

ABSTRAK

Penelitian ini berjudul Pengaruh Dimensi Kualitas Layanan Terhadap Kepuasan Anggota Di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya. Bertujuan untuk mengetahui: (1) pengaruh *Tangible* terhadap Kepuasan Anggota di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya, (2) pengaruh *Reliability* terhadap Kepuasan Anggota di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya, (3) pengaruh *Responsiveness* terhadap Kepuasan Anggota di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya, (4) pengaruh *Assurance* terhadap Kepuasan Anggota di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya, (5) pengaruh *Empathy* terhadap Kepuasan Anggota di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya, dan (6) pengaruh *Tangible*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy* terhadap Kepuasan Anggota di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya. Jenis penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah anggota aktif atau tetap di Koperasi Simpan Pinjam Unggul Makmur Cabang Wiyung Surabaya. Teknik pengambilan sampel menggunakan *Quota Sampling*, yaitu penentuan sampel dengan cara ini adalah menentukan sampel dalam batas-batas jumlah tertentu sesuai dengan kebutuhan dan kecukupan analisis sehingga diperoleh jumlah sampel sebanyak 50 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian ini menunjukkan bahwa: (1) *Tangible* berpengaruh positif (0,039) dan tidak signifikan terhadap Kepuasan Anggota, (2) *Reliability* berpengaruh positif (0,217) dan signifikan terhadap Kepuasan Anggota, (3) *Responsiveness* berpengaruh positif (0,158) dan signifikan terhadap Kepuasan Anggota, (4) *Assurance* berpengaruh positif (0,325) dan signifikan terhadap Kepuasan Anggota, (5) *Empathy* berpengaruh positif (0,340) dan signifikan terhadap Kepuasan Anggota dan (6) *Tangible*, *Reliability*, *Responsiveness*, *Assurance* dan *Empathy* berpengaruh positif dengan nilai Uji F (256,555) dan signifikan terhadap Kepuasan Anggota. Teknik analisis yang digunakan adalah Analisis regresi linier berganda untuk mengetahui kausalitas antar variabel yang dianalisis.

Kata Kunci : *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*, Kepuasan Anggota.

ABSTRACT

This study entitled The Effect of Service Quality Dimensions on Member Satisfaction in the Superior Makmur Savings and Loan Cooperative, Wiyung Branch, Surabaya. Aim to find out: (1) Tangible influence on Member Satisfaction in the Wiyung Branch of the Wiyung Superior Savings and Loans Cooperative, (2) the effect of Reliability on Member Satisfaction at the Wiyung Branch of the Wiyung Superior Savings and Loan Cooperative, (3) the effect of Responsiveness on Member Satisfaction in the Cooperative Savings and Loans Superior Makmur Branch of Wiyung Surabaya, (4) the effect of Assurance on Member Satisfaction in the Superior Makmur Savings and Loans Cooperative at Wiyung Branch Surabaya, (5) the influence of Empathy on Member Satisfaction in the Superior Makmur Savings and Loans Cooperative, Wiyung Branch Surabaya, and (6) Tangible influence , Reliability, Responsiveness, Assurance and Empathy on Member Satisfaction at the Wiyung Branch of the Superior Makmur Savings and Loan Cooperative, Surabaya. This type of research is a survey research with a quantitative approach. The population in this study were active or permanent members of the Superior Makmur Savings and Loan Cooperative, Wiyung Branch, Surabaya. The sampling technique uses Quota Sampling, namely determining the sample in this way is to determine the sample within certain limits according to the needs and adequacy of the analysis in order to obtain a sample size of 50 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple linear regression. The results of this study indicate that: (1) Tangible has a positive (0.039) and insignificant effect on Member Satisfaction, (2) Reliability has a positive (0.217) and significant effect on Member Satisfaction, (3) Responsiveness has a positive (0.158) and significant effect on Satisfaction. Members, (4) Assurance has a positive (0.325) and significant effect on Member Satisfaction, (5) Empathy has a positive (0.340) and significant effect on Member Satisfaction and (6) Tangible, Reliability, Responsiveness, Assurance and Empathy have a positive effect on the F Test value (256,555) and it is significant towards Member Satisfaction. The analysis technique used is multiple linear regression analysis to determine the causality between the analyzed variables.

Keywords: Tangible, Reliability, Responsiveness, Assurance, Empathy, Member Satisfaction.