

Tingkat Kepercayaan, Kualitas Layanan, Brand Preference dan Minat Menabung*by***I Kadek Andy Asmarajaya ⁽¹⁾****Ida Bagus Raka Suardana ⁽²⁾****Undiknas Graduate School**

Jl. Waturenggong No. 164, Denpasar, Bali

*andyldkelan@gmail.com ⁽¹⁾**ajikraka@yahoo.com ⁽²⁾***ABSTRACT**

The purpose of this research is to know the influence of trust and quality of service to brand preference and influence of trust level, service quality and brand preference to interest of saving. The design of this research is quantitative, is the relationship of causality between variables. The research was conducted at LPD Kelan Village Traditional. Data collection techniques used questionnaires to 170 customers. Data were analyzed by data analysis technique Structure Equation Modeling with AMOS program. The results showed that there was a significant positive influence between the level of trust on brand preference. This means that if the level of public confidence increases then the interest of the community to save Kelan Traditional Village also increased significantly. There is a positive influence pattern of Service Quality on brand preference. This means that if the quality of service increases the interest of saving society also increased significantly. There is a significant positive influence between the level of trust on the interest of saving society. This means that if the level of public confidence increases then interest in saving the Kelan traditional village also increased significantly. There is a positive influence pattern of service quality to the interest of saving Kelan Customary Village community. This means that if the quality of LPD Kelan Village Traditional increased then the interest of saving the community of LPD Kelan Village Traditional also increased significantly. There is a positive and significant influence between the brand preference on the interest of saving the society of Kelan Traditional Village. This means that if the brand preference increases then the interest of saving Kelan traditional community also increased significantly.

Keywords: trust level, service quality, brand preference and interest in saving

DAFTAR PUSTAKA

- Angka, A.T., and Darma, G.S. (2016). The Impact of Leadership Style on Employee's Satisfaction, *Jurnal Manajemen & Bisnis*, **13** (1): 78-91.
- Adnyasuari, P.A.S., and Darma, G.S. (2017). Technology Acceptance Model dan E-Satisfaction in Mobile Banking, *Jurnal Manajemen & Bisnis*, **14** (2): 1-12.
- Adnyana, R., and Darma, G.S. (2015). Strategi Marketing Mix, Yield Management, Customer Satisfaction and Occupancy Rate, *Jurnal Manajemen & Bisnis*, **12** (1): 92-115.
- Arsriani, I.A.I., and Darma, G.S. (2013). Peran Media Sosial Online Dan Komunitas Terhadap Keputusan Nasabah Bank, *Jurnal Manajemen dan Bisnis*, **10** (2): 48-68.
- Artawijaya, I.G.P.A., and Darma, G.S. (2015). Evaluation The Effectivity of Performance Management Online System to Improving The Employees Performance, *Jurnal Manajemen & Bisnis*, **12** (2): 73-89.
- Andi, S. (2011). *Statistik Dalam Kajian Deskriptif, Inferensi, dan. Nonparametrik*. Jakarta: Kencana Prenada Media Group.
- Budiasni, N.W.N., and Darma, G.S. (2016). Penerapan *Corporate Social Responsibility* pada Lembaga Keuangan Berbasis Kearifan Lokal, *Jurnal Manajemen & Bisnis*, **13** (2): 1-19.
- Barnes, J. (2013). *Secret of Customer Relationship Management: Rahasia Manajemen Hubungan Pelanggan*. Yogyakarta: Andi.
- Brown, G. and George, D.Y. (2007). *Discourse Analysis I (Analisis Wacana)*. Jakarta: Gramedia Pustaka.
- Bank Mandiri Syariah di Kota Medan, *E-Jurnal Universitas Sumatera Utara*, **12** (3).
- Crow, A. and Crow, L. (2011). Psikologi Belajar. Jakarta: Bina Ilmu.
- Chaudhuri, A. and Holbrook, M.B. (2012). The Chain of Effect from Brand Trust and Brand Effect to brand performance: The Role of Brand Loyalty, *Journal of Market Focused Management*.
- Dewi, A.A.I.S., and Darma, G.S. (2017). Proses Rekrutmen, Seleksi, Pelatihan, Penempatan dan Kinerja Karyawan, *Jurnal Manajemen & Bisnis*, **14** (1): 1-18.
- Dewi, C.R., and Darma, G.S. (2014). Website Usability, Satisfaction, Loyalty, Security Perception, Trust, and Word of Mouth in e-Commerce Business, *Jurnal Manajemen & Bisnis*, **11** (2): 1-30.
- Dewi, N.M.A.T., and Darma, G.S. (2016). Efektivitas Leadership, Growth Performance dan Regulasi Otoritas Jasa Keuangan, *Jurnal Manajemen & Bisnis*, **13** (1): 1-13.

