

ABSTRAK

PENGARUH *PERSONAL SELLING* TERHADAP KUALITAS PRODUK LAYANAN DEPOSITO PADA KOPERASI JASA KEUANGAN SYARIAH (Studi kasus pada KJKS Prima Artha Kantor Cabang Sleman)

Penelitian ini bertujuan untuk mengetahui pengaruh personal selling terhadap kualitas produk layanan deposito pada KJKS Prima Artha Kantor Cabang Sleman. Penelitian ini menggunakan pendekatan kuantitatif, dengan teknik pengumpulan data menggunakan kuesioner, wawancara dan pengumpulan data sekunder. Populasi dalam penelitian ini adalah seluruh nasabah simpanan deposito KJKS Prima Artha Kantor Cabang Sleman, sedangkan sampelnya adalah nasabah simpanan deposito sebesar 50 responden. Alat analisis yang digunakan adalah regresi linear berganda. Hasil dari penelitian ini adalah variabel prospecting, pre approach, approach, presentation and demonstration, dan closing berpengaruh positif dan signifikan terhadap kualitas produk layanan deposito pada KJKS Prima Artha Kantor Cabang Sleman. Sedangkan variabel handling objection dan follow up and maintenance tidak berpengaruh dan tidak signifikan terhadap kualitas produk layanan deposito pada KJKS Prima Artha Kantor Cabang Sleman. Faktor yang lebih dominan dalam mendorong kualitas produk layanan deposito pada KJKS Prima Artha Kantor Cabang Sleman adalah prospecting, hal ini dibuktikan dengan nilai beta sebesar 0,262. Nilai beta dari prospecting lebih tinggi dibandingkan yang lainnya, hal ini dapat diketahui dari nilai beta pre approach sebesar 0,240, approach sebesar 0,245, presentation and demonstration sebesar 0,258, handling objection sebesar 0,047, closing sebesar 0,229, dan follow up and maintenance sebesar 0,008. Sehingga dapat disimpulkan bahwa prospecting, pre approach, approach, presentation and demonstration dan closing dapat mendorong kualitas produk layanan deposito pada KJKS Prima Artha Kantor Cabang Sleman, sedangkan handling objection dan follow up and maintenance tidak mendorong kualitas produk layanan deposito pada KJKS Prima Artha Kantor Cabang Sleman.

Kata kunci: Kualitas Produk Layanan Deposito, Prospecting, Pre Approach, Approach, Presentation and Demonstration, Handling Objection, Closing, Follow Up and Maintenance.

ABSTRACT

THE PERSONAL SELLING INFLUENCE TOWARD THE QUALITY OF DEPOSIT SERVICE PRODUCT AT COORPERATIVE SYARIAH FINANCE SERVICE (Case Study at KJKS Prima Artha Branch Office of Sleman)

The purpose of this research is to know about The Influence of Personal Selling toward the Quality of Deposit Service Product at KJKS Prima Artha Branch Office of Sleman. The Quantitative is used as the approach of this research. The technique of collecting data in this research uses questionnaire sheet, interview, and collecting of secondary data. The population of this research is all of the deposit saving costumer of KJKS Prima Artha Branch Office of Sleman. Meanwhile, the sample of this research is deposit saving customers which are 50 respondents. Double linier regrasi is used as the tool analysis. This research from this research we get the deposit service product at KJKS Prima Artha Branch Office of Sleman. Meanwhile, the do not give influence and are not significant toward the quality of deposit service product at KJKS Prima Artha Branch Office of Sleman. The most dominant factor to support the quality of deposit service product at KJKS Prima Artha Branch Office of Sleman is prospecting, this phenomena is proved by beta value which is 0,262. The prospecting of beta value is higher than the others. This phenomena can be proved from pre approach of beta value which is 0,240, approach which is 0,245, presentation and demonstration which is 0,258, handling objection which is 0,047, closing which is 0,229, and follow up and maintenance which is 0,008. From this result of this research, we can conclude that prospecting, pre approach, approach, presentation and demonstration dan closing can support the quality of deposit service product at KJKS Prima Artha Branch Office of Sleman. Meanwhile, handling objection dan follow up and maintenance do not support the quality of deposit service product at KJKS Prima Artha Branch Office of Sleman.

Keywords: *Quality of Deposit Service Product, Prospecting, Pre Approach, Approach, Presentation and Demonstration, Handling Objection, Closing, Follow Up and Maintenance.*