

DAFTAR RIWAYAT PENDIDIKAN

Yang bertanda tangan di bawah ini:

Nama : Abu Said
Tempat & Tanggal Lahir : Demak, 1 Februari 1982
Jenis Kelamin : Laki-laki
Agama : Islam
Bangsa/Suku : Indonesia/Jawa
Alamat : Desa Jogoloyo Rt. 4/2 Wonosalam Demak

Jenjang pendidikan :

1. Sekolah Dasar Negeri Jogoloyo Lulus Tahun 1996
2. SMP Pancasila Demak Lulus Tahun 1999
3. MA Negeri Demak Lulus Tahun 2002
4. Sarjana Strata-1 Jurusan Syariah dan Ekonomi Islam Sekolah Tinggi Agama Islam Negeri Kudus Lulus Tahun 2007

Demikian daftar riwayat pendidikan yang dibuat dengan sebenarnya dan semoga menjadi keterangan yang lebih jelas.

Kudus, 27 Juni 2016

Penulis,



Abu Said
NIM. ES-13044



KUESIONER PENELITIAN

“Pengaruh Brand Image, Word of Mouth dan Iklan terhadap Minat Menabung di BMT Se-Kabupaten Demak”

Peneliti: Abu Said

Mahasiswa Pascasarjana STAIN Kudus

Identitas Responden

Jenis Kelamin: ☐ Laki-laki ☐ Perempuan

Umur :Tahun

Pendidikan : ☐ SMP ☐ SMA ☐ Diploma ☐ S1 ☐ Pasca Srgn

Lama Menjadi pada BMT ini:.....Tahun

Pertanyaan Brand image

STS : Sangat Tidak Setuju S : Setuju
TS : Tidak Setuju SS : Sangat Setuju
R : Ragu-ragu

No	Pertanyaan	STS	TS	R	S	SS
1	Tabungan di BMT memiliki banya keunggulan di banding produk pesaing					
2	Saya menyakini kebenaran informasi yang Tabungan di BMT					
3	Informasi Tabungan di BMT sering saya dengar					
4	Saya menyakini Tabungan di BMT lebih islami					
5	Tabungan di BMT memiliki nama yang berbeda dengan tabungan pesaing					

Pertanyaan Word of Mouth

STS : Sangat Tidak Setuju **S** : Setuju
TS : Tidak Setuju **SS** : Sangat Setuju
R : Ragu-ragu

No	Pertanyaan	STS	TS	R	S	SS
1	Saya menabung di BMT setelah mendapatkan informasi dari komunikasi sehari-hari dengan orang lain					
2	Saya menabung di BMT setelah mendapatkan informasi atas Rekomendasi orang lain					
3	Saya menabung di BMT setelah mendapatkan informasi dari keluarga					
4	Saya menabung di BMT setelah mendapatkan informasi dari tetangga					

Pertanyaan Iklan

STS : Sangat Tidak Setuju **S** : Setuju
TS : Tidak Setuju **SS** : Sangat Setuju
R : Ragu-ragu

No	Pertanyaan	STS	TS	R	S	SS
1	Informasi dalam media tabungan di BMT dapat dipercaya					
2	Media yang dibuat BMT mendorong saya menabung					
3	Saya terkesan apa yang disampaikan seorang yang mempromosikan tabungan di BMT					
4	Pesan yang disampaikan mengingatkan Saya menggunakan tabungan di BMT					
5	Penyampaian kritik dan saran tabungan di BMT lewat kotak pesan					

Pertanyaan Minat Menabung

STS : Sangat Tidak Setuju **S** : Setuju
TS : Tidak Setuju **SS** : Sangat Setuju
R : Ragu-ragu

No	Pertanyaan	STS	TS	R	S	SS
1	saya membutuhkan tabungan yang islami					
2	Saya menabung di BMT karena lokasinya strategis dari pada yang lain					
3	Saya ingin mengetahui tabungan di BMT					
4	Saya tertarik menabung di BMT prosesnya mudah					
5	Saya senang menabung di BMT karena sistem bunga					

-----Terima Kasih-----

Data Uji Instrumen *Brand Image*

No	Pertanyaan				
	1	2	3	4	5
1	5	5	4	4	3
2	5	5	5	5	5
3	3	5	3	3	3
4	4	5	4	5	4
5	5	4	2	4	5
6	4	3	4	4	4
7	4	4	4	4	4
8	5	5	5	5	5
9	3	3	3	3	3
10	4	5	4	5	4
11	5	5	4	4	5
12	4	4	4	4	4
13	5	5	5	5	5
14	3	5	5	5	3
15	4	4	4	4	4
16	5	5	5	5	5
17	4	5	4	5	4
18	3	4	3	4	3
19	4	4	4	4	4
20	5	5	5	5	5
21	3	4	4	4	3
22	5	5	5	5	5
23	3	4	4	4	4
24	5	4	4	4	4
25	5	4	3	4	4
26	4	4	4	4	4
27	3	5	3	5	3
28	4	4	4	4	4
29	5	4	4	4	2
30	3	4	2	4	2

Hasil Uji Validitas dan Reliabilitas Brand Image

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.809	5

Item Statistics

	Mean	Std. Deviation	N
P1	4.13	.819	30
P2	4.40	.621	30
P3	3.93	.828	30
P4	4.30	.596	30
P5	3.90	.885	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	16.53	5.361	.561	.784
P2	16.27	6.133	.533	.791
P3	16.73	5.099	.636	.759
P4	16.37	5.895	.660	.762
P5	16.77	4.875	.641	.760

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.67	8.161	2.857	5

Data Uji Instrumen *Word of Mouth*

No	Pertanyaan			
	1	2	3	4
1	5	5	5	5
2	3	3	3	3
3	3	4	4	3
4	5	5	5	4
5	3	3	4	3
6	4	4	4	4
7	5	5	5	5
8	5	5	5	5
9	4	4	4	4
10	5	5	5	5
11	4	4	4	4
12	3	5	4	4
13	4	4	4	4
14	5	5	5	5
15	4	4	4	4
16	2	5	5	5
17	4	3	4	4
18	5	3	3	3
19	3	3	4	4
20	5	5	5	5
21	4	3	3	3
22	4	3	3	3
23	5	4	5	5
24	4	3	3	3
25	3	4	4	4
26	4	4	4	4
27	3	5	4	4
28	4	4	4	4
29	5	5	5	5
30	4	4	4	4