- Dafiq, M.A.A., and Widiyanto, I. (2016). Studi Tentang Brand Preference Untuk Meningkatkan Minat Loyalitas Pengharum Ruangan, *Diponegoro Journal Of Management*, **5** (1): 1-11.
- Dharmayana and Rahanatha. (2017). Pengaruh Brand Equity, BrandTrust, Brand Preference, dan Kepuasan Konsumen Terhadap Niat Membeli Kembali, *E-Jurnal Manajemen Unud*, ISSN: 2302-8912, **6** (4).
- Engel, J.F., Roger, D.B., and Paul, W.W. (2004). *Perilaku Konsumen*. Jakarta: Bina Rupa Aksara.
- Ernawati. (2006). *Pengaruh Bauran Pemasaran Terhadap Keputusan Nasabah Untuk Memiliki Tabungan Ummat di Bank Muamalat Indonesia Cabang Medan*.
- Ferdinand, A. (2002). *Structural Equation Modeling Dalam Penelitian Manajemen*. Semarang: BP UNDIP.
- Hendhana, S., and Darma, G.S. (2017). Service Quality Rumah Sakit dan Efeknya terhadap Patient Satisfaction, Perceived Value, Trust, dan Behavioral Intention, *Jurnal Manajemen & Bisnis*, **14** (1): 37-55.
- Hadi, S. (2007). *Metodologi Research, Jilid Dua*. Yogyakarta: Fakultas Psikologi Universitas Gajah Mada.
- Hayter, R. (2007). *The Dynamics of Industrial Location, The Factory, the Firm and the Production System*. Wiley.
- Halim, B.C., Dharmayanti, D., Karina, R., and Brahmana, M.R. (2014). Pengaruh Brand Identity Terhadap Timbulnya Brand Preference dan Repurchase Intention Pada Merek Toyota, *Jurnal Manajemen Pemasaran Petra*, **2** (1): 1-11.
- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2013). Customer Repurchase Intention. A General Structural Equation, *Model European Journal of Marketing*, **37** (11/12): 1762-1800.
- Istikhomah, I., and Darma, G.S. (2016). Masifnya Penggunaan Online Travel Agents Dalam Meningkatkan Revenue Pemasaran, *Jurnal Manajemen & Bisnis*, **13** (1): 52-63.
- Kanten, I.K., and Darma, G.S. (2017). Consumer Behaviour, Marketing Strategy, Customer Satisfaction, and Business Performance, *Jurnal Manajemen & Bisnis*, **14** (2): 143-165.
- Kotler, P.D., and Gary, A. Dalam Nurmawan, I. (2000). *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga.
- Kotler, P., and Kevin, L.K. (2013). *Manajemen Pemasaran*, Terjemahan: Bob Sabran. Jakarta: Erlangga.

- Lupiyoadi, R. (2001). *Manajemen Pemasaran Jasa: Teori dan Praktik*. Jakarta: Salemba Empat.
- Lau, G., and Lee, S. (2009). Customer Trust in a Brand and Link to Brand Loyalty, *Journal of Market Focused Management*, **4**: 341-70.
- Maski, G. (2004). *Analisis Keputusan Nasabah Menabung: Pendekatan komponen dan model Logistik studi pada Bank Syariah di Malang*.
- Mowen. (2005). *Akuntansi Manajemen*. Jakarta: Salemba Empat.
- Morgan, R.M., and Shelby, D.H. (2004). *The Commitment-Trust Theory of Relationship Marketing*, *Journal of Marketing*, **58**: 20-38.
- Nesia, A., and Darma, G.S. (2015). Diversification Analyzes the Concept of Branding and Promotion to Company Performance, *Jurnal Manajemen & Bisnis*, **12** (2): 125-171.
- Patni, S.S., and Darma, G.S. (2017). Non-Performing Loan, Loan to Deposit Ratio, Net Interest Margin, BOPO, Capital Adequacy Ratio, Return on Asset dan Return on Equity, *Jurnal Manajemen & Bisnis*, **14** (2): 166-184.
- Purnantara, I.M.H., and Darma, G.S. (2015). Competency, Organizational Health, Job Career, Job Performance And Employees Turnover, *Jurnal Manajemen & Bisnis*, **12** (2): 90-124.
- Palilati, A. (2014). Pengaruh Nilai Pelanggan, Kepuasan terhadap Loyalitas Nasabah Tabungan Perbankan di Sulawesi Selatan, *Jurnal Manajemen dan Kewirausahaan*, **IX** (1): 73-81.
- Permanasari, I.A.S., and Darma, G.S. (2013). Pengaruh Penggunaan Internet Banking Terhadap Rasa Aman, Rasa Percaya Dan Loyalitas Nasabah Dalam Meningkatkan Saldo Bank, *Jurnal Manajemen dan Bisnis*, **10** (1): 186-204.
- Patni, S.S., and Darma, G.S. (2017). Non-Performing Loan, Loan to Deposit Ratio, Net Interest Margin, BOPO, Capital Adequacy Ratio, Return on Asset dan Return on Equity, *Jurnal Manajemen & Bisnis*, **14** (2): 166-184.
- Radiosunu. (2006). *Konsep, Sistem dan Fungsi Manajemen Pemasaran*. Yogyakarta: BPFE.
- Riadevi, N.L.P.D., and Darma, G.S. (2016). Analisis Hubungan Indeks Harga Saham Gabungan dan Exchange Rate Terhadap Return Saham Dengan Profitabilitas Sebagai Variabel Intervening, *Jurnal Manajemen & Bisnis*, **13** (1): 123-133.
- Robbins, S.P., and Judge. (2012). *Perilaku Organisasi Buku 2*. Jakarta: Salemba.
- Rolin, N. and Carl, S.W. dalam Hyginus, R. (1993). *Principles of financial & managerial accounting*. Cincinnati: South-Western Publishing

