

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Strategi Internal* dan *Public Relation* terhadap Budaya Perbankan Syariah karyawan Bank Pembiayaan Rakyat Syariah Bangun Drajat Warga Yogyakarta. Hipotesis dalam penelitian ini ada tiga, yaitu: 1) Ada pengaruh positif dan signifikan antara *Strategi Internal* terhadap Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta. 2) Ada pengaruh positif dan signifikan antara *Public Relation* terhadap Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta. 3) *Strategi Internal* dan *Public Relation* secara bersama-sama berpengaruh positif dan signifikan terhadap Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta di masyarakat.

Subjek yang digunakan dalam penelitian ini berjumlah 32 karyawan PT. BPRS BDW Yogyakarta di masyarakat. Teknik pengambilan sampel penelitian dengan menggunakan teknik sampling jenuh. Instrumen pengumpulan data menggunakan skala *Strategi Internal*, *Public Relation* dan Budaya Perbankan Syariah. Analisis data dengan menggunakan teknik regresi linear berganda dengan program *SPSS 16.00 for Windows*.

Hasil penelitian ini menunjukkan bahwa: 1) Ada pengaruh positif yang signifikan antara *Strategi Internal* terhadap Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta di masyarakat. 2) Ada pengaruh positif yang signifikan antara *Public Relation* terhadap Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta Di masyarakat. 3) *Strategi Internal* dan *Public Relation* secara bersama –sama berpengaruh positif dan signifikan terhadap Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta di masyarakat. *Strategi Internal* dan *Public Relation* mempengaruhi Budaya Perbankan Syariah pada PT. BPRS BDW Yogyakarta di masyarakat sebesar 57.5% yang ditunjukkan dengan *Adjusted R Square* = 0.575.

Kata Kunci : *Strategi Internal*, *Public Relation*, Budaya Perbankan syariah

ABSTRACT

This research aims to analyze the influence of Internal and Public Relation Strategies against Islamic banking Shariah Folk Financing Bank employees Wake Drajat of the citizens of Yogyakarta. The hypothesis in this study there were three, namely: 1) there is a positive and significant influence between the Internal Strategy against Islamic banking on PT. BPRS BDW Yogyakarta. 2) there is a positive and significant influence among the Public Relation against the culture of Islamic banking on PT. BPRS BDW Yogyakarta. 3) Internal and Public Relation Strategies simultaneously positive and significant effect against the culture of Islamic banking on PT. BPRS BDW Yogyakarta in the community.

The subject used in this penelitian amounted to 32 employees of PT. BPRS BDW Yogyakarta society. Research of sampling technique with the use of sampling techniques are saturated. Instrument data collection using a scale of Internal Strategy, Public relation and culture of Islamic banking. Data analysis using the method of multiple linear regression with SPSS 16 for Windows programs.

The results of this research show the believe is that: 1) there is a significant positive influence between Internal Strategy against Islamic Perbankan Culture at PT. BPRS BDW Yogyakarta society. 2) there are significant positive influence among the Public Relation against the culture of Islamic banking on PT. BPRS BDW Yogyakarta In society. 3) Internal and Public Relation Strategies together – the same effect positif and significantly to the culture of Islamic banking on PT. BPRS BDW Yogyakarta in society. Internal and Public Relation strategies affect the culture of Islamic banking on PT. BPRS BDW Yogyakarta in the community amounted to 35.7% demonstrated by Adjusted R Square = 0.575.

Keywords: *Internal, Public relation Strategy, culture of Islamic banking*