Hasil Uji Validitas dan Reliabilitas Word of Mouth

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded:	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.852	4

Item Statistics

	Mean	Std. Deviation	N
P1	4.03	.850	30
P2	4.10	.803	30
P3	4.17	.699	30
P4	4.07	.740	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	12.33	4.506	.395	.941
P2	12.27	3.720	.739	.791
P3	12.20	3.821	.858	.748
P4	12.30	3.666	.862	.740

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.37	6.654	2.580	4

Data Uji Instrumen Iklan

No	Pertanyaan				
	1	2	3	4	5
1	4	4	5	3	4
2	4	5	5	5	4
3	4	4	4	4	4
4	5	4	5	5	5
5	4	4	4	4	4
6	4	5	5	3	4
7	5	5	5	3	5
8	4	5	4	4	4
9	4	4	3	3	4
10	4	3	4	4	4
11	5	5	5	5	5
12	3	4	5	4	5
13	5	5	5	5	5
14	5	4	4	4	4
15	4	4	3	3	3
16	5	5	5	3	5
17	2	4	4	4	3
18	5	5	5	5	5
19	3	4	4	3	4
20	3	4	4	4	4
21	5	4	5	5	5
22	3	5	4	4	4
23	4	4	4	5	3
24	5	4	3	5	5
25	5	5	5	5	5
26	5	5	5	5	5
27	3	4	5	3	5
28	5	5	5	5	5
29	5	4	4	4	4
30	4	4	3	3	3

Hasil Uji Validitas dan Reliabilitas Iklan

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.767	5

Item Statistics

	Mean	Std. Deviation	N
P1	4.20	.847	30
P2	4.37	.556	30
P3	4.37	.718	30
P4	4.07	.828	30
P5	4.30	.702	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	17.10	4.438	.530	.731
P2	16.93	5.444	.498	.743
P3	16.93	4.754	.567	.715
P4	17.23	4.737	.450	.760
P5	17.00	4.483	.696	.671

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.30	7.045	2.654	5

Data Uji Instrumen Minat Menabung Anggota

No	Pertanyaan				
	1	2	3	4	5
1	3	4	4	3	5
2	3	4	4	3	5
3	5	4	4	4	4
4	3	5	5	3	5
5	4	4	3	4	4
6	5	4	4	5	5
7	5	5	5	5	5
8	4	4	4	5	3
9	5	4	4	5	5
10	4	4	3	4	4
11	3	5	5	3	5
12	4	5	5	4	5
13	5	5	5	5	5
14	4	4	4	4	4
15	2	3	3	2	5
16	4	5	5	4	5
17	4	4	3	4	4
18	5	5	5	5	5
19	3	4	4	4	4
20	3	4	3	2	4
21	5	5	5	5	5
22	3	4	4	4	3
23	4	4	3	3	4
24	5	3	5	2	3
25	5	5	4	5	5
26	3	5	5	3	4
27	4	5	5	4	5
28	5	5	5	5	5
29	4	4	4	4	4
30	2	3	3	2	3

Hasil Uji Validitas dan Reliabilitas Minat Menabung Anggota

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure

Reliability Statistics

Cronbach's Alpha	N of Items
.804	5

Item Statistics

	Mean	Std. Deviation	N
P1	3.93	.944	30
P2	4.30	.651	30
P3	4.17	.791	30
P4	3.83	1.020	30
P5	4.40	.724	30

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	16.70	6.148	.595	.766
P2	16.33	6.920	.725	.739
P3	16.47	6.878	.559	.775
P4	16.80	5.614	.656	.747
P5	16.23	7.426	.475	.798

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.63	9.826	3.135	5

Hasil Angket *Brand Image*

No	Pertanyaan					Skortot X_1
	1	2	3	4	5	
1	4	2	5	4	3	18
2	4	4	4	5	5	22
3	5	5	5	5	4	24
4	4	4	2	4	4	18
5	4	3	3	4	4	18
6	4	4	4	4	4	20
7	5	5	5	4	4	23
8	5	5	5	3	3	21
9	4	4	4	4	4	20
10	4	2	4	4	4	18
11	4	4	4	4	3	19
12	4	4	4	4	4	20
13	4	4	3	4	4	19
14	4	4	4	4	4	20
15	4	4	4	4	4	20
16	4	4	4	4	4	20
17	4	2	2	4	4	16
18	4	4	4	4	3	19
19	4	4	3	4	4	19
20	4	4	4	4	4	20
21	4	4	4	4	4	20
22	4	4	4	4	4	20
23	4	4	4	4	4	20
24	4	4	3	4	4	19
25	4	4	3	3	3	17
26	5	2	2	4	3	16
27	4	4	5	5	4	22
28	5	3	5	5	4	22
29	4	2	2	4	4	16
30	4	3	3	4	4	18
31	4	4	4	4	4	20
32	5	4	4	5	5	23
33	5	4	4	5	5	23
34	4	4	3	4	4	19
35	4	4	4	4	4	20
36	4	4	4	4	4	20
37	4	4	4	4	4	20
38	4	5	4	4	4	21
39	4	2	3	4	3	16
40	5	4	4	5	5	23
41	5	5	5	5	5	25

42	5	4	4	4	5	22
43	5	5	5	5	4	24
44	5	5	5	5	5	25
45	5	5	5	5	5	25
46	5	5	5	5	5	25
47	5	5	5	5	5	25
48	5	4	4	5	4	22
49	5	5	5	5	5	25
50	4	4	4	5	5	22
51	5	5	5	5	5	25
52	2	3	5	4	4	18
53	5	5	5	5	5	25
54	5	4	2	4	4	19
55	5	5	5	5	5	25
56	4	2	2	4	4	16
57	4	4	4	4	4	20
58	5	5	5	5	5	25
59	5	5	5	5	5	25
60	5	5	5	5	5	25
61	4	4	4	4	4	20
62	5	5	5	5	5	25
63	4	4	4	5	5	22
64	4	4	3	5	4	20
65	4	4	4	4	5	21
66	4	3	5	5	5	22
67	4	4	4	4	4	20
68	4	4	4	4	4	20
69	4	4	4	5	5	22
70	4	4	5	5	5	23
71	4	4	5	5	4	22
72	5	5	5	5	5	25
73	4	5	5	5	5	24
74	5	5	5	5	5	25
75	5	5	5	5	5	25
76	4	4	3	4	4	19
77	4	4	4	4	4	20
78	5	5	5	5	5	25
79	4	4	3	4	4	19
80	4	4	4	4	4	20
81	4	4	3	4	4	19
82	4	4	3	4	4	19
83	5	5	5	5	5	25
84	4	4	3	4	4	19
85	4	4	4	4	4	20

