

The Influence of Service Quality on the Increasing In Switching Intention of Membership of Credit Union Makmur Sejahtera Bagan Batu

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ABSTRACT

Credit Union Makmur Sejahtera Bagan Batu is one of loan cooperatives which operates at Bagan Batu. It manages its members' assets in the form of savings and loan products. The result of preliminary observation, based on the report on RAT (Closing Year Meeting) of 2017, revealed that it grew 2.62% which was not ideal since it decreased, compared with its condition in the previous year. The objective of this research was to find out the influence of service quality on the increase in Switching Intention of membership of Credit Union Makmur Sejahtera Bagan Batu. The research used comparative study method. The data were gathered by distributing questionnaires to the members of the cooperative and processed by using multiple linear regression analysis. The population was all members who did savings and loan at the cooperative, and 100 of them were used as the samples. The result of the research showed that the variable of service quality which included tangibles, reliability, responsiveness, assurance, and empathy simultaneously had the influence on the increase in Switching Intention of membership of Credit Union Makmur Sejahtera Bagan Batu. Partially, only the variables of assurance and empathy had the influence on the increase in Switching Intention of membership of Credit Union Makmur Sejahtera Bagan Batu.

Keywords: *Credit Union, Service Quality, and Switching Intention*

INTRODUCTION

Credit Union is one of the credit cooperative based financial institutions. Credit Union was established with the main objective of increasing the welfare of its members. As a non-bank financial institution that uses the principles and values of credit cooperatives, the Credit Union must strive to be able to manage its service quality as a professional institution to be able to increase credit growth through increasing the number of members.

At present the number of credit cooperatives and bank financial institutions, non-bank financial institutions are emerging, this, of course, makes the level of competition even tighter. In order to win the

competition, an organization must have an advantage over other organizations. This is no exception for Credit Union. One of the factors that resulted in competitive advantage and increased market share for Credit Union was the application of appropriate and effective marketing strategies and supported by the ability of Credit Union to understand existing strengths and weaknesses, and the external environment and internal environment. This is the basis for mapping the position of competitiveness of Credit Union.

One of the credit cooperatives operating in Bagan Batu is Credit Union Makmur Sejahtera Bagan Batu. Credit Union Makmur Sejahtera Bagan Batu is

under the auspices of the Indonesian cooperative (INKOPDIT). Credit Union Makmur Sejahtera Batu manages member assets in the form of savings and loan products, Credit Union Makmur Sejahtera Bagan Batu has a priority to prioritize financial education of members so that the welfare of members is guaranteed.

At present, Credit Union Makmur Sejahtera Bagan Batu is experiencing unstable membership conditions, since 2010 until 2017 there has been a significant increase in Switching Intention membership, as shown in Table 1

Tabel 1 Deveoplment member of CU Makmur Sejahtera 2009 – 2017

Year	In (people)	Out (People)	Percentage (%)	Member Tottal (orang)
2009	454	-	-	454
2010	552	43	0.7	963
2011	966	142	14	1.793
2012	1.115	289	25	2.619
2013	718	386	53	2.951
2014	1.235	384	31	3.479
2015	1.174	455	39	4.198
2016	812	546	67	4.464
2017	788	611	77	4.641

Based on Table 1, the number of new members entering in 2015 was 1,174 while the number of members of the Credit Union Makmur Sejahtera Bagan Batu came out as many as 455 people so that the total members in the 2015 financial year totaled 4,198 people. The percentage of new members growth is 20.6%.

In the 2016 Year-End Meeting (RAT) report, the number of members is 812 while the number of members of the Credit Union Makmur Sejahtera Bagan Batu is out of 546 people, the total members in the 2016 financial year are 4,464 people, the growth percentage of new members is 6.3% and not ideal because it has decreased from 2015.

In 2017 End of Year Meeting (RAT) report, the number of new members of the Credit Union Makmur Sejahtera Bagan Batu is 788 people, while the number of outgoing members is 611 people, 16 people die. Credit Union Makmur Sejahtera Bagan Batu's total members of totaled 4,641 people, experienced growth of 2.62% and

were not ideal, and experienced a decline from the previous year.

