

**THE IMPACT OF SHARIA COMPLIANCE, CUSTOMER
SATISFACTION,
AND PROFIT SHARING ON CHOOSING AN SHARIA BANK
FOR ENTREPRENEURS IN SURAKARTA**



RESEARCH PAPER

Submitted in Partial Fulfillment of the Requirements for Getting
Bachelor Degree of Economics in Economic and Business Faculty

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FACULTY OF ECONOMICS AND BUSINESS
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2021

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**THE IMPACT OF SHARIA COMPLIANCE, CUSTOMER
SATISFACTION, AND PROFIT SHARING ON CHOOSING
AN SHARIA BANK FOR ENTREPRENEURSHIP
IN SURAKARTA**

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Stating correctly that the thesis I made and submitted is my own work , except the quotation and summaries that all of which I have already explained the sources. If in the future it is proven or can be proven that this thesis is a copy. I am willing to accept any santions from the Faculty of Economics and Business of Univessitas Muhammadiyah Surakarta.

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Who make a ststment,



DIMAS KUNCORO

MOTTO

“Indeed, Allah will not change the condition of a people until they change what is in themselves”

(QS Ar-Ra’d: 11)

“Barang siapa yang menghendaki kehidupan dunia maka wajib baginya memiliki ilmu, dan barang siapa menghendaki kehidupan akhirat, maka wajib baginya memiliki ilmu, dan barang siapa menghendaki keduanya maka wajib baginya memiliki ilmu” (HR. Turmudzi)

“One of the most important things I’ve learned in life is to ignore most of what people say. I watch they do instead”

(Amanda Patterson)

“Where does our success come from? The answer is synthesis, the ability to combine creativity and calculation, art and science, into a whole that is much greater than the sum of its parts.”

(Garry Kasparov)

DEDICATION

Bismillahirrohmaanirrohiim

I present my research paper with full of love for:

- Allah SWT, the Almighty who provides convenience, fluency, health, fortune, and His blessing, so I can finish my research paper without any significant obstacles.
- Rasulullaah SAW, may sholawat and greetings always be poured out on him the Prophet Muhammad, his family and friends.
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ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kepatuhan syariah, Kepuasan Nasabah, dan bagi hasil terhadap keputusan nasabah membuka rekening di bank. Kepatuhan syariah tidak berpengaruh signifikan dan positif terhadap keputusan konsumen dalam membuka rekening di bank syariah. Kepuasan Nasabah dan bagi hasil berpengaruh signifikan dan positif terhadap keputusan konsumen dalam membuka rekening pada bank syariah.

Kata Kunci: kepuasan nasabah kepatuhan syariah, dan bagi hasil.

ABSTRACT

The purpose of this research is to analyze the impact of sharia compliance, Customer Satisfaction and Profit Sharing on customers' decision to open account at the bank.

Sharia compliance does not have a significant and positive influence on consumers' decision in opening an account at the Islamic banks. Customer Satisfaction, and profit sharing have a significant and positive influence on consumers' decision in opening an account at the Islamic banks.

Keywords: Sharia Compliance, Customer Satisfaction, and Profit Sharing.

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7. All parties that the author cannot mention one by one who have meaning in completing this thesis. Without meaning to ignore, only the limitations of space and the writer's mistakes.

The author realizes that the writing of this thesis is still lacking in both writing and presentation. For that all constructive suggestions and criticisms may be useful for further research. Hopefully this thesis will be useful for all those who need it and become an early success of the author in the future. Aamiin

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Surakarta August 2, 2019

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