

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan, citra perusahaan dan penerapan etika bisnis islam terhadap loyalitas anggota koperasi syariah dengan kepuasan anggota sebagai variabel intervening di Kota Jambi. Populasi dalam penelitian ini adalah seluruh anggota Koperasi Syariah di Kota Jambi tahun 2023 sebanyak 854 anggota dan sampel yang digunakan pada penelitian ini sebanyak 90 reponden. Penelitian ini menggunakan pendekatan kuantitatif dalam usaha menguji hipotesis yang telah disusun, dengan menggunakan kuesioner. Pengolahan data yang digunakan dalam penelitian ini adalah *path analysis* dengan alat analisisnya menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa variabel kualitas pelayanan tidak berpengaruh terhadap variabel kepuasan anggota, variabel citra perusahaan berpengaruh positif dan signifikan terhadap variabel kepuasan anggota, variabel etika bisnis islam berpengaruh positif dan signifikan terhadap variabel kepuasan anggota, variabel kualitas pelayanan berpengaruh positif dan signifikan terhadap variabel loyalitas anggota, variabel citra perusahaan berpengaruh positif dan signifikan terhadap variabel loyalitas anggota, variabel etika bisnis islam berpengaruh positif dan signifikan terhadap variabel loyalitas anggota, variabel kepuasan anggota berpengaruh positif dan signifikan terhadap variabel loyalitas anggota, variabel kepuasan tidak mampu memediasi variabel kualitas pelayanan terhadap loyalitas anggota, variabel kepuasan anggota mampu memediasi variabel citra perusahaan terhadap variabel loyalitas anggota, dan variabel kepuasan anggota mampu memediasi variabel etika bisnis islam terhadap variabel loyalitas anggota.

Kata Kunci : Kualitas Pelayanan, Citra Perusahaan, Etika Bisnis Islam, Loyalitas Anggota dan Kepuasan Anggota

ABSTRACT

This study aims to examine the effect of service quality, corporate image and the application of Islamic business ethics on the loyalty of sharia cooperative members with member satisfaction as an intervening variable in Jambi City. The population in this study were all members of the Sharia Cooperative in Jambi City in 2023 totaling 854 members and the sample used in this study was 90 respondents. This study uses a quantitative approach in an effort to test the hypotheses that have been formulated, using a questionnaire. Data processing used in this study is path analysis with the analysis tool using SPSS version 25. The results of the research show that the service quality variable has no effect on the member satisfaction variable, the corporate image variable has a positive and significant effect on the member satisfaction variable, the Islamic business ethics variable has a positive and significant effect on the member satisfaction variable, the service quality variable has a positive and significant effect on the member loyalty variable, the corporate image variable has a positive and significant effect on the member loyalty variable, the Islamic business ethics variable has a positive and significant effect on the member loyalty variable, the member satisfaction variable has a positive and significant effect on the member loyalty variable, satisfaction is not able to mediate the service quality variable on member loyalty, the member satisfaction variable is able to mediate the company image variable on the member loyalty variable, and the member satisfaction variable is able to mediate the Islamic business ethics variable on the member loyalty variable.

Keywords: *Service Quality, Corporate Image, Islamic Business Ethics, Member Loyalty and Member Satisfaction*