Referring to the data in Table 1.1 above, it is necessary to take strategic management steps to make members more loyal to Credit Union Makmur Sejahtera Bagan Batu. Strategic Management in question is to improve the quality of service for Credit Union Makmur Sejahtera Bagan Batu. According to Akdon (2011: 277), management strategy is an art and science of making (formulating), implementing (implementing), and evaluating (evaluating) strategic decisions between functions that enable the organization to achieve its future goals. Thus, management of the strategy consists of three types of management processes, namely making strategies, implementing strategies, and/or controlling strategies. Making strategies involves developing long-term missions and objectives, identifying opportunities and threats from outside as well as strengths and weaknesses in the organization, developing alternative strategies including determining annual operational targets, and determining appropriate strategies to be applied.

The process of implementing the strategy must integrate the components that support the implementation of the strategy. These components include organizational policy, motivating employees, and allocating resources (HR and Non-HR) so that the established strategies can be implemented (Akdon, 2011: 277).

While the notion of service quality according to Lewis and Booms (1983) is a measure of how well a service encounters a match with customer expectations. Organizing service quality means compromising customer expectations in a consistent manner. "

The importance of improving service quality is to create customer satisfaction by making customers the main focus. So, the issue of service quality and customer satisfaction is now increasingly important and critical for service companies. Therefore, companies need to build a service quality management system, identify

possible gaps, and influence consumer satisfaction and after-service consumer behavior. Through this understanding, it is expected that service companies will be able to eliminate consumer demands and optimize customer satisfaction (Lupiyoadi & Hamdani, 2006).

In order to satisfy customers, efforts to improve service quality are generally focused on measuring tangible, reliability, responsiveness, assurance, and empathy.

LITERATURE REVIEW

In an effort to find a solution to the problems of service quality faced by Credit Union Makmur Sejahtera Bagan Batu, the researchers chose the independent variables identified as influential on the problem of Switching Intention to the Credit Union Makmur Sejahtera Bagan Batu. Free variables used are service quality consisting of tangible, reliability, responsiveness, assurance, and empathy. The independent variable will be tested with the dependent variable. The dependent variable that will be used by researchers is increasing the Switching Intention of the Credit Union Makmur Sejahtera Bagan Batu membership.

According to Supranto, service quality is a result that must be achieved and carried out with action. But the action is intangible and easily lost, but can be felt and remembered. The impact is that consumers can be more active in the process of consuming products and services of a company.

According to Kotler in Alma (2007: 286), revealing that service quality is a way of working companies that try to hold continuous quality improvements to the processes, products, and services produced by the company

Service quality is generally not seen in separate constructions, but in aggregate where individual dimensions are included to obtain overall service quality. Majid (2009: 46), said that good and quality service will be able to meet the expectations of customers, and customers whose

expectations are met can be sure the customer feels a satisfaction.

Whereas according to Kotler and Keller (2009: 50), customers will be very satisfied, if they get services that exceed their expectations. If what is obtained exceeds what was previously expected, then the customer will feel very satisfied, but on the contrary, if what is obtained is less than the previous expectations, then the customer will be disappointed as a form of dissatisfaction.

Regarding the influence of service quality on satisfaction said by Kurtz and Clow (1998: 382) in Laksana (2008: 97) that "if the service performs at the level of the expected, the satisfaction level is considered to be just "OK ", the point is if the service provided to customers is as expected, then the level of service can be considered good.

According to Ardhista Rahman (2013), Switching Intention is the behavior of consumers who make changes from the brand of products used are consumed with other brands. The brand movement is behavior carried out by consumers because of their own reasons. Or it means a customer or group of customers who switch trust from one product brand to another product brand.

Switching intention consists of two things, namely:

1. Customer Intention

The desire of consumers to repurchase depends on the customer's evaluation of the previous purchase transaction. Consumers when evaluating their previous experiences, consumers usually consider factors such as product performance, costs and benefits derived from the product. Consumer transfer is a condition where customers move from one service provider to another service provider.

