

ABSTRACT

This research is to examine the effect of location, service quality and member satisfaction on member trust in the Kencana Makmur Jaya Sugihan Cooperative, Babat Lamongan Branch. The method in this study used quantitative methods, data collection techniques, observation, interviews and distributing questionnaires using the Google form. Methods of data analysis using validity test, reliability test, multiple linear regression test, classical assumption test and hypothesis test. The results of this study are the location variable with a value of t_{hitung} 2.889 t_{table} 2.476 has a significant effect, the service quality variable with a value of t_{hitung} 1.513 t_{table} 2, 476 has no significant effect, member satisfaction variable with a value of t_{hitung} 2.553 t_{table} 2.476 has a significant effect and the value of F_{hitung} 55.624 F_{table} 2.708 is obtained. The location variable has a significant effect, the service quality variable has no significant effect and the member satisfaction variable has a significant effect on member trust, location variable, service quality and member satisfaction simultaneously influence the trust of cooperative members. for future researchers it is expected to be able to add the number of variables to be studied and also be able to develop this research.

Keywords: Location, Service Quality, Member Satisfaction and Member Trust

ABSTRAK

Penelitian ini untuk mengkaji Pengaruh Lokasi, Kualitas Pelayanan dan Kepuasan Anggota terhadap Kepercayaan Anggota pada Koperasi Kencana Makmur Jaya Sugihan Cabang Babat Lamongan. Metode dalam penelitian ini menggunakan metode kuantitatif, teknik pengumpulan data, observasi, wawancara dan penyebaran kuesioner menggunakan google form. Metode analisis data menggunakan uji validitas, uji reliabilitas, uji regresi linier berganda, uji asumsi klasik dan uji hipotesis. Hasil dari penelitian ini variabel lokasi dengan nilai *thitung* 2,889 *ttabel* 2,476 berpengaruh signifikan, variabel kualitas pelayanan dengan nilai *thitung* 1,513 *ttabel* 2,476 tidak berpengaruh signifikan, variabel kepuasan anggota dengan nilai *thitung* 2,553 *ttabel* 2,476 berpengaruh signifikan dan diperoleh nilai *Fhitung* 55,624 *Ftabel* 2,708. Variabel lokasi berpengaruh signifikan, variabel kualitas pelayanan tidak berpengaruh signifikan dan variabel kepuasan anggota berpengaruh signifikan terhadap kepercayaan anggota, variabel lokasi, kualitas pelayanan dan kepuasan anggota berpengaruh secara simultan terhadap kepercayaan anggota koperasi. bagi peneliti selanjutnya diharapkan dapat menambahkan jumlah variabel yang akan diteliti dan juga dapat mengembangkan penelitian ini.

Kata kunci: Lokasi, Kualitas Pelayanan, Kepuasan Anggota dan Kepercayaan Anggota