86	5	4	3	4	4	20
87	4	4	3	3	3	17
88	4	4	2	4	4	18
89	4	4	2	4	4	18
90	4	4	4	4	4	20
91	5	5	5	4	4	23
92	5	5	5	3	3	21
93	4	2	4	4	4	18
94	5	5	5	5	5	25
95	4	5	5	5	5	24
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101	5	5	5	5	5	25
102	4	4	4	4	4	20
103	5	5	5	5	5	25
104	4	4	4	4	4	20
105	3	3	4	5	3	18
106	5	5	5	5	5	25
107	2	3	5	4	4	18
108	5	5	5	5	5	25
109	5	4	2	4	4	19
110	5	5	5	5	5	25
111	4	2	2	4	4	16
112	4	4	4	4	4	20
113	5	5	5	5	5	25
114	5	5	5	5	5	25
115	5	5	5	5	5	25
116	4	4	4	4	4	20
117	5	5	5	5	5	25
118	4	4	4	5	5	22
119	4	4	3	5	4	20
120	4	4	4	4	5	21
121	4	3	5	5	5	22
122	4	4	4	4	4	20
123	4	4	4	4	4	20
124	4	4	4	5	5	22
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127	5	5	5	5	5	25
128	4	5	5	5	5	24
129	5	5	5	5	5	25

130	5	5	5	5	5	25
131	4	4	3	4	4	19
132	4	4	4	4	4	20
133	5	5	5	5	5	25
134	4	4	3	4	4	19
135	4	4	4	4	4	20
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137	4	4	3	4	4	19
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142	4	4	3	3	3	17
143	4	4	2	4	4	18
144	4	4	2	4	4	18
145	4	4	4	4	4	20
146	5	5	5	4	4	23
147	5	5	5	3	3	21
148	4	2	4	4	4	18
149	5	5	5	5	5	25
150	4	5	5	5	5	24
151	4	4	2	4	4	18
152	5	5	5	5	5	25
153	4	4	4	5	4	21
154	5	5	5	5	5	25
155	4	2	2	3	4	15
156	5	5	5	5	5	25
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161	5	5	5	5	5	25
162	2	3	5	4	4	18
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168	5	5	5	5	5	25
169	5	5	5	5	5	25
170	5	5	5	5	5	25
171	4	4	4	4	4	20
172	5	5	5	5	5	25
173	4	4	4	5	5	22

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175	4	4	4	4	5	21
176	4	3	5	5	5	22
177	4	4	4	4	4	20
178	4	4	4	4	4	20
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184	5	5	5	5	5	25
185	5	5	5	5	5	25
186	4	4	3	4	4	19
187	4	4	4	4	4	20
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189	4	4	3	4	4	19
190	4	4	4	4	4	20
191	4	4	3	4	4	19
192	4	4	3	4	4	19
193	5	5	5	5	5	25
194	4	4	3	4	4	19
195	4	4	4	4	4	20
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197	4	4	3	3	3	17
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199	4	4	2	4	4	18
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201	5	5	5	4	4	23
202	5	5	5	3	3	21
203	4	2	4	4	4	18
204	5	5	5	5	5	25
205	4	5	5	5	5	24
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215	3	3	4	5	3	18
216	5	5	5	5	5	25
217	2	3	5	4	4	18

218	5	5	5	5	5	25
219	5	4	2	4	4	19
220	5	5	5	5	5	25
221	4	2	2	4	4	16
222	4	4	4	4	4	20
223	5	5	5	5	5	25
224	5	5	5	5	5	25
225	5	5	5	5	5	25
226	4	4	4	4	4	20
227	5	5	5	5	5	25
228	4	4	4	5	5	22
229	4	4	3	5	4	20
230	4	4	4	4	5	21
231	4	3	5	5	5	22
232	4	4	4	4	4	20
233	4	4	4	4	4	20
234	4	4	4	5	5	22
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242	4	4	4	4	4	20
243	5	5	5	5	5	25
244	4	4	3	4	4	19
245	4	4	4	4	4	20
246	4	4	3	4	4	19
247	4	4	3	4	4	19
248	5	5	5	5	5	25
249	4	4	3	4	4	19
250	4	4	4	4	4	20
251	5	4	3	4	4	20
252	4	4	3	3	3	17
253	4	4	2	4	4	18
254	4	4	2	4	4	18
255	4	4	4	4	4	20
256	5	5	5	4	4	23
257	5	5	5	3	3	21
258	4	2	4	4	4	18
259	5	5	5	5	5	25
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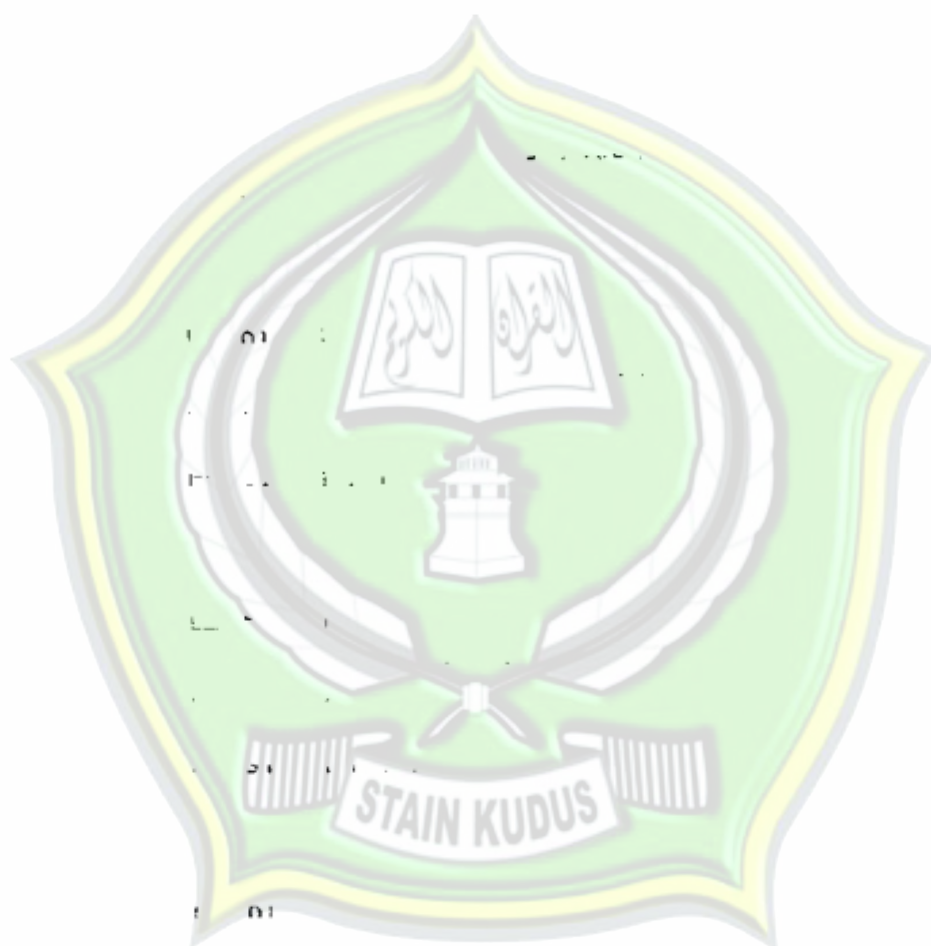
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Hasil Angket Minat Menabung Anggota