2. Customer Switching

Customer Switching is a condition where customers move from one service provider to another service provider

Relationship between Service Quality and Switching Intention

Service quality not only affects customer satisfaction but also affects some behavioral responses (Malik & Naeem, 2011). The results of the study explain that service quality can influence switching intention. According to Berry, et. al. (1988) in Yuliana and Mustikawati (2007), service quality is the most powerful competitive weapon by many organizations in terms of service, where these efforts can minimize customers to move and find better new service providers. In this study, if the quality of Credit Union Makmur Sejahtera Bagan Batu's service is not good, the tendency of Credit Union Makmur Sejahtera Bagan Batu to become dissatisfied and tend to or have the intention to move to other financial institutions that are more professional in carrying out their business activities.

Credit Union Makmur Sejahtera Chart Batu manages member assets in the form of savings and loan products, At present Credit Union Makmur Sejahtera Bagan Batu has unstable membership conditions, since 2014 until 2017 there has been a significant increase in Switching Intention membership. It was alleged that there were a number of factors that led to the increase in the Switching Intention of the Credit Union Makmur Sejahtera Bagan Batu membership. First, based on a preliminary survey at Credit Union Makmur Sejahtera Bagan Batu increased the Switching Intention of Credit Union members, Credit Union Makmur Sejahtera Bagan Batu was caused by intense competition among financial institutions operating in the city of Bagan Batu which was included in Bagan Sinembah District, Rokan Hilir Regency, Riau Province. This can be seen from the existence of existing financial institution offices. Currently, there are 6 (six) private banks and government banks including Bank Mandiri, BNI Bank, BRI Bank, Panin Bank, Bank Danamon, and Bank Riau. There are 4 (four) Credit Union financial institutions, namely Makmur Sejahtera Bagan Batu Credit Union, Young Tunas Credit Union, Flamboyan Jaya Credit

Union and Mandiri Credit Union domiciled in Bagan Batu. So that there are indications of Switching Intention is very easy to occur, based on tangible dimension market surveys that include physical facilities (buildings, warehouses, etc.), equipment and equipment used (technology), and the appearance of employees affect the high number (Switching intention).

Secondly, Based on the initial survey at Credit Union Makmur Sejahtera Bagan Batu, CU employees have not been able to demonstrate the ability to provide services as promised in a timely and reliable manner. When compared with other financial institutions operating in Bagan Batu, the standard operating procedure (SOP) of the existence of the Bank certainly guarantees the reliability of its employees to serve customers. So that there is an indication of the dimensions of reliability which consist of the timeliness of service, the same service for all customers without errors, a sympathetic attitude, and with high accuracy affecting the increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu membership.

Third, based on the initial survey at Credit Union Makmur Sejahtera Bagan Batu, CU employees have not been able to provide fast (responsive) and appropriate services to customers, that the level of speed in conducting financial transactions, especially for money lending, requires longer time and procedures when compared with other financial institutions, for example, if members make loans to Rural Banks (BPR), so the responsiveness dimension influences the increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu.

Fourth, based on a preliminary survey at Credit Union Makmur Sejahtera Bagan Batu, if you look at the database for financial displacement, an indication of the high interest in Switching Intention is because Credit Union Makmur Sejahtera Bagan Batu has not been able to provide assurance and assurance to members, so many members are more confident to conduct financial transactions in other

financial institutions that are more credible in providing guarantees and protection for their customers. The assurance dimension, which consists of several components including communication, credibility, security, competence, and manners, greatly influences the increase in the Switching Intention of the Credit Union Makmur Sejahtera Bagan Batu.

Fifth, based on the initial survey at Credit Union Makmur Sejahtera Bagan Batu, the results of the questionnaire showed a lack of empathy for officers or Credit Union Makmur Sejahtera Bagan Batu in giving sincere and individual or personal attention to members. The empathy (empathy) dimension consists of indicators prioritizing the public interest, giving information honestly and truthfully, serving with a friendly and polite attitude, not discriminating, serving and appreciating. Lack of staff or employee awareness of the empathy (empathy) dimension is an indication that influences the increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu.

