

LAMPIRAN

LAMPIRAN 1

KUESIONER

**PENGARUH BRAND IMAGE DAN MEDIA COMMUNICATION
TERHADAP KEPUTUSAN MENABUNG PADA BANK BNI SYARIAH
KANTOR CABANG PALEMBANG**

Pengantar :

Responden yang terhormat, bersama ini saya Lia Febriyanti, mahasiswa D3 Perbankan Syariah, memohon kesediaan Bapak/ibu/sdr/i untuk meluangkan waktu sebentar untuk mengisi data kuisisioner ini. Informasi yang anda berikan merupakan bantuan yang sangat berarti menyelesaikan tugas akhir (skripsi) saya.

Petunjuk pengisian

Berilah tanda (√) pada kotak alternatif jawaban yang di anggap paling sesuai dengan fikiran anda!

Nilai :

- a. Sangat setuju (SS) = 5
- b. Setuju (S) = 4
- c. Netral (N) = 3
- d. Tidak setuju (TS) = 2

e. Sangat tidak setuju (STS) = 1

Identitas responden

Nama :

Usia : () 17-20 () 21-25 () 26-30 () 31-35 () 36-40
() >41

Alamat :

Penghasilan/bulan : () Rp < 1.000.000
() Rp 1.000.000 -2.000.000
() Rp 3.000.000 - 5.000.000
() Rp 6.000.000 – 10.000.000
() Rp > 10.000.000

Brand Image (citra merek)

1. Citra pembuat

| No | Pernyataan | Tanggapan responden | | | | |
|----|--|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 1. | Menurut saya Bank BNI Syariah mempunyai persepsi yang baik di masyarakat | | | | | |
| 2. | Bank BNI SyariaH memiliki | | | | | |

| | | | | | | |
|--|--------------------------------|--|--|--|--|--|
| | merek yang unik dan terpercaya | | | | | |
|--|--------------------------------|--|--|--|--|--|

2. Citra pemakai

| No | Pernyataan | Tanggapan responden | | | | |
|----|---|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 3. | Saya menabung di bank BNI Syariah karena bank BNI Syariah adalah bank yang islami | | | | | |
| 4. | Bank BNI Syariah sudah di kenal banyak orang | | | | | |

3. Citra produk

| No | Pernyataan | Tanggapan responden | | | | |
|----|---|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 5. | Bank BNI Syariah mempunyai produk yang dapat mempermudah saya bertransaksi | | | | | |
| 6. | Menurut saya menabung di bank BNI Syariah cabang Palembang mempunyai persyaratan yang mudah | | | | | |

| |
|----------------------------|
| Media communication |
|----------------------------|

1. Iklan

| No | Pernyataan | Tanggapan responden | | | | |
|----|--|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 7. | Saya menabung di bank karena tertarik dengan tawaran di iklan | | | | | |
| 8. | Saya mendapatkan informasi tentang produk tabungan BNI Syariah di brosur dan koran | | | | | |

2. Promosi penjualan

| No | Pernyataan | Tanggapan responden | | | | |
|-----|--|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 9. | Menurut saya, promosi yang dilakukan oleh Bank BNI Syariah sudah sangat baik | | | | | |
| 10. | Adanya dorprize dan hadiah yang menarik membuat saya tertarik menabung di Bank BNI Syariah | | | | | |

3. Hubungan masyarakat

| No | Pernyataan | Tanggapan responden | | | | |
|-----|---|---------------------|---|---|---|----|
| | | SS | S | N | T | ST |
| 11. | Saya menabung di Bank BNI Syariah setelah mengetahui bank BNI menjadi sponsor di suatu acara | | | | | |
| 12. | Saya menabung di Bank BNI Syariah karena keikutsertaannya dalam berbagai acara dan bakti sosial | | | | | |

4. Personal selling

| No | Pernyataan | Tanggapan responden | | | | |
|-----|---|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 13. | Tenaga penjual produk Bank BNI Syariah sangat baik dan sopan | | | | | |
| 14. | Saya tertarik menabung di Bank BNI Syariah karena tawaran dan penjelasan yang di jeaskan oleh tenaga penjual produk BNI | | | | | |

| | | | | | | |
|---------|--|--|--|--|--|--|
| Syariah | | | | | | |
|---------|--|--|--|--|--|--|

Keputusan menabung

1. Menetapkan pilihan pada tabungan

| No | Pernyataan | Tanggapan responden | | | | |
|-----|---|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 15. | Saya menabung di bank BNI Syariah karena produknya sesuai dengan kebutuhan saya | | | | | |
| 16. | Saya memii bertransaksi di bank bni syariah karena bank tersebut mempunyai produk yang bervariasi | | | | | |

2. Keyakinan nasabah pada suatu produk tabungan

| No | Pernyataan | Tanggapan responden | | | | |
|-----|--|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 17. | Saya merasa aman dan nyaman menabung di bank BNI Syariah | | | | | |
| 18. | Saya menabung di bank BNI | | | | | |

| | | | | | | |
|--|--|--|--|--|--|--|
| | Syariah karena menurut saya bank BNI Syariah lebih baik di banding bank syaria lainnya | | | | | |
|--|--|--|--|--|--|--|

