

**PENGARUH FASILITAS DAN PELAYANAN BANK TERHADAP
MINAT TRANSAKSI DI BRI SYARIAH KC PURWOKERTO PADA
MAHASISWA INSTITUT AGAMA ISLAM NEGERI (IAIN) PURWOKERTO
TAHUN AKADEMIK 2017/2018**

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ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh fasilitas dan pelayanan terhadap minat transaksi di BRI Syariah KC Purwokerto pada Mahasiswa Institut Agama Islam Negeri (IAIN) Purwokerto tahun akademik 2017/2018.

Penelitian ini menggunakan metode penelitian kuantitatif. Sampel dalam penelitian ini adalah mahasiswa Institut Agama Islam Negeri (IAIN) Purwokerto tahun akademik 2017/2018 yang berjumlah 95 dengan menggunakan metode *Proportionate Stratified Random Sampling* dan *Purposive Sampling*. Analisis yang digunakan adalah regresi linear berganda dengan bantuan program SPSS 16.

Hasil penelitian menunjukkan bahwa (1) fasilitas (X1) berpengaruh signifikan terhadap minat transaksi (Y), (2) pelayanan (X2) berpengaruh signifikan terhadap minat transaksi (Y), (3) fasilitas dan pelayanan berpengaruh sebesar 25,2% terhadap minat transaksi (Y), sedangkan sisanya sebesar 74,8% dipengaruhi variabel lain di luar penelitian.

Kata kunci: Fasilitas, Pelayanan, Minat Transaksi

IAIN PURWOKERTO

THE EFFECT OF BANK FACILITIES AND SERVICES ON TRANSACTION INTEREST IN BRI SYARIAH KC PURWOKERTO ON STUDENTS OF THE STATE ISLAMIC RELIGION INSTITUTE (IAIN) PURWOKERTO 2017/2018 ACADEMIC YEAR

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ABSTRACT

The purpose of this study was to determine the effect of facilities and services on transaction interest at BRI Syariah KC Purwokerto on students of the State Islamic Religion Institute (IAIN) Purwokerto in the 2017/2018 academic year.

This study uses quantitative research methods. The sample in this study were students of the State Islamic Institute (IAIN) Purwokerto for the 2017/2018 academic year, totaling 95 using the Proportionate Stratified Random Sampling and Purposive Sampling method. The analysis used is multiple linear regression with the help of SPSS 16 program.

The results of the study show that (1) facilities (X1) have a significant effect on transaction interest (Y), (2) services (X2) have a significant effect on transaction interest (Y), (3) facilities and services have a effect of 25.2% on transaction interest (Y), while the remaining 74.8% is influenced by other variables outside the study.

Keyword: facilities, services, transaction interest

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