

ABSTRAK

Penelitian ini bertujuan untuk menganalisis minat masyarakat di Kabupaten Bantul dalam melakukan transaksi di BRI Syariah KC Bantul. Penelitian ini menggunakan metode kuantitatif dengan menggunakan data primer dan data sekunder yang diperoleh melalui kuisioner. Responden yang digunakan sebanyak 100 orang. Teknik pengambilan sampel menggunakan (Random Sampling) yaitu dilakukan secara acak. Metode analisis dilakukan dengan menggunakan analisis regresi linier berganda. Berdasarkan analisis secara parsial tingkat pengetahuan tentang produk berpengaruh positif dan signifikan terhadap minat melakukan transaksi di BRI Syariah KC Bantul sebesar $0,000 < \alpha < 0,05$, citra perusahaan berpengaruh positif dan signifikan terhadap minat melakukan transaksi di BRI Syariah KC Bantul sebesar $0,007 < \alpha < 0,05$ dan lokasi berpengaruh positif dan signifikan terhadap minat melakukan transaksi di BRI Syariah KC Bantul sebesar $0,000 < 0,05$. Secara simultan seluruh variabel bebas berpengaruh terhadap minat melakukan transaksi di BRI Syariah KC Bantul. Dengan koefisien determinasi Adjusted R Square sebesar 41,0% dan sisanya sebesar 59,0% dipengaruhi oleh faktor lain.

Kata kunci : tingkat pengetahuan tentang produk, citra perusahaan, lokasi dan minat.

ABSTRACT

This research was aimed at analyzing the interest of Bantul society in making transaction in BRI Sharia of Bantul Branch Office. This research employed quantitative method using primary and secondary data obtained from questionnaire. There were 100 respondents. The technique of sampling was random sampling, that is taking samples of population randomly. The data were analysed using double linear regression. Based on the partial analysis, degree of knowledge about product has positive and significant effect towards interest to make transaction in BRI Sharia of Bantul Branch Office, which is as much as $0,000 < \alpha 0,05$, company image has positive and and significant effect on interest to make transaction in BRI Sharia of Bantul Branch Office which is $0,007 < \alpha 0,05$, and location has positive and significant effect on interest to make transaction in BRI Sharia of Bantul Branch Office which is $0,000 < \alpha 0,05$. Simultaneously, all independent variables affect interest to make transaction in BRI Sharia of Bantul Branch Office. The coefficient determination of adjusted R Square is 41,0%, and the remaining 59,0% is affected by other factors.

Key words : degree of knowledge about product, company image, location and interest