3. Rekomendasi produk dari orang lain

| No | Pernyataan | Tanggapan responden | | | | |
|-----|---|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 19. | Saya menabung di bank BNI Syariah karena rekomendasi dari teman dan saudara | | | | | |
| 20. | Saya memilih menabung di bank BNI Syariah karena banyak orang di sekitar saya yang menggunakannya | | | | | |

4. Penggunaan produk secara berulang

| No | Pernyataan | Tanggapan responden | | | | |
|-----|--|---------------------|---|---|----|-----|
| | | SS | S | N | TS | STS |
| 21. | Saya sudah menggunakan produk di Bank BNI Syariah sudah lama | | | | | |
| 22. | Saya sudah pernah menabung di | | | | | |

| | | | | | | |
|--|---------------------|--|--|--|--|--|
| | Bank BNI sebelumnya | | | | | |
|--|---------------------|--|--|--|--|--|

LAMPIRAN 2

Hasil jawaban Kuisioner

1. Brand Image

| x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 | Total X |
|------|------|------|------|------|------|---------|
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 3 | 5 | 5 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 4 | 3 | 5 | 4 | 4 | 5 | 25 |
| 5 | 3 | 3 | 3 | 3 | 3 | 20 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 3 | 4 | 5 | 5 | 5 | 4 | 26 |
| 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 5 | 4 | 5 | 3 | 5 | 2 | 24 |
| 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 4 | 4 | 5 | 5 | 5 | 4 | 27 |
| 4 | 4 | 4 | 4 | 4 | 3 | 23 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 4 | 5 | 3 | 3 | 3 | 3 | 21 |
| 4 | 3 | 3 | 3 | 3 | 4 | 20 |

| | | | | | | |
|---|---|---|---|---|---|----|
| 3 | 4 | 5 | 4 | 3 | 4 | 23 |
| 5 | 4 | 4 | 5 | 5 | 3 | 26 |
| 3 | 5 | 5 | 4 | 3 | 4 | 24 |
| 4 | 3 | 5 | 5 | 5 | 3 | 25 |
| 5 | 2 | 5 | 4 | 4 | 4 | 24 |
| 4 | 4 | 5 | 3 | 4 | 3 | 23 |
| 5 | 4 | 3 | 5 | 5 | 5 | 27 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 5 | 4 | 5 | 5 | 3 | 3 | 25 |
| 3 | 4 | 4 | 5 | 4 | 2 | 22 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 4 | 4 | 5 | 3 | 4 | 4 | 24 |
| 4 | 3 | 5 | 4 | 4 | 5 | 25 |
| 5 | 3 | 3 | 3 | 3 | 3 | 20 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 3 | 4 | 5 | 5 | 5 | 4 | 26 |
| 4 | 4 | 3 | 3 | 3 | 3 | 20 |
| 5 | 4 | 5 | 3 | 5 | 2 | 24 |
| 3 | 4 | 4 | 4 | 4 | 5 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 3 | 4 | 5 | 5 | 5 | 4 | 26 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 4 | 4 | 3 | 3 | 4 | 4 | 22 |
| 5 | 5 | 5 | 3 | 3 | 3 | 24 |
| 4 | 5 | 3 | 3 | 3 | 3 | 21 |
| 4 | 4 | 4 | 4 | 4 | 5 | 25 |
| 5 | 4 | 4 | 4 | 5 | 3 | 25 |
| 3 | 3 | 3 | 3 | 3 | 3 | 18 |
| 3 | 4 | 5 | 4 | 3 | 5 | 24 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 3 | 4 | 4 | 4 | 22 |
| 4 | 4 | 5 | 4 | 4 | 4 | 25 |
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |

