

# **CUSTOMER LOYALTY TO BAITULMAALWATTAMWIL (BMT) BIMA IN MUNTILAN MAGELANG**

## **LOYALITAS NASABAH PADA BAITUL MAALWATTAMWIL (BMT) BIMA DI MUNTILAN MAGELANG**

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### **ABSTRACT**

This study aims to determine the effect of variable reliability, responsiveness, assurance, empathy and tangible of customer loyalty KJKS BMT BIMA in Muntilan, Either simultaneously or partially as well as to determine whethervariables . The population in this study were all customers KJKS BMT BIMA in Muntilan Magelang. The samples used were as many as 50 respondent to the accidental sampling technique. Statistical analysis tool used is multiple linear regression, F test, t test and the test R square. Research shows that the reliability, responsiveness, assurance, empathy and tangibles simultaneous significantly affected the dependent variable customerloyalty KJKS BMT BIMA. While partially show that reliability and tangible significant effect on customer loyalty, while responsiveness, assurance, and empathy did not influence the dependent varieble customer loyalty KJKS BMT BIMA. The results of this study indicated that there are positive and significant influence of the independent variables consist of reliability, responsiveness, assurance, empathy, and tangible of customer loyalty at KJKS BMT BIMA in Muntilan.

Key words: *Reliability, responsiveness, assurance, empathy, tangible*

### **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh variabel reliability, responsiveness, assurance, empathy dan tangible terhadap loyalitas nasabah KJKS BMT BIMA di Muntilan, baik secara simultan maupun secara parsial . Populasi dalam penelitian ini adalah seluruh nasabah KJKS BMT BIMA di Muntilan. Sampel yang digunakan adalah sebanyak 50 responden dengan teknik *accidental sampling*. Alat analisis statistik yang digunakan adalah regresi linier berganda, uji F, uji t dan uji R square. Penelitian menunjukkan bahwa reliability, responsiveness, assurance, empathy dan tangible secara simultan berpengaruh secara signifikan terhadap variabel terikat loyalitas nasabah KJKS BMT BIMA. Secara parsial reliability dan tangible berpengaruh signifikan terhadap loyalitas nasabah, sedangkan responsive, assurance dan empathy tidak berpengaruh terhadap variabel terikat loyalitas nasabah KJKS BMT BIMA. Hasil penelitian ini menunjukkan bahwa, terdapat pengaruh yang positif dan signifikan dari variabel bebas yang terdiri dari Reliability, Responsiveness, assurance, empathy dan tangible terhadap loyalitas nasabah pada KJKS BMT BIMA di Muntilan.

Kata kunci : *Reliability, Responsiveness, assurance, empathy, tangible*