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Deskripsi Angket Brand Image

Statistics

		P1	P2	P3	P4	P5
N	Valid	312	312	312	312	312
	Missing	0	0	0	0	0
Mean		4.33	4.18	4.06	4.41	4.34
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	5	4	4
Sum		1351	1303	1268	1375	1353

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	5	1.6	1.6	1.6
	3	4	1.3	1.3	2.9
	4	186	59.6	59.6	62.5
	5	117	37.5	37.5	100.0
	Total	312	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	19	6.1	6.1	6.1
	3	17	5.4	5.4	11.5
	4	166	53.2	53.2	64.7
	5	110	35.3	35.3	100.0
	Total	312	100.0	100.0	

P3

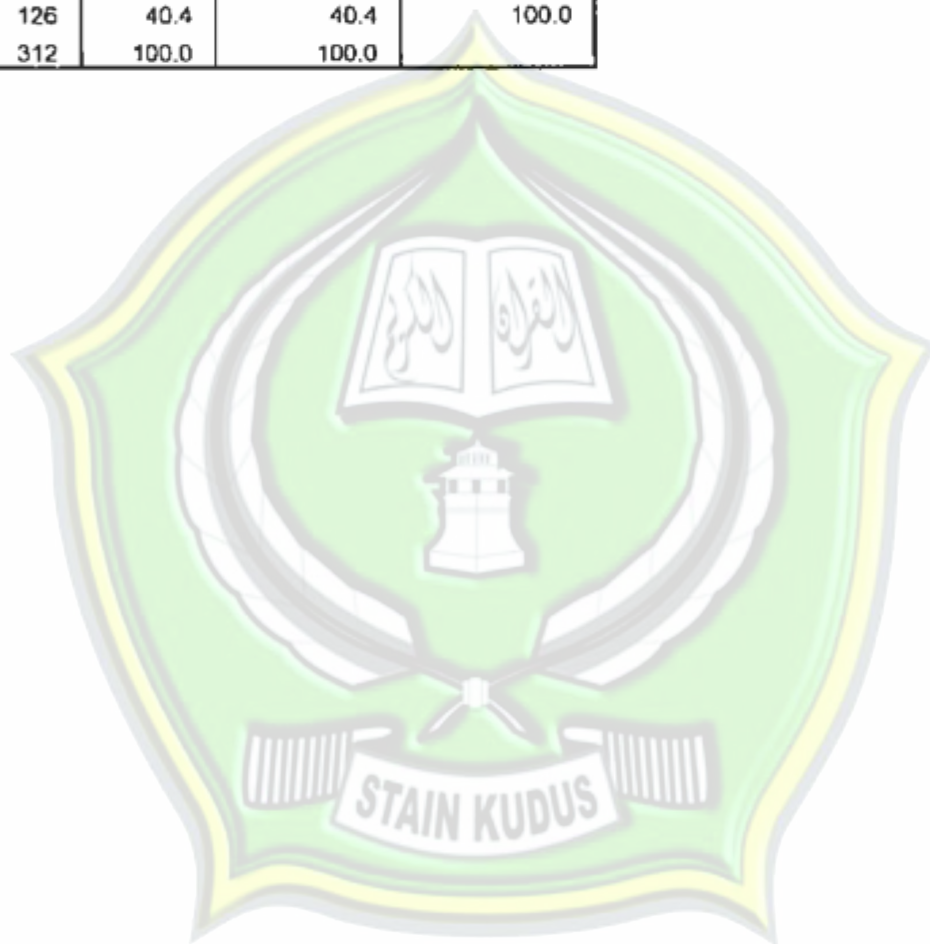
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	32	10.3	10.3	10.3
	3	48	15.4	15.4	25.6
	4	100	32.1	32.1	57.7
	5	132	42.3	42.3	100.0
	Total	312	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	16	5.1	5.1	5.1
	4	153	49.0	49.0	54.2
	5	143	45.8	45.8	100.0
Total		312	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	21	6.7	6.7	6.7
	4	165	52.9	52.9	59.6
	5	126	40.4	40.4	100.0
Total		312	100.0	100.0	



Deskripsi Angket Word of Mouth

Statistics

		P1	P2	P3	P4
N	Valid	312	312	312	312
	Missing	0	0	0	0
Mean		3.84	4.11	3.05	3.00
Median		4.00	4.00	4.00	4.00
Mode		4	4	4	4
Sum		1199	1282	1200	1187

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.8	3.8	3.8
	3	63	20.2	20.2	24.0
	4	199	63.8	63.8	87.8
	5	38	12.2	12.2	100.0
	Total	312	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	2.2	2.2	2.2
	3	23	7.4	7.4	9.6
	4	211	67.6	67.6	77.2
	5	71	22.8	22.8	100.0
	Total	312	100.0	100.0	

P3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	5.4	5.4	5.4
	3	44	14.1	14.1	19.6
	4	221	70.8	70.8	90.4
	5	30	9.6	9.6	100.0
	Total	312	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	21	6.7	6.7	6.7
	3	50	16.0	16.0	22.8
	4	210	67.3	67.3	90.1
	5	31	9.9	9.9	100.0
	Total	312	100.0	100.0	