| | | | | | | |
|---|---|---|---|---|---|----|
| 5 | 5 | 5 | 5 | 5 | 5 | 30 |
| 5 | 5 | 5 | 5 | 4 | 4 | 28 |
| 4 | 3 | 5 | 5 | 5 | 5 | 27 |
| 3 | 4 | 4 | 5 | 5 | 5 | 26 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 5 | 4 | 5 | 5 | 5 | 5 | 29 |
| 5 | 3 | 3 | 3 | 4 | 3 | 21 |
| 4 | 3 | 3 | 2 | 4 | 4 | 20 |
| 4 | 3 | 4 | 3 | 5 | 4 | 23 |
| 4 | 5 | 2 | 5 | 4 | 4 | 24 |
| 4 | 3 | 2 | 5 | 5 | 5 | 24 |
| 3 | 4 | 2 | 4 | 4 | 4 | 21 |
| 4 | 3 | 2 | 3 | 4 | 4 | 20 |
| 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 4 | 4 | 4 | 4 | 5 | 5 | 26 |
| 3 | 3 | 5 | 5 | 4 | 4 | 24 |
| 4 | 3 | 4 | 5 | 5 | 3 | 24 |
| 3 | 4 | 4 | 3 | 4 | 5 | 23 |
| 4 | 4 | 4 | 3 | 4 | 4 | 23 |
| 3 | 4 | 4 | 3 | 4 | 3 | 21 |
| 5 | 4 | 2 | 4 | 4 | 4 | 23 |
| 4 | 4 | 2 | 4 | 4 | 4 | 22 |
| 5 | 4 | 4 | 5 | 5 | 4 | 27 |
| 5 | 4 | 4 | 2 | 4 | 4 | 23 |
| 5 | 3 | 5 | 2 | 5 | 3 | 23 |
| 5 | 4 | 4 | 4 | 4 | 3 | 24 |
| 4 | 4 | 3 | 3 | 4 | 3 | 21 |
| 2 | 5 | 5 | 4 | 4 | 3 | 23 |
| 3 | 4 | 4 | 4 | 4 | 3 | 22 |
| 4 | 4 | 4 | 4 | 5 | 3 | 24 |
| 3 | 5 | 5 | 3 | 4 | 3 | 23 |
| 2 | 2 | 5 | 5 | 5 | 3 | 22 |
| 3 | 4 | 5 | 4 | 4 | 4 | 24 |
| 5 | 4 | 4 | 4 | 4 | 4 | 25 |

2. Media communication

| x2.1 | x2.2 | x2.3 | x2.4 | x2.5 | x2.6 | x2.7 | x2.8 | x2.9 | total |
|------|------|------|------|------|------|------|------|------|-------|
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 36 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 5 | 38 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 41 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 31 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 2 | 30 |
| 5 | 5 | 4 | 4 | 3 | 4 | 5 | 2 | 4 | 36 |
| 4 | 4 | 4 | 4 | 4 | 4 | 5 | 3 | 2 | 34 |
| 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 2 | 33 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 35 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 40 |
| 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 40 |
| 4 | 4 | 4 | 5 | 3 | 3 | 3 | 5 | 5 | 36 |
| 4 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 40 |
| 3 | 3 | 3 | 4 | 5 | 5 | 5 | 5 | 3 | 36 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 3 | 34 |
| 4 | 4 | 5 | 4 | 4 | 4 | 3 | 4 | 3 | 35 |
| 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 40 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 37 |
| 4 | 4 | 5 | 3 | 5 | 3 | 4 | 5 | 4 | 37 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 4 | 4 | 31 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 33 |
| 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 38 |
| 5 | 4 | 4 | 5 | 3 | 3 | 3 | 4 | 4 | 35 |
| 3 | 5 | 5 | 5 | 5 | 5 | 4 | 2 | 2 | 36 |
| 4 | 3 | 5 | 3 | 5 | 4 | 5 | 1 | 4 | 34 |
| 5 | 4 | 3 | 4 | 3 | 4 | 5 | 2 | 5 | 35 |
| 4 | 5 | 4 | 5 | 3 | 3 | 4 | 2 | 4 | 34 |
| 4 | 2 | 4 | 4 | 5 | 4 | 5 | 3 | 2 | 33 |
| 4 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 34 |
| 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 | 4 | 37 |
| 5 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 37 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|----|
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 38 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 37 |
| 5 | 3 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 41 |
| 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 37 |
| 4 | 5 | 5 | 3 | 3 | 4 | 3 | 2 | 4 | 33 |
| 5 | 4 | 5 | 3 | 3 | 4 | 5 | 4 | 5 | 38 |
| 4 | 3 | 4 | 4 | 3 | 3 | 4 | 5 | 2 | 32 |
| 4 | 2 | 4 | 4 | 3 | 3 | 4 | 5 | 5 | 34 |
| 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 32 |
| 3 | 4 | 3 | 5 | 3 | 5 | 4 | 5 | 2 | 34 |
| 5 | 3 | 4 | 5 | 3 | 5 | 4 | 2 | 1 | 32 |
| 4 | 4 | 5 | 5 | 5 | 3 | 3 | 3 | 4 | 36 |
| 5 | 5 | 5 | 5 | 5 | 3 | 5 | 3 | 5 | 41 |
| 4 | 4 | 4 | 4 | 5 | 3 | 4 | 3 | 4 | 35 |
| 4 | 4 | 4 | 3 | 5 | 5 | 4 | 3 | 5 | 37 |
| 4 | 4 | 3 | 2 | 5 | 5 | 3 | 3 | 4 | 33 |
| 3 | 4 | 3 | 3 | 5 | 5 | 4 | 3 | 5 | 35 |
| 5 | 4 | 4 | 3 | 5 | 5 | 5 | 3 | 2 | 36 |
| 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 2 | 36 |
| 4 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 2 | 32 |
| 5 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 4 | 40 |
| 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 36 |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 3 | 32 |
| 4 | 3 | 3 | 3 | 3 | 5 | 3 | 2 | 3 | 29 |
| 3 | 3 | 3 | 3 | 3 | 5 | 4 | 3 | 3 | 30 |
| 5 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 35 |
| 4 | 3 | 5 | 4 | 3 | 4 | 3 | 3 | 5 | 34 |
| 5 | 3 | 5 | 4 | 4 | 4 | 5 | 3 | 4 | 37 |
| 4 | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 5 | 36 |
| 4 | 3 | 4 | 5 | 4 | 3 | 4 | 3 | 4 | 34 |
| 4 | 3 | 3 | 3 | 3 | 4 | 3 | 5 | 4 | 32 |
| 3 | 3 | 3 | 3 | 4 | 3 | 4 | 5 | 4 | 32 |