- Samuelson, P.A., and William, D.N. (2003). *Micro Economics, 18th ed.* New York: McGraw-Hill.
- Samuelson, P., and William, D.N. (2009). *Ekonomi.* Jakarta: Erlangga.
- Simorangkir, O.P. (2012). *Dasar-dasar Manajemen Perbankan*, Edisi Revisi. Jakarta: Aksara Persada Indonesia.
- Snowdon, B.H.R.V., and Peter, W. (1994). *A Modern Guide to Macroeconomics: An Introduction to Competing Schools of Thought.* Brookfield Vt.: Edward Elgar.
- Solimun. (2004). *Structural Equation Modeling LISREL dan Amos.* Malang: Fakultas MIPA Universitas Brawijaya.
- Subagyo. (2009). *Bank dan Lembaga Keuangan Lainnya.* Yogyakarta: STIE YKPN.
- Sugiyono. (2015). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif dan R&D).* Bandung: Penerbit CV. Alfabeta.
- Sukariana, I.W., and Darma, G.S. (2015). Peran Audit Dalam Pengendalian Internal Serta Pengungkapan Kerugian Material Untuk Good Corporate Governance, *Jurnal Manajemen & Bisnis*, **12** (2): 181-194.
- Suryabrata. (2000). *Psikologi Kepribadian.* Jakarta: Rajawali Press.
- Setyawan, Y. N., and Japrianto, E. (2014). Analisa Pengaruh Kepercayaan, Jaminan Rasa Aman dan Aksebelitas Terhadap Minat Menabung Nasabah Bank Danamon di Surabaya, *Jurnal manajemen Pemasaran Petra*, **2** (1).
- Sopiah and Mamang, S.E. (2010). *Metodologi Penelitian.* Yogyakarta: Penerbit Andi.
- Setiawaty, N.A. (2017). Pengaruh Iklan, Citra Merek dan Kepercayaan Merek Terhadap Minat Beli Konsumen Smartphone Samsung Galaxy Series (Studi Kasus Mahasiswa Universitas Gunadarma, Depok), *Jurnal Ekonomi Bisnis*, **22** (1).
- Swasta. (2005). *Manajemen Pemasaran Modern.* Yogyakarta: Liberty.
- Santoso, T.R. (2004). *Mengenal Dunia Perbankan*, Ed 1. Yogyakarta: Andi Offset.
- Sukerta, I.P.G., and Darma, G.S. (2014). Application Of Information Technology Integrated System To Improving The Quality And Financial Performance, *Jurnal Manajemen & Bisnis*, **11** (2): 72-88.
- Tjiptono, F. (2012). *Pemasaran Jasa*, Edisi Pertama. Malang: Bayu Media Publishing.
- Umar, H. (2002). *Metode Riset Bisnis.* Jakarta: PT Gramedia Pustaka Utama.
- Usman, H. (2006). *Metode Penelitian untuk Skripsi dan Tesis Bisnis.* Jakarta: PT Raja Grafindo Persada.
- Utami, C.W. (2006). Relationship Effort dan Kualitas Layanan sebagai Strategi Penguat Relationship Outcomes, *Jurnal Manajemen Pemasaran*, **1** (1): 23-34.

- Walgito, B. (2006). *Pengantar Psikologi Umum*. Yogyakarta: Andi Offset.
- Wasis. (2002). *Perbankan Pendekatan Manajerial*. Salatiga: Universitas Satya Wacana.
- Widiyono, T. (2006). *Operasioanal Transaksi Produk Perbankan di Indonesia*. Bogor: Ghalia Indonesia.
- Wiandari, I.A.A., and Darma, G.S. (2017). Kepemimpinan, Total Quality Management, Perilaku Produktif Karyawan, Kinerja Karyawan dan Kinerja Perusahaan, *Jurnal Manajemen & Bisnis*, **14** (2): 61-78.
- Wibowo. (2013). *Manajemen Kinerja*. Jakarta: Rajawali Pers.
- Widiastra, I.K., and Darma, G.S. (2015). Komitmen, Kepuasan Kerja, Organizational Citizenship Behavior dan Kinerja Pegawai Kontrak, *Jurnal Manajemen & Bisnis*, **12** (2): 214-241.
- Winahyuningsih, P. (2010). Pengaruh Kepercayaan Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Griptha Kudus, *Jurnal Manajemen*, Universitas Muria, Kudus.
- Zulganef. (2006). *Konsep Persamaan Struktural dan Aplikasinya Menggunakan AMOS 5*. Bandung: Penerbit Pustaka.
- Zeithaml, V.A. (2008). Consumer Perception of Price, Quality, and Value: a Means-end Model and Synthesis of Evidence, *Journal of Marketing*, **52**: 2-11.