Deskripsi Angket Iklan

Statistics

		P1	P2	P3	P4	P5
N	Valid	312	312	312	312	312
	Missing	0	0	0	0	0
Mean		4.05	3.83	3.78	3.96	3.98
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4
Sum		1264	1194	1179	1237	1241

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.0	1.0	1.0
	2	3	1.0	1.0	1.9
	3	21	6.7	6.7	8.7
	4	233	74.7	74.7	83.3
	5	52	16.7	16.7	100.0
	Total	312	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.0	1.0	1.0
	2	15	4.8	4.8	5.8
	3	38	12.2	12.2	17.9
	4	233	74.7	74.7	92.6
	5	23	7.4	7.4	100.0
	Total	312	100.0	100.0	

P3

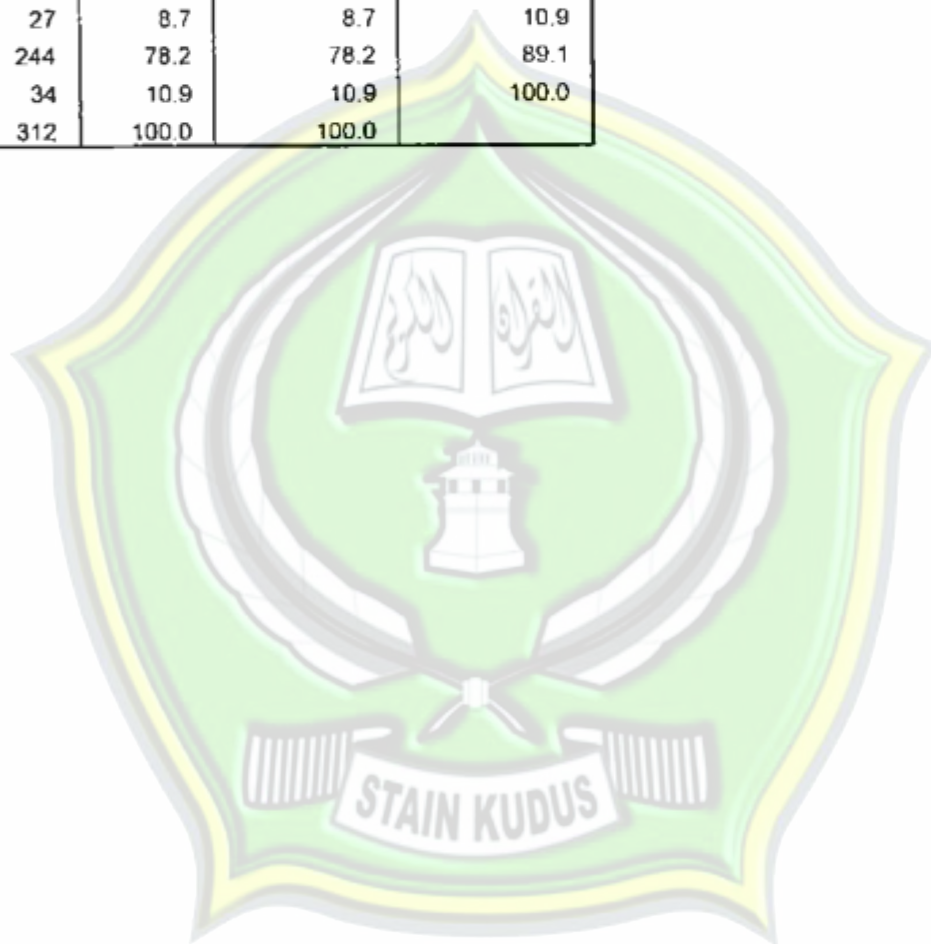
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.0	1.0	1.0
	2	20	6.4	6.4	7.4
	3	43	13.8	13.8	21.2
	4	223	71.5	71.5	92.6
	5	23	7.4	7.4	100.0
	Total	312	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	10	3.2	3.2	3.2
	3	30	9.6	9.6	12.8
	4	233	74.7	74.7	87.5
	5	39	12.5	12.5	100.0
	Total	312	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	2.2	2.2	2.2
	3	27	8.7	8.7	10.9
	4	244	78.2	78.2	89.1
	5	34	10.9	10.9	100.0
	Total	312	100.0	100.0	



Deskripsi Angket Minat Menabung Anggota

Statistics

		P1	P2	P3	P4	P5
N	Valid	312	312	312	312	312
	Missing	0	0	0	0	0
Mean		3.85	3.78	4.07	3.79	3.77
Median		4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	4
Sum		1202	1180	1270	1183	1175

P1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	12	3.8	3.8	3.8
	3	46	14.7	14.7	18.6
	4	230	73.7	73.7	92.3
	5	24	7.7	7.7	100.0
	Total	312	100.0	100.0	

P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	15	4.8	4.8	4.8
	3	73	23.4	23.4	28.2
	4	189	60.6	60.6	88.8
	5	35	11.2	11.2	100.0
	Total	312	100.0	100.0	

