

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh bagi hasil, promosi, dan kualitas pelayanan terhadap keputusan penggunaan jasa perbankan syariah tabungan mudharabah pasca isu akuisisi Bank Muamalat.

Jenis penelitian ini adalah penelitian deskriptif kuantitatif dengan obyek penelitian di Bank Muamalat Kc Mangkubumi Yogyakarta. Populasi adalah nasabah tabungan mudharabah sejumlah 100, sedangkan sampel sejumlah 66 dengan teknik sampel simple random sampling. Metode Analisa data menggunakan teknik regresi linear berganda.

Hasil pada penelitian ini menunjukkan bahwa bagi hasil, promosi dan kualitas pelayanan berpengaruh positif dan signifikan terhadap keputusan jasa perbankan syariah tabungan mudharabah. dan besarnya 54,5% determinan koefisien.

**Kata kunci:** Bagi hasil, Promosi, dan Kualitas Pelayanan keputusan pembelian tabungan mudharabah.

## ABSTRACT

### **THE EFFECT OF PROFIT SHARING, MARKETING, AND SERVICE QUALITY TOWARDS THE DECISION TO USE ISLAMIC BANK SERVICE OF *MUDHARABAH* SAVING POST ACQUISITION ISSUES A Study Case t Bank Muamalatof Mangkubumi Branch Office Yogyakarta**

The research aimed at learning about the effect of profit sharing, marketing, and service quality towards the decision to use Islamic bank service of *mudharabah* saving in Islamic bank post acquisition issues of Bank Muamalat.

The research type is quantitative descriptive with research object of Bank Muamalat of Mangkubumi Branch Office Yogyakarta. The population were 100 customers of *mudharabah* saving. The samples were 66 customers collected using simple random sampling technique. The data were analyzed using double linear regression technique.

The result of the research indicated that profit sharing, marketing, and service quality affected positively and significantly towards the decision to use Islamic bank service of *mudharabah* saving as much as 54,5% determinan koefisien.

**Key Words:** Profit sharing, Marketing, Service quality, Decision to buy, *Mudharabah* saving