3. Keputusan menabung

| y · 1 | y · 2 | y · 3 | y · 4 | y · 5 | y · 6 | y · 7 | x · 8 | total y |
|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 31 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 29 |
| 3 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 29 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 26 |
| 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 29 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 3 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 28 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 27 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 4 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 31 |
| 4 | 5 | 3 | 3 | 5 | 3 | 3 | 3 | 29 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 29 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 25 |
| 4 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 28 |
| 3 | 3 | 4 | 4 | 4 | 4 | 3 | 3 | 28 |
| 3 | 4 | 3 | 3 | 3 | 4 | 5 | 4 | 29 |
| 4 | 5 | 4 | 5 | 3 | 3 | 3 | 4 | 31 |
| 3 | 3 | 4 | 3 | 4 | 5 | 4 | 5 | 31 |
| 5 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 33 |
| 5 | 4 | 5 | 3 | 4 | 4 | 3 | 3 | 31 |
| 3 | 5 | 4 | 5 | 3 | 4 | 3 | 5 | 32 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 4 | 3 | 5 | 3 | 4 | 4 | 4 | 5 | 32 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 31 |
| 4 | 3 | 5 | 3 | 4 | 4 | 5 | 5 | 33 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 28 |
| 4 | 5 | 4 | 3 | 4 | 3 | 3 | 4 | 30 |
| 3 | 3 | 4 | 3 | 4 | 3 | 4 | 5 | 29 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 5 | 26 |
| 4 | 4 | 5 | 3 | 3 | 3 | 3 | 4 | 29 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 39 |
| 3 | 4 | 2 | 2 | 4 | 3 | 3 | 3 | 24 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 | 28 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 4 | 3 | 5 | 3 | 5 | 4 | 3 | 4 | 31 |
| 4 | 5 | 5 | 3 | 5 | 3 | 3 | 3 | 31 |
| 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 26 |
| 4 | 5 | 4 | 3 | 4 | 3 | 3 | 3 | 29 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 25 |
| 4 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 28 |
| 3 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 29 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 39 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 3 | 3 | 3 | 4 | 4 | 4 | 4 | 3 | 28 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 |
| 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 33 |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 |
| 4 | 4 | 4 | 5 | 5 | 3 | 3 | 3 | 31 |
| 4 | 3 | 3 | 5 | 5 | 5 | 5 | 5 | 35 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|----|
| 4 | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 33 |
| 4 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 25 |
| 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 31 |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 |
| 4 | 3 | 5 | 4 | 4 | 5 | 4 | 4 | 33 |
| 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 29 |
| 4 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 30 |
| 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 30 |
| 4 | 4 | 4 | 3 | 3 | 4 | 3 | 3 | 28 |
| 4 | 4 | 3 | 3 | 3 | 5 | 3 | 3 | 28 |
| 4 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 31 |
| 4 | 4 | 5 | 4 | 5 | 3 | 5 | 4 | 34 |
| 3 | 4 | 4 | 4 | 5 | 2 | 5 | 5 | 32 |
| 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 34 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 35 |
| 4 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 31 |
| 4 | 5 | 3 | 3 | 5 | 3 | 4 | 4 | 31 |
| 4 | 5 | 4 | 3 | 5 | 4 | 4 | 3 | 32 |
| 3 | 5 | 4 | 3 | 5 | 5 | 4 | 3 | 32 |
| 4 | 2 | 5 | 4 | 5 | 4 | 2 | 3 | 29 |
| 3 | 3 | 4 | 4 | 5 | 3 | 3 | 3 | 28 |
| 4 | 3 | 4 | 5 | 4 | 4 | 3 | 3 | 30 |
| 4 | 3 | 4 | 4 | 3 | 3 | 3 | 4 | 28 |
| 4 | 4 | 4 | 3 | 3 | 4 | 4 | 4 | 30 |
| 4 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 27 |
| 4 | 3 | 4 | 3 | 5 | 3 | 3 | 5 | 30 |
| 4 | 4 | 5 | 4 | 2 | 4 | 4 | 5 | 32 |
| 3 | 5 | 4 | 4 | 2 | 4 | 4 | 4 | 30 |
| 4 | 3 | 4 | 5 | 2 | 4 | 4 | 3 | 29 |
| 4 | 2 | 4 | 4 | 4 | 3 | 4 | 3 | 28 |
| 4 | 3 | 4 | 3 | 4 | 5 | 4 | 3 | 30 |
| 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 28 |
| 4 | 4 | 4 | 3 | 3 | 3 | 4 | 4 | 29 |