P3

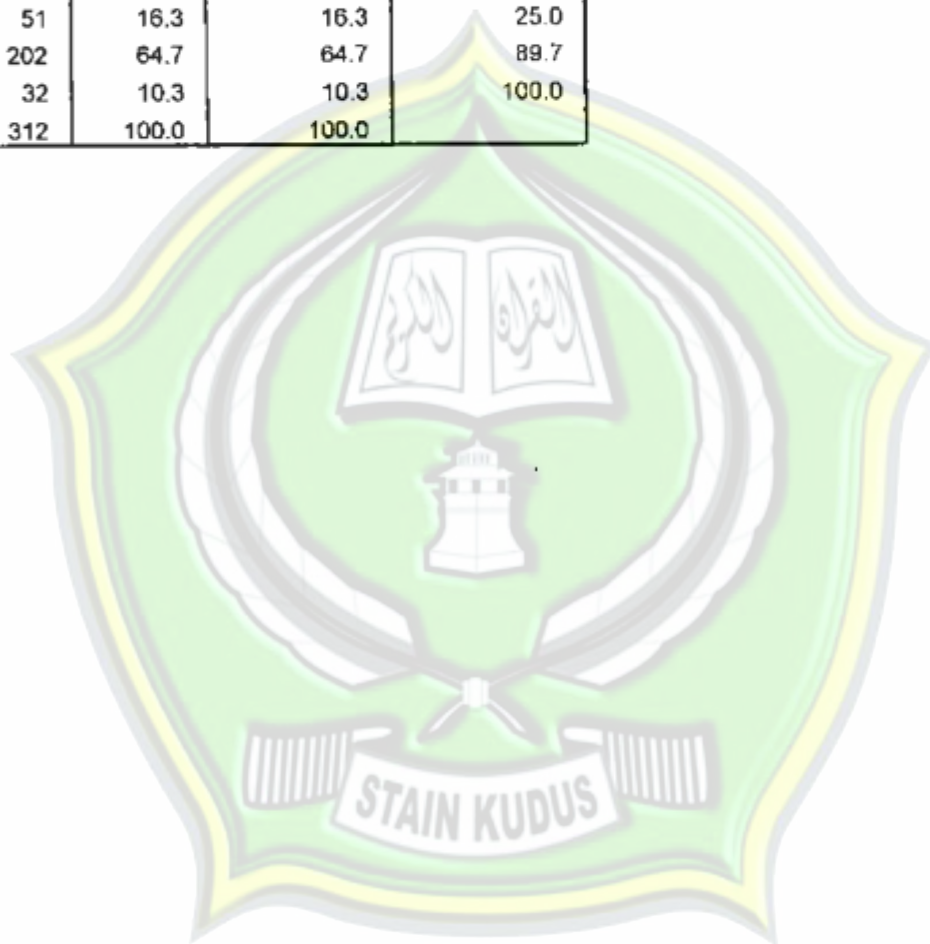
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	7	2.2	2.2	2.2
	3	30	9.6	9.6	11.9
	4	209	67.0	67.0	78.8
	5	66	21.2	21.2	100.0
	Total	312	100.0	100.0	

P4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	22	7.1	7.1	7.1
	3	47	15.1	15.1	22.1
	4	217	69.6	69.6	91.7
	5	26	8.3	8.3	100.0
Total		312	100.0	100.0	

P5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	27	8.7	8.7	8.7
	3	51	16.3	16.3	25.0
	4	202	64.7	64.7	89.7
	5	32	10.3	10.3	100.0
Total		312	100.0	100.0	



Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Minat Menabung Anggota	19.26	2.579	312
Brand Image	21.31	2.833	312
Word of Mouth	15.60	2.082	312
Iklan	19.60	2.112	312

Correlations

		Minat Menabung Anggota	Brand Image	Word of Mouth	Iklan
Pearson Correlation	Minat Menabung Anggota	1.000	.143	.284	.271
	Brand Image	.143	1.000	.086	.071
	Word of Mouth	.284	.086	1.000	.445
	Iklan	.271	.071	.445	1.000
Sig. (1-tailed)	Minat Menabung Anggota		.006	.000	.000
	Brand Image	.006		.066	.107
	Word of Mouth	.000	.066		.000
	Iklan	.000	.107	.000	
N	Minat Menabung Anggota	312	312	312	312
	Brand Image	312	312	312	312
	Word of Mouth	312	312	312	312
	Iklan	312	312	312	312

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Iklan, Brand Image, Word of Mouth		Enter

a. All requested variables entered.

b. Dependent Variable: Minat Menabung Anggota

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.345 ^a	.119	.111	2.432	.119	13.910	3	308

a. Predictors: (Constant), Iklan, Brand Image, Word of Mouth

b. Dependent Variable: Minat Menabung Anggota

Model Summary^a

Model	Change Statistics	Durbin-Watson
	Sig. F Change	
1	.000	1.616

a. Predictors: (Constant), Iklan, Brand Image, Word of Mouth

b. Dependent Variable: Minat Menabung Anggota

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	246.811	3	82.270	13.910	.000 ^a
	Residual	1821.638	308	5.914		
	Total	2068.449	311			

a. Predictors: (Constant), Iklan, Brand Image, Word of Mouth

b. Dependent Variable: Minat Menabung Anggota

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B
		B	Std. Error	Beta			Lower Bound
1	(Constant)	9.069	1.665		5.447	.000	5.793
	Brand Image	.103	.049	.114	2.115	.035	.007
	Word of Mouth	.242	.074	.196	3.270	.001	.096
	Iklan	.215	.073	.176	2.944	.003	.071

a. Dependent Variable: Minat Menabung Anggota

Coefficients^a

Model		95% Confidence Interval for B	Correlations			Collinearity Statistics	
		Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	12.345					
	Brand Image	.200	.143	.120	.113	.991	1.009
	Word of Mouth	.388	.284	.183	.175	.799	1.251
	Iklan	.358	.271	.165	.157	.801	1.248

a. Dependent Variable: Minat Menabung Anggota

Coefficient Correlations^a

Model		Iklan	Brand Image	Word of Mouth
1	Correlations Iklan	1.000	-.036	-.441

a. Dependent Variable: Minat Menabung Anggota

Coefficient Correlations

Model			Iklan	Brand Image	Word of Mouth
1	Correlations	Brand Image	-.036	1.000	-.061
		Word of Mouth	-.441	-.061	1.000
	Covariances	Iklan	.005	.000	-.002
		Brand Image	.000	.002	.000
		Word of Mouth	-.002	.000	.005

a. Dependent Variable: Minat Menabung Anggota

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Brand Image	Word of Mouth	Iklan
1	1	3.970	1.000	.00	.00	.00	.00
	2	.017	15.250	.00	.62	.24	.05
	3	.008	21.716	.08	.13	.76	.41
	4	.005	28.716	.92	.25	.00	.54