In an effort to overcome the problem of increasing the Credit Union Makmur Sejahtera Bagan Batu, a schematic model was created in the form of a theoretical framework.

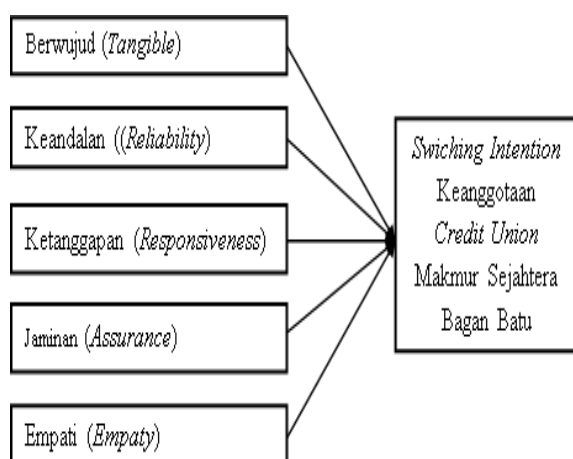


Figure 1 : Conceptual Frame

5 (five) independent variables namely tangible, reliability, responsiveness, assurance, and empathy. As well as the dependent variable in this study is the

problem of increasing switching the intention of the members of the Credit Union Makmur Sejahtera Bagan Batu (Y).

Hypothesis

The hypothesis in this study is as follow :

1. Tangible dimensions have a significant effect on switching the intention of the Credit Union Makmur Sejahtera Bagan Batu membership
2. Dimensions of reliability have a significant effect on switching the intention of the Credit Union Makmur Sejahtera Bagan Batu membership
3. The dimension of responsiveness (X3) has a significant effect on switching the intention of the Credit Union Makmur Sejahtera Bagan Batu membership.
4. The assurance (X4) dimension has a significant effect on switching the intention of the Credit Union Makmur Sejahtera Bagan Batu membership
5. The dimension of empathy (empathy) (X5) has a significant effect on switching the intention of the Credit Union Makmur Sejahtera Bagan Batu membership

MATERIALS & METHODS

The method used in this study is a comparative method. The comprehensive method is a study conducted to get a fundamental answer about the differences in the characteristics of a population with one or more different populations but at the same time. The approach in this study is a quantitative approach, namely research that emphasizes its analysis on numerical data (numbers) so that there will be known a significant relationship between the variables studied and produce conclusions that will clarify the picture of the object under study. The type of research used is correlational research.

This research was carried out in the Credit Union Makmur Sejahtera Bagan Batu office, 32 Balam Service Station, Rhino intersection Service Center, and White Kosik Service Center (TP). All offices and service points (TP) are in Bagan Sinembah District, Rokan Hilir Regency, Riau Province, 26992.

The population in this study were active members who carried out savings and loan activities at Credit Union Makmur Sejahtera Bagan Batu. The sample size is 100 respondents. The sampling method was carried out by convenience sampling technique. The data collection method used is by distributing questionnaires to active members and those who are not active at the Makmur Sejahtera Credit Union Bagan Batu. In this study 100 respondents were used, this was based on calculations using the Slovin formula (Sinulingga, 2017).

RESULT AND DISCUSSION

Classical Assumption Test Results

The classic assumption deviation test consists of a normality test, multicollinearity test, and heteroscedasticity test.

Normality Test

The normality test is conducted to find out whether the data taken in the study comes from populations that are normally distributed or close to normal. If the data is not around the diagonal line area and does not follow the normal distribution pattern, a estimate will be obtained. Normality test can be done with graph analysis, namely on the histogram graph.