LAMPIRAN 3

1. Karakteristik responden

a. Jenis kelamin

Jeniskelamin

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| Valid Perempuan | 56 | 56.0 | 56.0 | 56.0 |
| laki laki | 44 | 44.0 | 44.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

b. Usia

Usia

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid 17-20 | 22 | 22.0 | 22.0 | 22.0 |
| 21-25 | 41 | 41.0 | 41.0 | 63.0 |
| 26-30 | 34 | 34.0 | 34.0 | 97.0 |
| 36-40 | 3 | 3.0 | 3.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

c. pekerjaan

Pendidikan

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
|--|-----------|---------|---------------|--------------------|

| | | | | |
|----------------|-----|-------|-------|-------|
| Valid Sd | 1 | 1.0 | 1.0 | 1.0 |
| Smp | 1 | 1.0 | 1.0 | 2.0 |
| Sma | 66 | 66.0 | 66.0 | 68.0 |
| diploma strata | 32 | 32.0 | 32.0 | 100.0 |
| Total | 100 | 100.0 | 100.0 | |

2. Validitas

Correlations

| | | x1.1 | x1.2 | x1.3 | x1.4 | x1.5 | x1.6 | totalx1 |
|---------|---------------------|--------|--------|--------|--------|--------|--------|---------|
| x1.1 | Pearson Correlation | 1 | .224* | -.003 | .062 | .189 | -.140 | .429** |
| | Sig. (2-tailed) | | .025 | .977 | .540 | .060 | .166 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.2 | Pearson Correlation | .224* | 1 | .071 | .016 | -.097 | .000 | .377** |
| | Sig. (2-tailed) | .025 | | .483 | .874 | .339 | .994 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.3 | Pearson Correlation | -.003 | .071 | 1 | .441** | .013 | .165 | .594** |
| | Sig. (2-tailed) | .977 | .483 | | .000 | .901 | .101 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.4 | Pearson Correlation | .062 | .016 | .441** | 1 | .268** | .221* | .705** |
| | Sig. (2-tailed) | .540 | .874 | .000 | | .007 | .027 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.5 | Pearson Correlation | .189 | -.097 | .013 | .268** | 1 | -.116 | .357** |
| | Sig. (2-tailed) | .060 | .339 | .901 | .007 | | .249 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x1.6 | Pearson Correlation | -.140 | .000 | .165 | .221* | -.116 | 1 | .457** |
| | Sig. (2-tailed) | .166 | .994 | .101 | .027 | .249 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| totalx1 | Pearson Correlation | .429** | .377** | .594** | .705** | .357** | .457** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

*. Correlation is significant at the 0.05 level (2-tailed).

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

| | | | | | | | | | | | |
|------------|-----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| x2.8 | Pearson | | | | | | | | | | |
| | Correlation | -.023 | -.041 | -.019 | .021 | -.024 | -.055 | -.084 | 1 | .023 | .298** |
| | Sig. (2-tailed) | .818 | .687 | .851 | .839 | .812 | .587 | .408 | | .824 | .003 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| x2.9 | Pearson | | | | | | | | | | |
| | Correlation | .066 | .086 | .106 | -.005 | -.025 | -.235* | -.051 | .023 | 1 | .331** |
| | Sig. (2-tailed) | .516 | .395 | .296 | .964 | .804 | .019 | .617 | .824 | | .001 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| totax 2 | Pearson | | | | | | | | | | |
| | Correlation | .510** | .565** | .626** | .397** | .445** | .267** | .499** | .298** | .331** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .007 | .000 | .003 | .001 | |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

| | y.1 | y.2 | y.3 | y.4 | y.5 | y.6 | y.7 | y.8 | Totally | |
|-----|-----------------|--------|--------|--------|--------|--------|--------|--------|---------|--------|
| y.1 | Pearson | | | | | | | | | |
| | Correlation | 1 | .472** | .424** | .152 | .366** | .182 | .117 | -.046 | .584** |
| | Sig. (2-tailed) | | .000 | .000 | .132 | .000 | .069 | .245 | .649 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| y.2 | Pearson | | | | | | | | | |
| | Correlation | .472** | 1 | .170 | .037 | .249* | .025 | .027 | -.167 | .427** |
| | Sig. (2-tailed) | .000 | | .091 | .714 | .013 | .804 | .793 | .097 | .000 |
| N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | |
| y.3 | Pearson | | | | | | | | | |
| | Correlation | .424** | .170 | 1 | .288** | .268** | .353** | .265** | .308** | .693** |
| | Sig. (2-tailed) | .000 | .091 | | .004 | .007 | .000 | .008 | .002 | .000 |

