

## ABSTRAK

Asro Fina, 206010004, Pengaruh Reputasi, *Service Excellence*, Dan *Syariah Marketing* Terhadap Tingkat Kepercayaan Masyarakat Pada KSU BMT As Salam Dan KSPPS MADE.

Penelitian ini bertujuan untuk mengetahui perbandingan pengaruh reputasi, *service excellence*, dan *syariah marketing* terhadap tingkat kepercayaan masyarakat pada KSU BMT As Salam dan KSPPS MADE. Metode penelitian yang digunakan yaitu kuantitatif. Hasil penelitian menunjukkan bahwa terdapat perbedaan yang signifikan antara tingkat kepercayaan perspektif islam pada KSU BMT As Salam dan KSPPS MADE. KSU BMT As Salam variabel Reputasi (X1) berpengaruh terhadap kepercayaan (Y) sedangkan pada KSPPS MADE tidak berpengaruh. KSU BMT As Salam variabel syariah marketing (X3) tidak berpengaruh terhadap variabel Y (kepercayaan) sedangkan pada KSPPS MADE variabel tersebut berpengaruh. Variabel independen X2 (*Service Excellen*) merupakan variable yang berpengaruh secara positif dan signifikan pada variable dependen Y (Kepercayaan), baik di KSU BMT As Salam maupun KSPPS MADE.

**Kata Kunci:** Reputasi, *Service Excellence*, Dan *Syariah Marketing*



## ABSTRACT

Asro Fina, 206010004, The Effect of Reputation, Service Excellence, and Sharia Marketing on the Level of Public Trust in KSU BMT As Salam and KSPPS MADE.

This study aims to compare the influence of reputation, service excellence, and sharia marketing on the level of public trust in KSU BMT As Salam and KSPPS MADE. The research method used is quantitative. The results showed that there was a significant difference between the level of trust in the Islamic perspective at KSU BMT As Salam and KSPPS MADE. KSU BMT As Salam Reputation variable (X1) has an effect on trust (Y) while KSPPS MADE has no effect. KSU BMT As Salam Islamic marketing variable (X3) has no effect on the Y variable (trust) while in KSPPS MADE the variable has an effect. The independent variable X2 (Service Excellent) is a variable that has a positive and significant effect on the dependent variable Y (Trust), both at KSU BMT As Salam and KSPPS MADE.

**Keywords: Reputation, Service Excellence, and Sharia Marketing**

