

Dwi Endah Rahmawati, 15 311 087, **Pengaruh Reputasi, Persepsi Suku Bunga Dan Kualitas Pelayanan Terhadap Keputusan Anggota Memilih Menyimpan Dana Di Kud Minatani Unit Simpan Pinjam Brondong Lamongan**, Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Gresik, Mei 2019.

ABSTRAKSI

Penelitian ini bertujuan untuk mengetahui pengaruh Reputasi, Persepsi Tingkat Suku Bunga dan Kualitas Pelayanan Terhadap Keputusan Menyimpan Dana di KUD Minatani Unit Simpan Pinjam Brondong-Lamongan. Penelitian ini menggunakan sampel sebanyak 82 responden, jenis data yang digunakan adalah data primer. Penelitian ini menguji tiga variabel independen yaitu reputasi, persepsi tingkat suku bunga dan kualitas pelayanan yang mempengaruhi variabel dependen yaitu keputusan menyimpan dana. Penelitian ini menggunakan metode analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa variabel reputasi, persepsi tingkat suku bunga dan kualitas pelayanan secara parsial dan simultan berpengaruh terhadap keputusan menyimpan dana di KUD Minatani Unit Simpan Pinjam Brondong-Lamongan.

Kata Kunci : Reputasi, Persepsi Tingkat Suku Bunga dan Kualitas Pelayanan Terhadap Keputusan Menyimpan Dana

Dwi Endah Rahmawati, 15 311 087, *Reputation, Interest Rate Perception and Service Quality of Fund Saving Decisions at KUD Minatani Savings and Loans Unit Brondong-Lamongan, Management, Faculty of Economic and Business, Muhammadiyah University of Gresik, Mei, 2019*

ABSTRACT

This purpose of the research showed that the variables of Reputation, Interest Rate Perception and Service Quality of Fund Saving Decisions at KUD Minatani Savings and Loans Unit Brondong-Lamongan. This research used 82 respondents as samples, Primer data were used in this research. This research tested three independent variables are Reputation, Interest Rate Perception and Service Quality which effected dependent variable that was implementation of Fund Saving Decisions. This study uses a multiple linear regression analysis method. The results of the study show that the variable reputation, interest rate perception and service quality partially and simultaneously influence the decision to save funds at the KUD Minatani Savings and Loans Unit Brondong-Lamongan.

Key words : Reputation, Interest Rate Perception and Service Quality on Fund Saving Decisions