| | | | | | | | | | | |
|---------|---------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y.4 | Pearson Correlation | .152 | .037 | .288** | 1 | .179 | .139 | .135 | -.005 | .461** |
| | Sig. (2-tailed) | .132 | .714 | .004 | | .076 | .167 | .180 | .959 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y.5 | Pearson Correlation | .366** | .249* | .268** | .179 | 1 | .108 | .136 | -.016 | .562** |
| | Sig. (2-tailed) | .000 | .013 | .007 | .076 | | .283 | .179 | .873 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y.6 | Pearson Correlation | .182 | .025 | .353** | .139 | .108 | 1 | .502** | .295** | .587** |
| | Sig. (2-tailed) | .069 | .804 | .000 | .167 | .283 | | .000 | .003 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y.7 | Pearson Correlation | .117 | .027 | .265** | .135 | .136 | .502** | 1 | .508** | .606** |
| | Sig. (2-tailed) | .245 | .793 | .008 | .180 | .179 | .000 | | .000 | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| y.8 | Pearson Correlation | -.046 | -.167 | .308** | -.005 | -.016 | .295** | .508** | 1 | .423** |
| | Sig. (2-tailed) | .649 | .097 | .002 | .959 | .873 | .003 | .000 | | .000 |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Totally | Pearson Correlation | .584** | .427** | .693** | .461** | .562** | .587** | .606** | .423** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 | .000 | .000 | |
| | N | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

** . Correlation is significant at the 0.01 level

(2-tailed).

*. Correlation is significant at the 0.05 level (2-

tailed).

3. Reliabilitas

a. Brand image

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .733 | 6 |

b. Media communication

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .619 | 9 |

c. Keputusan menabung

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .640 | 8 |

4. Uji asumsi klasik

a. Normalitas

One-Sample Kolmogorov-Smirnov Test

| | |
|--|-------------------------|
| | Unstandardized Residual |
|--|-------------------------|

| | | |
|---------------------------------|----------------|------------|
| N | | 100 |
| Normal Parameters ^a | Mean | .0000000 |
| | Std. Deviation | 2.94008718 |
| Most Extreme Differences | Absolute | .090 |
| | Positive | .081 |
| | Negative | -.090 |
| Kolmogorov-Smirnov Z | | .900 |
| Asymp. Sig. (2-tailed) | | .393 |
| a. Test distribution is Normal. | | |
| | | |

b. Linieritas

Linieritas brand image terhadap keputusan menabung

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. |
|---|----------------|----|-------------|-------|------|
| Keputusanmenabung * Brandimage (Combined) | 217.650 | 10 | 21.765 | 2.621 | .008 |
| Groups | 26.569 | 1 | 26.569 | 3.200 | .077 |
| Deviation from Linearity | 191.081 | 9 | 21.231 | 2.557 | .012 |
| Within Groups | 738.940 | 89 | 8.303 | | |
| Total | 956.590 | 99 | | | |

Linieritas Keputusan Menabung Dengan Media Communication

ANOVA Table

| | Sum of Squares | df | Mean Square | F | Sig. |
|--|----------------|----|-------------|---|------|
| | | | | | |

| | | | | | | | |
|---------------------|-------|----------------|---------|----|--------|--------|------|
| Keputusanmenabung * | Betwe | (Combined) | 249.530 | 14 | 17.824 | 2.143 | .017 |
| Mediacommunica | en | Linearity | 89.269 | 1 | 89.269 | 10.732 | .002 |
| tion | Group | Deviation | 160.260 | 13 | 12.328 | 1.482 | .141 |
| | s | from Linearity | | | | | |
| | | Within Groups | 707.060 | 85 | 8.318 | | |
| | | Total | 956.590 | 99 | | | |

c. Uji Multikolinieritas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|--------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 (Constant) | 15.862 | 4.497 | | 3.527 | .001 | | |
| Brandimage | .162 | .141 | .112 | 1.144 | .255 | .963 | 1.038 |
| Mediacommunication | .293 | .101 | .284 | 2.901 | .005 | .963 | 1.038 |

a. Dependent Variable: Keputusanmenabung

d. Uji Heteroskedastisitas

Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---------------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | -1.598 | 3.078 | | -.519 | .605 |
| Brand image | -.028 | .097 | -.030 | -.294 | .770 |
| Media communication | .125 | .069 | .183 | 1.802 | .075 |

a. Dependent Variable: RES2

5. Hipotesis

a. Uji T

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|-------|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | 14.268 | 5.279 | | 2.703 | .008 | | |
| | Brand Image | .369 | .184 | .198 | 2.004 | .048 | .892 | 1.121 |
| | media komunikasi | .290 | .100 | .287 | 2.906 | .005 | .892 | 1.121 |

a. Dependent Variable: keputusan menabung

b. Uji F

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1 | Regression | 80.730 | 2 | 40.365 | 7.515 | .001 ^a |
| | Residual | 520.980 | 97 | 5.371 | | |
| | Total | 601.710 | 99 | | | |

a. Predictors: (Constant), media komunikasi, Brand Image

b. Dependent Variable: keputusan menabung

c. Uji Detrminasi (R^2)

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .411 ^a | .369 | .352 | 2.31269 |

a. Predictors: (Constant), Media Komunikasi, Brand Image

Palembang, 09 Maret 2020

Nomor : PBS/01/363/20
Lamp : -

Kepada Yth.,
Dekan Fakultas Ekonomi dan Bisnis Islam
Universitas Islam Negeri (UIN) Raden Fatah Palembang
di -
Tempat

