

ABSTRAK

Penelitian ini berjudul “Pengaruh Kualitas Pelayanan terhadap Kepuasan Anggota dan Dampaknya pada Loyalitas Anggota Koperasi Artha Mitra Surya Sidoarjo” yang bertujuan untuk mengetahui pengaruh kualitas pelayanan terhadap loyalitas anggota baik secara langsung maupun melalui kepuasan anggota. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif yaitu penelitian yang menitik beratkan pada pengujian hipotesa dengan alat analisa metode statistik dan menghasilkan kesimpulan.

Populasi dalam penelitian ini adalah 102 orang anggota Koperasi Artha Mitra Surya Sidoarjo. Penelitian ini menggunakan teknik penelitian populasi dengan responden sebanyak 50 orang menggunakan rumus *Slovin*. Metode pengumpulan data dokumentasi dan kuesioner, metode analisis yaitu uji instrumen (uji validitas dan uji reliabilitas), analisis deskriptif presentase, uji asumsi klasik, uji koefisien determinasi (R^2), uji t dan analisis jalur (*path analysis*) menggunakan *SPSS 21.0 for Windows*.

Berdasarkan hasil analisis jalur diketahui bahwa pengaruh kualitas pelayanan terhadap kepuasan anggota mempunyai pengaruh langsung 0,901, kualitas pelayanan terhadap loyalitas anggota mempunyai pengaruh langsung sebesar 0,369 dan kepuasan anggota terhadap loyalitas anggota mempunyai pengaruh langsung sebesar 0,620. Sedangkan kualitas pelayanan terhadap loyalitas anggota melalui kepuasan anggota mempunyai pengaruh tidak langsung sebesar 0,558. Berdasarkan hal ini dapat terlihat bahwa, kualitas pelayanan terhadap loyalitas anggota akan lebih besar jika melalui kepuasan anggota. Berdasarkan hasil koefisien determinasi (*R Square*) sebesar 0,812 pada variabel terikat kepuasan anggota, berarti presentase pengaruh kualitas pelayanan terhadap kepuasan anggota sebesar 81,2%. Koefisien determinan sebesar 0,934 untuk variabel terikat loyalitas anggota, berarti presentase pengaruh kualitas pelayanan dan kepuasan anggota terhadap loyalitas anggota sebesar 93,4%. Dan berdasarkan hasil dari regresi berganda juga menunjukkan kualitas pelayanan dan kepuasaan anggota memiliki pengaruh positif terhadap loyalitas anggota.

Kata Kunci : Kualitas Pelayanan, Kepuasan Anggota, dan Loyalitas anggota.

ABSTRACT

This thesis entitled the influence of service quality on satisfaction and its impact on the loyalty of members of the cooperative Artha Mitra Surya Sidoarjo. Which aims to understand the influence of service quality on member loyalty booth directly and through member satisfaction. This thesis was conducted using a quantitative approach, namely research that focuses on testing hypotheses with statistical method analysis tools and drawing conclusions.

The population in this thesis were 102 members of the Artha Mitra Surya Cooperative in Sidoarjo. And used a population technique with as many as 50 respondents using the Slovin formula. Methods of collecting documentation and questionnaires, analytical methods namely test instruments (validity and reliability testing), descriptive analysis of percentages, classic assumption tests, coefficient of determination test (R^2), t test and path analysis (SPSS 21.0 for Windows).

Based on the results of path analysis it is known that the effect of service quality on member satisfaction has a direct influence of 0.901, service quality on member loyalty has a direct influence of 0.369 and member satisfaction with member loyalty has a direct influence of 0.620. While service quality towards member loyalty through member satisfaction has an indirect effect of 0.558. Based on this, it can be seen that, the quality of service to member loyalty will be greater if through member satisfaction. Based on the results of the coefficient of determination (R Square) of 0.812 on the dependent variable member satisfaction, meaning the percentage effect of service quality on member satisfaction is 81.2%. The determinant coefficient is 0.934 for the dependent variable of member loyalty, meaning the percentage effect of service quality and member satisfaction on member loyalty is 93.4%. And based on the results of multiple regression also shows the quality of service and satisfaction of members have a positive influence on member loyalty.

Keywords: Service Quality, Member Satisfaction, and Member Loyalty.