

## **ABSTRACT**

Lestiono, Bayu. 2012. Thesis, Title: “The Analysis of Service Quality to Increase the Members Quantity in BMT-UGT Sidogiri of Malang”

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The great amount of new banks and sharia financial institutions will make the harder competition. For some customers, it will make them choose banks more selectively. BMT-UGT Sidogiri of Malang is one of sharia financial cooperation that is located in Malang. In fact, it has members that increase day by day, so that it should give the better service to the members. From the first born on August, 2008 until August 2012, the members are around 2700 people. The demand of excellent and professional service quality in serving the members become an important assessment measure for them to decide where they will save their own money. The quality of service performance to the members describes the situation of sharia financial institution performance and its seriousness in giving service to them. From the demands to the quality of service performance, it will make a case that the members will have a high expectation to the quality of service performance. Because the service quality in a sharia financial institution is really important, so that the researcher decide to take a title “The Analysis of Service Quality to Increase the Members Quantity in BMT-UGT Sidogiri of Malang” for this thesis.

This research has the goals. Those are to know how good the service quality that is applied by BMT-UGT Sidogiri of Malang and to know how good the service quality that is applied by BMT-UGT Sidogiri of Malang depend on the members’ perceptions by making an interview to the institution branch chief, account officer, and some members. From that explanation, the researcher uses a qualitative research analysis.

The result of this research shows that the service quality; reliability, responsiveness, assurance, empathy, and, tangibles which had been applied by BMT-UGT Sidogiri of Malang had been applied well. It can be seen from the quality application. It has agreed with the standard. Besides, the result show that the members getting more. But, a few of the tangibles become a weakness. The members thought that the service system of BMT-UGT Sidogiri of Malang had been applied well. They also thought that five dimension; reliability, responsiveness, assurance, empathy, and tangibles had satisfied them. But, in tangibles, the members thought that there should be an improvement.