Hal : Izin Penelitian

Assalamu'alaikum Warahmatullahi Wabarakatuh

Surat Saudara/i No. B-473/Un.09/N1.1/PP.009/2/2020

Menunjuk surat Saudara/i tersebut diatas, sehubungan dengan izin penelitian tugas akhir (TA)/ skripsi mahasiswa/i Fakultas Ekonomi dan Bisnis Islam, jurusan D3 Perbankan Syariah berikut :

| No | Nama | NIM | Jurusan | Judul Penelitian |
|----|----------------|------------|----------------------|--|
| 1 | Lia Febriyanti | 1730601040 | D3 Perbankan Syariah | Pengaruh Brand Image dan Media Communication Terhadap Keputusan Menabung Pada Bank BNI Syariah Kantor Cabang Palembang |

dengan ini kami sampaikan bahwa izin penelitian tersebut dapat diperkenankan sepanjang tidak berkaitan dengan kerahasiaan Bank serta wajib menjadi nasabah PT. Bank BNI Syariah KC Palembang terlebih dahulu.

Demikian agar maklum. Atas perhatian dan kerjasama Saudara/i kami ucapkan terimakasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

PT. Bank BNI Syariah
Kantor Cabang Palembang



Zain Abror
Pgs. Operational Manager

**FAKULTAS EKONOMI DAN
BISNIS ISLAM
UNIVERSITAS ISLAM NEGERI RADEN
FATAH PALEMBANG**



Jl. Prof. K. H. Zainal Abidin Fikri No. 1 KM. 3,5 Palembang, 30126
Telp. (0711)35276 website: www.radenfatah.ac.id

KARTU BIMBINGAN LAPORAN AKHIR DAN UJIAN KOMPREHENSIF

Nama : LIA FEBRIYANTI
NIM : 1730601040
Judul : Pengaruh Brand image dan media communcation terhadap keputusan menabung pada Bank BNI Syariah kantor cabang Palembang
Dosen Pembimbing : JUWITA ANGGRAINI MHI

| No | Tanggal | Topik | Catatan Pembimbing |
|----|------------------------|---|--|
| 1 | 2020-05-15 09:27:12 | Bimbingan bab I kepada pembimbing 1 | coba kirim ulang, ibu tidak bs buka filenya |
| 2 | 2020-05-20 10:09:55 | Ini sudah saya kirim ulang lagi bu | silahkan perbaikan sesuai dengan arahan. fenomena variable belum terlihat |
| 3 | 2020-06-02 11:41:17 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu mengganggu waktu nya, saya Lia Febriyanti mahasiswa D3 perbankan syariah, izin mengirim revisi bab 1 dengan perbaikan variabel yang belum terlihat, mohon bimbingan dan arahan nya Bu, terimakasih wassalamu'alaikum. | fenomena media komunikasi belum terlihat |
| 4 | 2020-06-08 09:33:24 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu mengganggu waktu nya, saya Lia Febriyanti mahasiswa D3 perbankan syariah, izin mengirim revisi bab 1 dengan perbaikan fenomena media komunikasi yang belum terlihat, mohon bimbingan dan arahan nya Bu, terimakasih wassalamu'alaikum. | media komunikasi secara teoritis dengan fenomena yang ada atau misalnya permasalahan media komunikasi yang tidak efektif |
| 5 | 2020-06-12 08:58:26 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu mengganggu waktu nya, saya Lia Febriyanti mahasiswa D3 perbankan syariah, izin mengirim revisi bab 1 dengan perbaikan fenomena media komunikasi, mohon bimbingan dan arahan nya Bu, terimakasih | silahkan lanjut bab 2 |

