## ABSTRACT

Undergraduate thesis entitled "The Evaluation Of Sharia Marketing Implementation At Muamalat Bank Branch Surabaya" This is the result of quantitative research aimed to answering the question whether there is a gap or not between the ideal concept of sharia marketing with the practice at Muamalat bank branch Surabaya and to analyze which dimensions are the causes of gap between practice with theory.

The research methodology is quantitative, to analyze the differences between two object using paired t-test. The method used is a survey method, which in this study, researcher selected a number of respondents in this case are the marketing staffs as a sample and give them a questionnaire. Also supporting data collection through interviews with informants in this study are employees of PT Muamalat Bank Indonesia Tbk. branch Surabaya.

The results obtained the significant differences between the ideal concept of sharia marketing with marketing practices in Muamalat Bank Branch Surabaya. This difference is come from paired t-test result which the practice scores are taken from marketing staff of Muamalat Bank through the quistionnaire. And in this case, humanistic dimension (*Insãniyyah*) is a lowest dimension in score compared to the ideal concept of sharia marketing. This dimension includes human nature are maintained and preserved, not discriminating customers with their social status, race or ethnicity. Then in the next sequence is a realistic dimension (*waqiyyah*) was on the second level of gap make a difference between theory and practice. These dimensions include the attitude of a syariah marketer such as flexible, professional, proficient and expert in the field of marketing.

Based on the discussion and analysis result in this research, author indicated that the marketing staffs of Muamalat Bank Branch Surabaya still needs to improve the terms of competence to survive, to compete in each market and business conditions. Furthermore, For Muamalat Bank Branch Surabaya, especially its marketing staff to retain their performance in sharia marketing principles and improve their competence in terms of marketing to make their bank as a beyond bank and become economy solution for Ummah.

Keyword: Sharia marketing, insāniyyah, waqiyyah, rabbāniyyah, akhlāqiyyah.