

ABSTRAKS

Lembaga keuangan berbasis syariah menjadi kekuatan ekonomi yang saat ini banyak dilirik oleh berbagai pihak. Hal itu menjadi faktor pendorong untuk terus memperbaiki setiap jengkal sistem dan kebijakan demi bersaing dengan lembaga keuangan non syariah. Penelitian ini merupakan penelitian explanatory yaitu untuk menjelaskan hubungan kausalitas antar variabel melalui proposisi konfirmatory. Teknik analisis yang digunakan adalah Structural Equation Modelling (SEM). Jumlah sampel sebanyak 60 responden yang tersebar di beberapa BMT se – Kabupaten Demak. Metode sampling yang digunakan purposive sampling yaitu staf yang memiliki jabatan strategis di BMT. Analisa data menggunakan Evaluasi Measurement (Outer) Model, Square Root Average Variance (AVE), Composite Reability, R– Square dan Uji T. Dari hasil analisa data menunjukkan bahwa 1) adanya pengaruh positif dan signifikan antara shilaturahim dengan islamic competitive advantage dengan nilai T Statistik 2.775. 2) adanya pengaruh positif dan signifikan antara market orientation dengan Islamic Competitive Advantage dengan nilai T Statistik 3.343. 3) adanya pengaruh positif dan signifikan antara shilaturahim dengan marketing performance dengan nilai T Statistik 3.441. 4) adanya pengaruh positif dan signifikan antara market orientation dengan marketing performance dengan nilai T Statistik 2.398. 5) adanya pengaruh positif dan signifikan antara islamic competitive advantage dengan marketing performance dengan nilai T Statistik 2.655.

Kata kunci : *Shilaturahim, Market orientation, Islamic Competitive Advantage, Marketing Performance*

ABSTRACT

Sharia-based financial institutions become an economic force that is currently being seen by many parties. . This has become a driving factor to continue to improve every inch of the system and policy in order to compete with non-sharia financial institutions. This research is an explanatory research which is to explain causality between variables through a confirmatory proposition. The analysis technique used is Structural Equation Modeling (SEM). The number of samples as many as 60 respondents spread across several BMTs throughout Demak Regency. The sampling method used was purposive sampling, namely staff who have strategic positions at BMT. Analysis of data using Evaluation of Measurements (Outer) Model, Square Root Average Variance (AVE), Composite Reability, R-Square and T Test. From the results of data analysis shows that 1) there is a positive and significant influence between shilaturahim and Islamic competitive advantage with the value of T Statistics 2,775. 2) there is a positive and significant influence between market orientation and Islamic Competitive Advantage with a value of T Statistics 3,343. 3) there is a positive and significant influence between shilaturahim and marketing performance with a value of T Statistics 3,441. 4) there is a positive and significant influence between market orientation and marketing performance with a value of T Statistics 2.398. 5) there is a positive and significant influence between Islamic competitive advantage with marketing performance with a value of T Statistics 2,655.

Keywords: Shilaturahim, Market orientation, Islamic Competitive Advantage, Marketing Performance