaction, loyalty