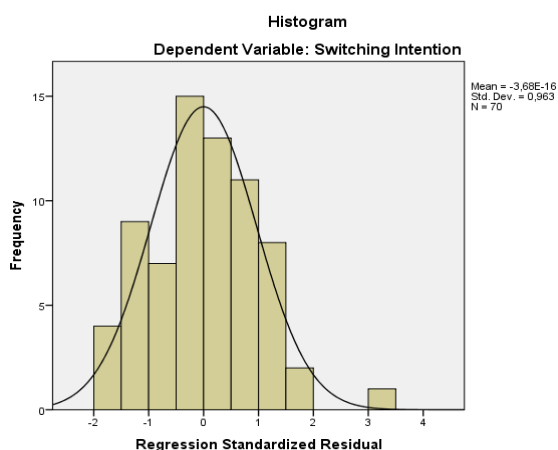


Figure 2. Distribution Pattern

Table 2. Multicollinearity test

No	Variable	Tolerance	VIF	Conclusion
1	(Tangible)	0,493	2,028	no Multicollinearity
2	(Reliability)	0,560	1,787	no Multicollinearity
3	(Responseveness)	0,543	1,842	no Multicollinearity
4	(Assurance)	0,394	2,540	no Multicollinearity
5	(Empathy)	0,406	2,464	no Multicollinearity

The histogram graph in figure 1 shows the pattern of normal distribution because it shows a graph following the distribution of the normal curve.

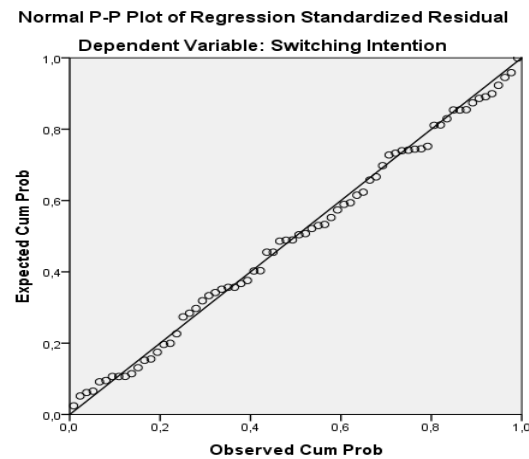


Figure 3. Normal P Plot of regression Standardized Residual

Normal Probability chart the plot in figure 2 shows a normal distribution pattern where data spreads around the diagonal line and follows the direction of the diagonal line.

Multicollinearity Test

Multicollinearity test is to see whether or not there is a high correlation between independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, then the relationship between the independent variable and the dependent variable becomes disturbed. A good regression model should not occur the correlation between independent variables. To detect the presence or absence of multicollinearity in the regression model can be seen from the tolerance value and variance influence factor (VIF) the test results can be seen as follows.

The value of VIF for the independent variable above is less than 10 (VIF <10) and the tolerance value of each variable is above 0.10 (tolerance > 0.10) so that it can be said that there are no symptoms of multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test aims to test in the regression model variance inequalities occur from residuals, an observation to other observations. If the variance of the residuals from observations to other observations remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. From Figure 4.3 it can be seen that the resulting points spread randomly and do not form a particular pattern. The results of this study indicate that heteroscedasticity does not occur.

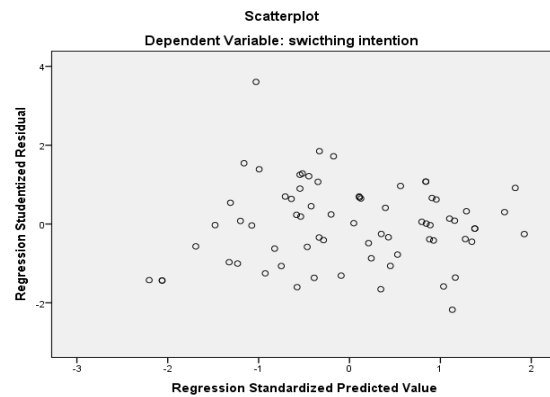


Figure 4. Grafik scatterplot uji Heteroskedastisitas

Glejser method Test

Based on Table 3 it is known that the significance value for Tangible variables is 0.361, Responsibility 0.855 and Guarantee of 0.946 this shows that the significant value is above the confidence level of 10% (0.1) while the reliability variable is 0.039 and the empathic variable is 0.042. the significance is below the 10% confidence level.