| | | | |
|----|------------------------|--|---|
| 6 | 2020-06-17 08:11:30 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu mengganggu waktu nya, saya Lia Febriyanti mahasiswa D3 perbankan syariah, izin mengirim bab 2, mohon bimbingan dan arahan nya Bu, terimakasih | Silahkan perbaikan sesuai dengan catatan dalam file. 1. pengertian keputusan menabung refrensinya tidak ada, 2. media komunikasi penelitian ini silahkan tekankan pada komunikasi pemasaran |
| 7 | 2020-06-24 15:11:50 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu mengganggu waktu nya, saya Lia Febriyanti mahasiswa D3 perbankan syariah, izin mengirim revisi bab 2, mohon bimbingan dan arahan nya Bu, terimakasih | ACC bab 2 silahkan lanjut Bab 3 |
| 8 | 2020-06-30 09:53:20 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu mengganggu waktu nya, saya Lia Febriyanti mahasiswa D3 perbankan syariah, izin mengirim bab 3, mohon bimbingan dan arahan nya Bu, terimakasih | Silahkan perbaiki sesuai dengan komentar pada File. 1. sumber jumlah populasi. 2. alasan memilih sampling slovin |
| 9 | 2020-07-07 12:27:32 | Assalamualaikum warahmatullahi wa barakatuh, maaf Bu sebelum nya saya Lia Febriyanti mahasiswa Perbankan Syariah izin menjawab revisian kemarin Bu, Lia mendapatkan sumber informasi populasi dari pegawai bank BNI Syariah lebih tepat nya mba Pricilla selaku customer service head, dan untuk alasan memakai slovin itu di karena rumus slovin itu lebih sederhana dan mudah penggunaannya dari pada rumus lainnya, dengan taraf signifikansi 95% dan standar errornya 0.1. terimakasih sebelumnya ibu dan mohon bimbingannya jika masih ada yang kurang tepat. | ACC Bab III Silahkan Kirim Kuisisioner |
| 10 | 2020-07-13 09:43:51 | Assalamualaikum Bu, saya Lia Febriyanti izin mengirim kuisisioner penelitian saya Bu, terimakasih sebelumnya | ACC kuisisioner dan silahkan lanjut kelapangan |
| 11 | 2020-08-10 11:13:38 | Assalamualaikum Bu, ini Lia lampirkan bab 4 dan bab 5 Lia bu, mohon bimbingan dan arahan nya Bu, terimakasih wassalamu'alaikum. | Tolong kirim bab 4 dan 5 saja |
| 12 | 2020-08-19 09:49:34 | Assalamualaikum Bu, ini Lia lampirkan bab 4 dan bab 5 saja, terimakasih Bu. | dalam pembahasan, penelitian ini mendukung penelitian siapa, bukan didukung |
| 13 | 2020-08-26 12:49:32 | Assalamualaikum Bu, ini Lia kirim revisian bab IV dan bab V lia Bu. Terimakasih | Acc Bab 4 dan 5 |



PROGRAM STUDI D3 PERBANKAN SYARIAH
FAKULTAS EKONOMI DAN BISNIS ISLAM
UIN RADEN FATAH PALEMBANG

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LEMBARAN KONSULTASI TUGAS AKHIR

Nama : Lia Febriyanti
NIM : 1730601040
Prodi : D3 Perbankan Syariah
Judul Tugas Akhir : Pengaruh Brand Image dan Media Communication terhadap keputusan menabung di Bank Muamalat kantor cabang Palembang
Pembimbing II : Iceu Sri Gustiana, SS.,MM

| No | Hari/Tanggal | Hal Yang Dikonsultasikan | Paraf |
|----|--------------|--|-------|
| 1. | 9-2-2020 | Acc Proposal | |
| 2. | 17-2-2020 | Perbaikan Bab I, perbaikan sistematis penulisan. | |
| 3. | 21-2-2020 | Acc Bab I | |
| 4. | 25-2-2020 | Acc Penggantian lokasi Penelitian | |
| 5. | 4-3-2020 | Acc Bab I | |
| 6. | 13-3-2020 | Perbaikan Bab II, perbaikan sistematis penulisan, tambahan kerangka penelitian | |
| 7. | 16-3-2020 | Acc Bab II | |
| 8. | 17-3-2020 | Perbaikan Bab II, perbaikan sistematis penulisan | |



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Nama : Lia Febriyanti
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Prodi : D3 Perbankan Syariah
Judul Tugas Akhir : Pengaruh Brand Image dan media communication terhadap keputusan menabung pada bank BNI Syariah kator cabang Palembang
Pembimbing II : Iceu Sri Gustiana, SS.,MM

| No | Hari/Tanggal | Hal Yang Dikonsultasikan | Paraf |
|-----|---------------|---|--------------------|
| 9. | 7- 5 - 2020 | Acc Bab III | <i>[Signature]</i> |
| 10. | 14- 5 - 2020 | Acc kuisisioner | <i>[Signature]</i> |
| 11. | 13 - 7 - 2020 | Perbaikan Bab IV. perbaiki analisa hasil penelitian | <i>[Signature]</i> |
| 12. | 21 - 7 - 2020 | Acc Bab IV | <i>[Signature]</i> |
| 13. | 28 - 7 - 2020 | Acc keseluruhan Bab dan ikut ujian | <i>[Signature]</i> |

DATA RIWAYAT HIDUP

I. Data pribadi

Nama : Lia Febriyanti
Nim : 1730601040
Tempat, tanggal lahir : Air Gading, 22 februari 1999
Jenis kelamin : Perempuan
Jurusan/fakultas : D3Perbankan syariah
Agama : Islam
Anak ke : Pertama
Status dalam keluarga : Anak Kandung
Status perkawinan : Belum Kawin
Alamat : Ds. Air Gading, Jalur 20, Kec. Muara
Padang, Banyuasin, Sumatera Selatan
E-mail : Liafebrianti407@gmail.com
Telepon/HP : 085764211992

II. Data orang tua

Nama Ayah : Purnomo
Nama Ibu : Ngatini

III. Pendidikan

- SD 6 AIR GADING
- SMP MUHAMMADIYAH 1 MUARA PADANG
- SMAN 1 MUARA PADANG
- UNIVERSITAS ISLAM NEGERI RADEN FATAH
PALEMBANG