

INTISARI

Penelitian ini bertujuan untuk menganalisis Keputusan Nasabah Menabung di Bank Syariah. Subyek dalam penelitian ini adalah orang-orang yang menjadi sumber informasi yang dapat memberikan data akurat sesuai dengan kondisi dan peristiwa yang terjadi di tempat penelitian. Dalam hal ini subyek penelitian adalah nasabah bank syariah yang ada di Kabupaten Sleman. Dalam penelitian ini sampel berjumlah 100 responden yang dipilih menggunakan metode probability sampling dan simple random sampling yang dilakukan dengan tehnik incidental yaitu secara acak. Metode analisis yang digunakan adalah Regresi Linier berganda dengan Alat analisis SPSS versi 16.0.

Berdasarkan analisis yang dilakukan diperoleh hasil bahwa kualitas pelayanan berpengaruh signifikan terhadap keputusan nasabah menabung di bank syariah, lokasi tidak berpengaruh signifikan terhadap keputusan nasabah menabung di bank syariah, bagi hasil berpengaruh signifikan terhadap keputusan nasabah menabung di bank syariah dan biaya administrasi berpengaruh signifikan terhadap keputusan nasabah menabung di bank syariah.

Kata kunci : Keputusan Menabung di Bank Syariah, Kualitas Pelayanan, Lokasi , Bagi Hasil dan Biaya Administrasi.

ABSTRACT

This research is aimed to analyzed the customers' decision to save money in syariah bank. The subjects of the research were the informants who could give accurate data based on the condition and the event happened at the setting of the research. In this case, the subjects were the customers of syariah bank in Sleman Regency. There were one hundred respondents as the sample of the research. They were chosen by using the methods of probability sampling and simple random sampling which were done by using incidental technique. Doubled Linier Regression method by using SPSS analysis instrument version 16.0 was used to analyze the data of the research.

Based on the analysis, it is found that the quality of service significantly influences the customers' decision to save money at syariah bank, the location does not significantly influence the customers' decision to save money at syariah bank, the devident distribution system significantly influences the customers' decision to save money at syariah bank and the administration cost significantly influences the customers' decision to save money at syariah bank.

Keywords : *the decision to save money at syariah bank, the quality of service, the location, devident distribution system and administration cost.*