a. Dependent Variable: Minat Menabung Anggota

Residuals Statistics

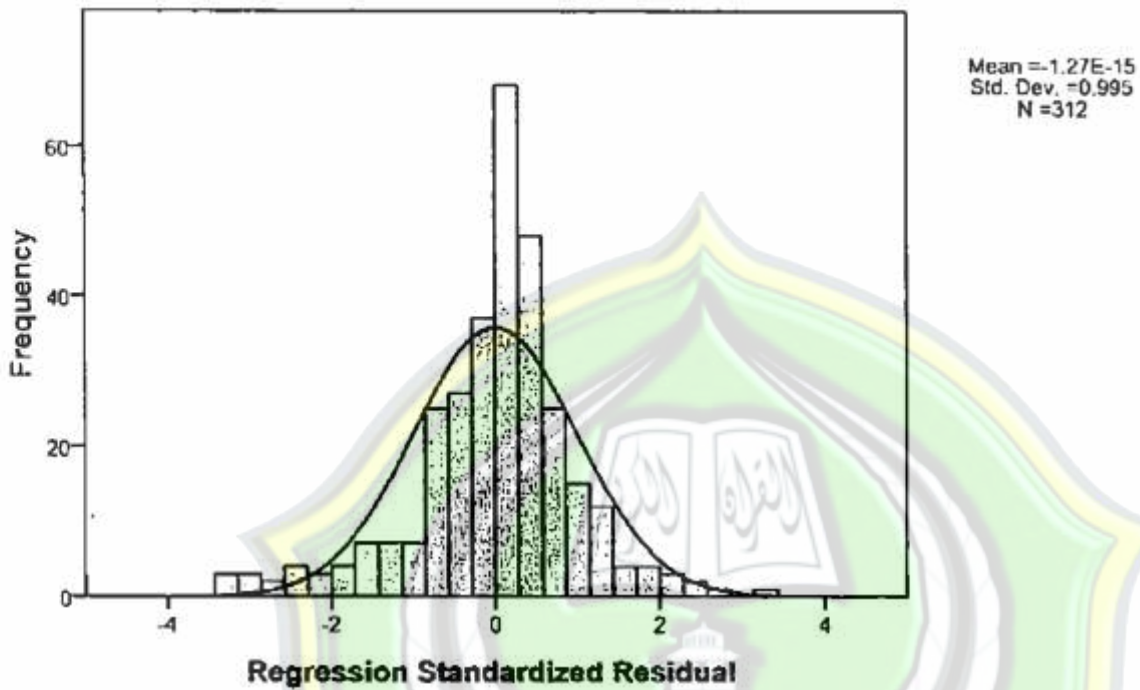
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	16.11	21.87	19.26	.891	312
Residual	-8.215	8.218	.000	2.420	312
Std. Predicted Value	-3.539	2.926	.000	1.000	312
Std. Residual	-3.378	3.379	.000	.995	312

a. Dependent Variable: Minat Menabung Anggota

Charts

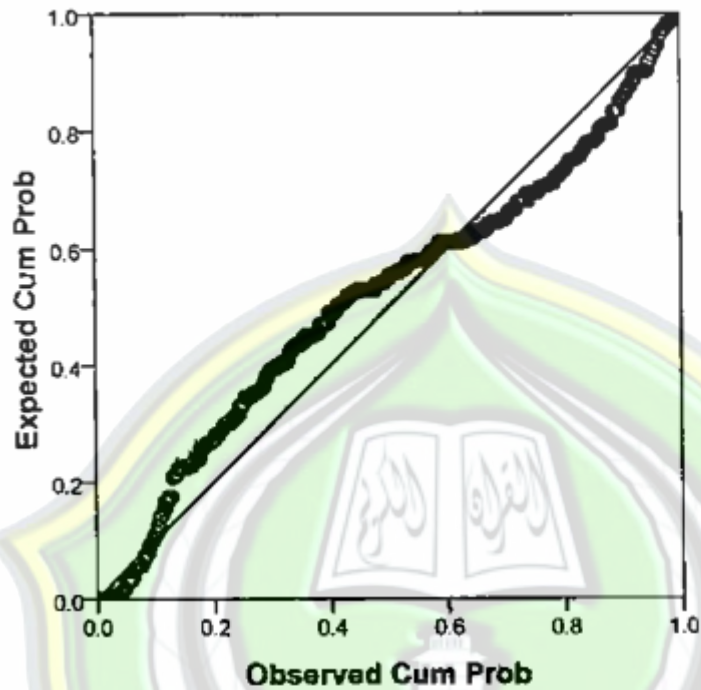
Histogram

Dependent Variable: Minat Menabung Anggota



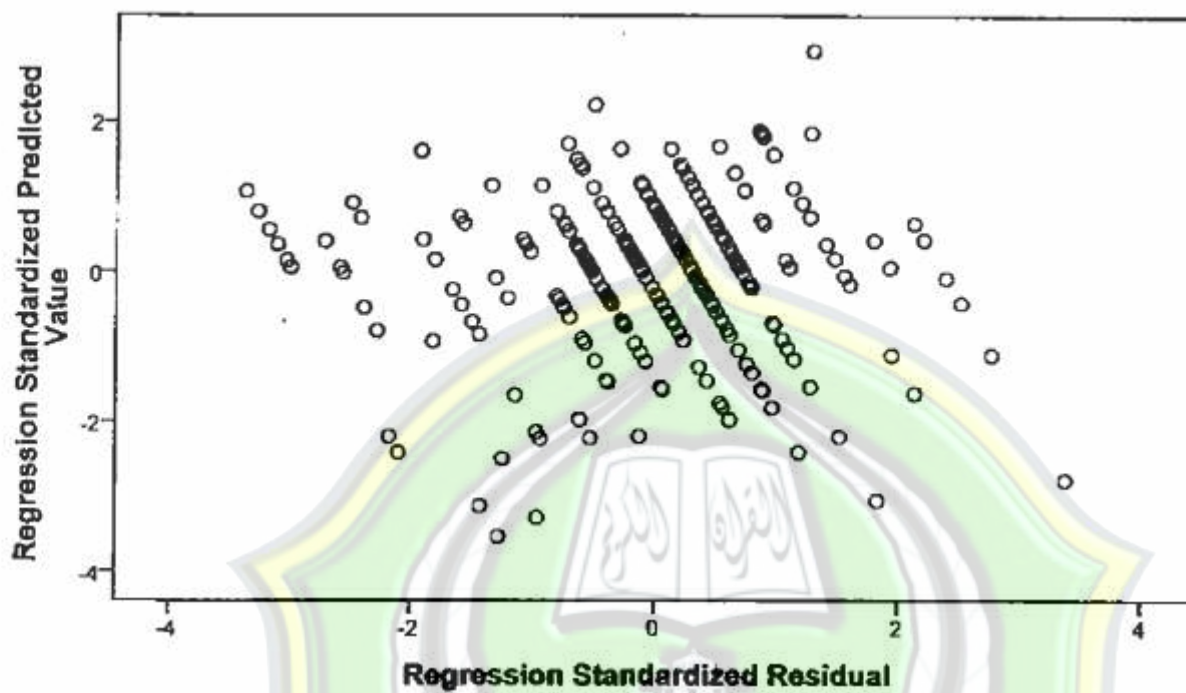
Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Minat Menabung Anggota



Scatterplot

Dependent Variable: Minat Menabung Anggota





**KEMENTERIAN AGAMA
SEKOLAH TINGGI AGAMA ISLAM NEGERI KUDUS
PROGRAM PASCASARJANA**

Jalan Conge Ngembalrejo Kotak Pos 51 Kudus 59322 Telepon (0291) 432677
Faksimile 441613 Email : ppsstainkudus@gmail.com
Website : www.stainkudus.ac.id

Nomor : Sti.11/PASCA-0/TL.00/107/2016
Sifat : Penting
Hal : Izin Penelitian

3 Februari 2016

Kepada Yth.

