

ABSTRAK

Dedi Niswar, 2022. *Pengaruh Jenis Tabungan Terhadap Keputusan Nasabah Menabung pada Bank Sulselbar Cabang Makassar*. Skripsi Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar Dibimbing oleh Asdi dan Asdar.

Penelitian ini bertujuan untuk mengetahui pengaruh jenis tabungan terhadap keputusan nasabah menabung pada Bank SULSELBAR Cabang Makassar. Populasi yang diambil dari penelitian ini adalah pengguna jenis tabungan khususnya di Bank Sulselbar Cabang Utama Makassar. Penentuan sampel menggunakan rumus *slovin* dan diperoleh sampel berjumlah 100 orang responden. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier sederhana.

Hasil penelitian menunjukkan bahwa jenis tabungan berpengaruh positif dan signifikan terhadap keputusan nasabah menabung pada Bank Sulselbar Cabang Makassar. Dimana nilai koefisien variabel sebesar 0,513 dengan nilai signifikan 0,005 ($0,000 < 0,05$).

Kata Kunci : Jenis Tabungan, Keputusan Nasabah

ABSTRACT

Dedi Niswar, 2022. *The Effect of The Type of Savings on The Costumer Decision ToSave at The Bank Sulsebar Makassar Branch. Thesis of Management Department, Faculty of Economics and Business, University of Muhammadiyah Makassar Supervised by Asdi and Asdar.*

This study aims to determine how much influence mobile banking services have on customer loyalty at Bank Sulsebar Makassar Branch. The population taken from this study are users of the Sulsebar Mobile application, especially at Bank Sulsebar, Makassar Main Branch. By determining the sample using the Slovin formula and obtained a sample of 100 respondents with a sampling technique that uses quantitative descriptive methods is a survey method and uses a questionnaire as a data collection tool. The data analysis technique used in this research is the analysis of the reliability test and the validity test with the simple regression analysis method.

Based on the results of research and discussions that have been carried out, it can be concluded that Mobile Banking Services have a positive and significant effect on Customer Loyalty of Bank Sulsebar Makassar Main Branch.

Keywords: Type of Savings, Customer Decision