Tabel 3 Heteroscedasticity test by Glejser test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,934	1,860		2,653	,010
	Tangible	-,081	,088	-,151	-,921	,361
	Reliability	,200	,095	,325	2,106	,039
	Responseveness	-,016	,086	-,029	-,184	,855
	Assurance	,006	,091	,012	,067	,946
	Emphaty	-,247	,119	-,375	-2,070	,042

a. Dependent Variable: RES2

Analysis of Multiple Linear Regression

Based on the results of data processing in the table it looks unstandardized section B Coefficients obtained by multiple linear regression equations, namely as follows:

$$Y = -2.094 + 0.299X1 + 0.030X2 + (-0.184X3) + 0.267X4 + 0.570X5.$$

Determination Coefficient Analysis (R2)

The coefficient of determination analysis (R2) is used to see the ability of the

independent variable (free) to explain its influence on the dependent variable (bound). From Table 4.18 it can be seen that the coefficient of determination (R Square) is 0.454. This shows that the variable ability to materialize, reliability, responsiveness, assurance, and empathy affect the variable Switching (Y) of 45.4%, the remaining 54.6% is explained by variables not examined.

Tabel 4.. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,674 ^a	,454	,411	2,888

a. Predictors: (Constant), Empati, Berwujud, Keandalan, Ketanggapan, Jaminan

Partial Testing of Hypotheses (T-Test)

This test is used to find out whether the independent variable regression models (X1,X2,X3,X4,X5) partially have a significant effect on the dependent variable (Y). The test result can be seen from the following table

Tabel 5 Test Result Table t

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.2094	3,269		-.641	,524
	Tangible	,299	,155	,254	1,930	,058
	Realibility	,030	,167	,022	,177	,860
	Responseveness	-.184	,151	-.153	-1,217	,228
	Assurance	,267	,160	,246	1,673	,099
	Empathy	,570	,210	,394	2,718	,008

a. Dependent Variable: Swiching Intention

Result from table 5 show that :

1. Testing the First Hypothesis (H1)

It is known that Tangible variable significance value (X1) is 0.058 <of 0.1 and tcount is 1.930> of ttable is 1.669 so it can be concluded that H1 is accepted which means there is a significant effect of X1 variable (tangible) on variable Y (switching intention)

2. Testing of the Second Hypothesis (H2)

Variable significance value is known Reliability (X2) is 0.860> from 0.1 and the value of tcount is 0.177 <from ttable is 1.669 so it can be concluded that H2 is rejected which means there is no significant influence variable Reliability (X2) on the swiching intention variable (Y)

3. Testing the third Hypothesis (H3)

It is known that the significant value of Responsibility variable (X3) is 0.228> of 0.1 and the value of tcount is -1.217 <of ttable is 1,669 so it can be concluded that H3 is rejected which means there is no significant influence of Responsibility variable (X3) on the switching intention variable (Y).

4. Testing the fourth hypothesis (H4)

It is known that the significance of the Guarantee variable (X4) is 0.099 <of 0.1 and the tcount is 1.673> of the table of 1.669 so it can be concluded that H4 is accepted which means that there is a significant effect of Guarantee variable (X4) on the swiching intention variable (Y)

5. Testing the fifth hypothesis (H5)

It is known that the significant value of the Empathy variable (X5) is 0.008 <from 0.1 and the value of tcount is 2.718> from the table of 1.669 so it can be concluded that H5 is accepted which means there is a significant influence of Empathy variable (X5) on the swiching intention variable (Y).

Simultaneous Hypothesis Testing (Test-F)

Based on the table, it can be concluded that the significance value is 0.000 <from 0.1 and the value of Fcount is 10.645> from Ftable is 1.95 for the confidence level of 90%, it can be concluded that there are significant (simultaneous) independent variables (X1, X2, X3, X4, X5) to the dependent variable (Y).

Tabel 6 Test Result F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	444,015	5	88,803	10,645	,000 ^b
	Residual	533,927	64	8,343		
	Total	977,943	69			

a. Dependent Variable: Swiching Intention

b. Predictors: (Constant), Empati, Berwujud, Keandalan, Ketanggapan, Jaminan

DISCUSSION AND CONCLUSION

Tangible Variable Influence on Increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu

Thus it can be concluded that the hypothesis in this study is that the tangible dimension has a significant effect on the

increasing switching of the intention of the Credit Union Makmur Sejahtera Bagan Batu members to be proven and proven.

