

ABSTRAK

Bau Fahmi Embas, 2023, "Pengaruh Interpersonal Skill terhadap Minat Nasabah Pada Kantor Pusat Koperasi Simpan Pinjam Berkat Bulukumba". Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Sri Andayaniingsih dan Zalkha Soraya

Penelitian ini bertujuan untuk mengetahui pengaruh Interpersonal Skill terhadap Minat Nasabah Koperasi Simpan Pinjam Berkat Bulukumba. Peneliti menyebarkan kuesioner kepada 96 orang Nasabah di Koperasi Simpan Pinjam Berkat Bulukumba sebagai responden pada penelitian ini. Teknik analisis data pada penelitian ini menggunakan uji kualitas data, uji asumsi klasik, analisis regresi linear sederhana dan uji hipotesis melalui uji t. Hasil penelitian menunjukkan bahwa *Interpersonal Skill* berpengaruh positif dan signifikan terhadap Minat Nasabah Koperasi Simpan Pinjam Berkat Kabupaten Bulukumba yang dibuktikan dari hasil pengujian dimana variabel Interpersonal Skill (X1) memiliki nilai thitung sebesar $7.970 > \text{nilai } t \text{ tabel sebesar } 1.98580$ dengan nilai signifikansi sebesar $.000 < 0,05$.

Kata Kunci: Interpersonal Skill, Minat Nasabah.



ABSTRACT

Bau Fahmi Embas, 2023, "The Influence of Interpersonal Skills On Customer Interest at The Head Office Of the Savings and Loan Cooperative Thanks to Bulukumba District". Thesis Management Study Program, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Sri Andayaningsih and Zalkha Soraya

This study aims to determine the effect of Interpersonal Skills on Customer Interests of the Blessings Bulukumba Savings and Loans Cooperative. Researchers distributed questionnaires to 96 customers at the Blessings Savings and Loan Cooperative as respondents in this study. Data analysis techniques in this study used data quality tests, classic assumption tests, simple linear regression analysis and hypothesis testing through the t test. The results of the study show that Interpersonal Skill has a positive and significant effect on Customer Interests of the Savings and Loans Cooperative, Bulukumba Regency, as evidenced by the test results where the Interpersonal Skill variable (X1) has a tcount of . 7.970 > t table value of 1.98580 with a significance value of .000 <0.05.

Keywords: Interpersonal Skills, Customer Interests.