1. Pimpinan BMT Bintoro Demak;
2. Pimpinan BMT Pringgodani Demak;
3. Pimpinan BMT BIMA Demak;
4. Pimpinan BMT MADE Demak;
5. Pimpinan BMT Insan Sejahtera Demak;
6. Pimpinan BMT Usaha Mandiri Demak;
7. Pimpinan BMT Aman Makmur Demak;
8. Pimpinan BMT Cahaya Insani Demak;

Di -
Demak

Assalaamu'alaikum Wr. Wb.

Memberitahukan dengan hormat bahwa untuk keperluan tugas penyusunan tesis mahasiswa:

N A M A : Abu Said, S.El.
N I M : ES-13044
PRODI : Ekonomi Syari'ah
J U D U L : "Pengaruh Brand Image, Word of Mouth, Iklan, Dan Religiusitas Terhadap Minat Menabung Anggota Di BMT Se Kabupaten Demak"

akan melaksanakan penelitian di instansi/lembaga yang Saudara pimpin untuk mendapatkan data-data dan informasi sebagaimana judul tersebut di atas. Untuk itu, mohon dengan hormat kepada Saudara untuk memberi izin dan bantuan yang diperlukan.

Demikian atas bantuan dan kerjasamanya, kami sampaikan terima kasih.

Wassalaamu'alaikum Wr. Wb.



Direktur
Dr. Adi Efferi, M.Ag.
NIP. 197503182000031001



KOPRASI SERBA USAHA

BMT BINTORO MADANI DEMAK

BH: 08/KDK/11.03/XI/1998

Jl. Kyai Turmudi Jogoloyo Wonosalam Demak 5957



SURAT KETERANGAN

No: 107/BM/VII/2016

Yang bertanda tangan dibawah ini, Ka KSU BMT Bintoro Madani Demak menerangkan bahwa:

Nama : **ABU SAID**

NIM : **ES 13044**

Jurusan/Prodi : **Ekonomi Syariah**

Judul Tesis : **" Pengaruh *Brand Image, Word of Mouth*, dan Iklan, terhadap Minat Menabung di BMT Se-Kabupaten Demak"**

Telah melaksanakan penelitian di lingkungan KSU BMT Bintoro Madani Demak selama 3 bulan.

Demikian surat keterangan ini, untuk dapat digunakan sebagai mana mestinya.

Demak 17 Juli 2016

Ka.KSU BMT Bintoro Madani

Demak



Salafus Solikhin



KEMENTERIAN AGAMA
SEKOLAH TINGGI AGAMA ISLAM NEGERI (STAIN) KUDUS
 Jl. Conge Ngembalrejo Kotak Pos 51 (0291) 438818 Kudus 59322

CERTIFICATE OF APPRECIATION

This is to certify that

Abu Said, S. EI.

as

Participant

In the International Lecture On Research Method

May 28, 2015

Main Hall, Universiti Kebangsaan Malaysia



Dr. Adli Efferi, M.Ag

Director of Postgraduate Program, STAIN Kudus



KEMENTERIAN AGAMA
SEKOLAH TINGGI AGAMA ISLAM NEGERI KUDUS
PROGRAM PASCASARJANA

Jl. Conge Ngembalrejo Kotak Pos 51 (0291) 438818 Kudus 59322

Sertifikat

Nomor : Sti.11/PASCA-0/PP.00.9/108/2014

Diberikan Kepada

Abu Said, S. TI.

sebagai

PESERTA

Dalam Kegiatan Meeting Professor dengan tema " Epistemologi Keilmuan Islam "

Yang diselenggarakan oleh Program Pascasarjana STAIN Kudus pada hari Rabu tanggal 28 Mei 2014.

Kudus, 28 Mei 2014

Direktur Pascasarjana,



[Signature]
Dr. H. Abdurrohman Kasdi, Lc, M.Si
NIP. 19760225 200312 1002



ENGLISH TRAINING
SPECIALIST

No : 112.06.02.16

TOEFL

PREDICTION

Certificate of Achievement

This is to Certify that

Abu Said, S.EI

achieved the following scores in the

Test of English as a Foreign Language

Section 1	: Listening Comprehension	: 49
Section 2	: Structure and Written Expression	: 48
Section 3	: Reading Comprehension and Vocabulary	: 46
Sum of Converted Scores	: 143	
Times 10	: 1430	
Divided by 3	: 477	

TOEFL SCORE

Date of Test

Date of Report

: **477**

: February 3, 2016

: February 6, 2016

• TOEFL Prediction Scores are valid for only one year • This Report is Confidential



Ir. MOHAMAD ASHAR, MM
Branch Manager



KEMENTERIAN AGAMA
SEKOLAH TINGGI AGAMA ISLAM NEGERI KUDUS
PROGRAM PASCASARJANA

Jl. Conge Ngembalrejo Kotak Pos 51 (0291) 438818 Kudus 59322

Sertifikat

Nomor : Sti.11/PASCA-0/PP.00.9/19/2014

Sekolah Tinggi Agama Islam Negeri Kudus menyatakan bahwa :

Nama : Abu Said, S. EI.
NIM : ES-13044
Program Studi : Ekonomi Syari'ah

Telah Mengikuti Kegiatan Orientasi Perkuliahan Mahasiswa Baru Angkatan II Semester Gasal Program Pascasarjana Tahun Akademik 2013/2014 pada hari Selasa-Rabu tanggal 11-12 Februari 2014 dan dinyatakan :

LULUS

Kudus, 13 Februari 2014

Direktur

Dr. H. Abdurrohman Kasdi, Lc, M.Si
NIP. 19760225 200312 1002