Variable Effect of Reliability on Increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu

Based on the results of the research conducted by the researcher proving that there is no influence of reliability variables on the increasing switching of the intention of the Credit Union Makmur Sejahtera Bagan Batu membership, this can be seen from the results of the partial test (t-test) which shows a tcount of 0.177 <from ttable is 1,669 and the significance value is 0.860> from 0.1 so it can be concluded that the reliability variable is one of the factors that does not influence the increasing switching of Credit Union Makmur Sejahtera Bagan Batu intention.

Effect of Responsiveness on Increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu membership

Based on the results of the research conducted by the researchers prove that there is no effect of responsiveness on the increasing switching of the intention of Credit Union Makmur Sejahtera Bagan Batu membership, this can be seen from the results of partial tests (t-test) which show a t-count of -1.217 < from the table of 1,669 and the significance value is 0.228> of 0.1, thus it can be concluded that the responsiveness variable is another factor that does not cause an increase in switching the intention of the Credit Union Makmur Sejahtera Bagan Batu membership.

Influence of Guarantee Variables (Assurance) on Increasing Switching Intention of Credit Union Makmur Sejahtera Bagan Batu Member

Based on the results of the research conducted by the researcher, it was proved that there was a positive and significant influence of the assurance variable towards the Credit Union Makmur Sejahtera Bagan Batu membership, this can be seen from the results of the partial test (t-test) where the tcount was 1,673> from the table of 1,669 and the significance value of 0.099 <0.1, it can be concluded that the assurance variable is one of the factors that influence the increasing switching of the intention of the Credit Union Makmur Sejahtera Bagan Batu membership.

Influence of Empathy Variables on Increasing Switching Intention Credit Union Makmur Sejahtera Bagan Batu membership

Based on the results of the research conducted by researchers, it was proved that there was an influence of empathy (empathy) variable on the increase in the intention of Credit Union Makmur Sejahtera Bagan Batu membership, this can be seen from the results of partial tests (t-test) where the tcount is 2.718> of t table 1,669 and a significance value of 0.008 <0.1, so it can be concluded that the Empathy (empathy) variable is one of the factors that influence the switching of the intention of the Credit Union Makmur Sejahtera Bagan Batu membership.

Recommendations

Based on the result of research, discussion, and conclusions the suggestions that can be given are as follows :

1. For Credit Union Makmur Sejahtera Bagan Batu should pay attention to matters relating to positive and significant variables in this study, namely:

a. Tangible Variables

Credit Union Makmur Sejahtera Bagan Batu must pay attention to conditions and neatness in all service locations so that comfortable members make financial transactions and the management Credit Union Makmur Sejahtera Bagan Batu must repair TP Balam 32 it's known to the community around the Balam 32 area.

b. Variability of Reliability

Board of Management Credit Union Makmur Sejahtera and Supervisor Makmur Sejahtera Bagan Batu must conduct employee evaluation evaluations with clear and measurable key performance indicators (KPI), so that employees can work with professionals.

c. Responsiveness Variables

The Board of Management and Supervisors must improve the ability to use information technology such as the creation of CU web-sites, on-line member information services

and the provision of financial information to members by sms-banking.

d. Guarantee Variable (Assurance)

Credit Union Makmur Sejahtera Bagan Batu must hold training on a routine basis, provide clear information and provide understanding to Credit Union members on the understanding of costs and the amount of interest charged when conducting financial transactions, so there is no communication error between officers and members.

e. Variable Empathy

Credit Union Makmur Sejahtera Bagan Batu provides basic education on the principles of Credit Union to all members both before and after becoming a member of the Credit Union so members understand that Credit Union is built on the basis of member empathy towards other members, the willingness of members to save part of their money in Credit union for the prosperity of other members, not on the value of empathy given by staff and administrators to members.

2. For the next researcher, make this paper as a reference material and develop other factors that are not examined specifically those relating to matters relating to Credit Union, namely the problem of human resource management, credit aspects and financial aspects of Credit Union.

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