

## **Increasing the Role of Sales Promotion, Advertising and Pricing on Customer Decisions to Choose Sharia Banking Products (Case Study of PT Bank Syariah Indonesia Jakarta Region)**

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### **ABSTRACT**

Islamic banks are banks whose operational activities are based on the principles contained in the Islamic religion. Therefore, the operational activities of Islamic banks must be in accordance with the references contained in the Al-Quran and Hadith. When referring to its activities, the operations of Islamic banks are different from conventional banks. Based on the results of the 2022 survey which refers to financial literacy, it means that out of every 100 people in Indonesia, only nine people know and understand the Islamic finance industry. The purpose of this study is to analyze the variables that can influence customer decisions in choosing Islamic banking products. This type of research is associative explanatory research, namely research that connects two or more variables.

**Keywords:** Sales Promotion; Advertising and Pricing; Customer Decisions; Sharia Bank.

### **INTRODUCTION**

Islamic banks are banks whose operational activities are based on the principles contained in the Islamic religion. Therefore, the operational activities of Islamic banks must be in accordance with the references contained in the Al-Quran and Hadith. When referring to its activities, the operations of Islamic banks are different from conventional banks. According to (Ariss, 2010; Ryu et al., 2012; Zehri et al., 2012; Zeitun, 2012), Islamic and conventional banks operate on different principles. In the Islamic banking system, interest (usury) is prohibited and replaces it with the principle of Profit and Loss Sharing (PLS). Meanwhile, in conventional banks, interest is allowed. According to (Abedifar et al., 2016; Al-Qudah & Jaradat, 2013; Salman & Nawaz, 2018; Setiawan & Panduwangi, 2017), the characteristics of the Islamic banking system which operates based on the principle of profit sharing and provides an alternative banking system that is mutually beneficial to the community and the bank, and highlights aspects of fairness in transactions, ethical investment, prioritizing the values of togetherness and brotherhood in production, and avoiding speculative activities in financial transactions (Richardson, 2009). Although the principles of Islamic and conventional banks are different, both banks have the same goal, which is to increase shareholder value or create wealth through profit maximization. (Hanif, 2014; Hasan & Dridi, 2010; Rahim & Zakaria, 2013; Usman & Khan, 2012) Although the principles of Islamic and conventional banks are different, both banks have the same goal, which is to increase shareholder value or create wealth through profit maximization. 2000). Although the principles of Islamic and conventional banks are different, both banks have the same goal, which is to increase shareholder value or create wealth

through profit maximization.

At this time the development of Islamic banking in Indonesia is increasing rapidly because Indonesia is one of the largest Muslim countries in the world with a total population of 270.20 million people. The total population who are Muslims is 87.20 percent or the equivalent of 235.6 million people (BPS, 2020). On this basis, the Muslim community in Indonesia has a great opportunity to contribute to building an Islamic economy. Based on data from the Financial Services Authority (OJK), (2020) the market share of Islamic banking in Indonesia is currently only around 6.51 percent compared to total bank assets nationally. Pictures of the market share of Indonesian Islamic banking can be seen in Figure 1.

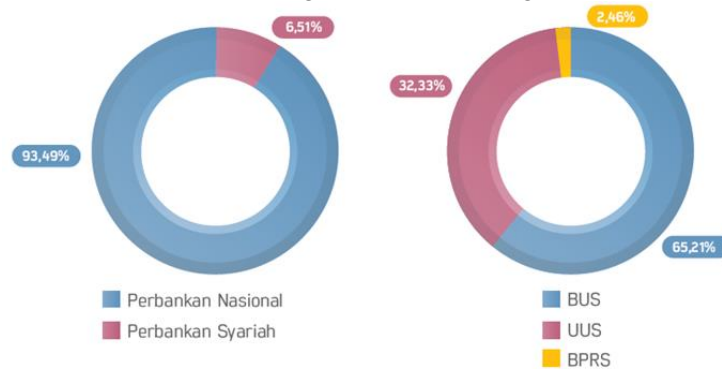


Figure 1. Market Share of Islamic Banking in Indonesia  
Source: Financial Services Authority (2020)

Based on OJK data (2020) the details of the Indonesian Islamic banking market share above include Islamic Commercial Banks (BUS) of 62.21 percent, Sharia Business Units (UUS) of 32.33 percent and Sharia Rural Banks (BPRS) of 2.46 percent. Currently, based on OJK data (2022) the number of Islamic bank customers has reached 38 million people and the potential for an increase in Islamic banking customers is still very large because the number of productive ages in Indonesia continues to grow.

The growth of sharia banking in Indonesia can also be seen from statistical data from the Financial Services Authority, which was recorded from 2019 to July 2022. Based on OJK data (2022) the number of sharia commercial banks has decreased from 14 banks to 12 banks. The decline in this bank was due to the merger of several Islamic banks into one bank, which was named Bank Syariah Indonesia (BSI). Meanwhile, Sharia Business Units and Sharia Rural Banks are experiencing growth every year. The increasing existence of Islamic banking in Indonesia is also driven by the high interest of the public to place their funds in Islamic banks and this is starting to develop into a trend.

As for assets, even though the number of Islamic commercial banks has decreased, the value of their assets has increased from 2019 to July 2022. Likewise with the Sharia Business Unit, whose assets continue to increase every year. The data can be seen in Table 1.

Table 1.Data on Growth in the Value of Indonesian Islamic Banking Assets (In Billion Rupiah)

<b>Banking Industry</b>		<b>year</b>			
		<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Sharia Commercial Banks		350,364	397,073	441,789	461,971
Sharia Business Unit		174,200	196,875	234,947	241,196

Data source : OJK (2022)

Based on information obtained from the OJK, the biggest assets of Islamic banking are mostly on the island of Java. The following total assets, financing and third party funds by province on the island of Java can be seen in Table 2.

Table 2. Total Assets, Financing, DPK by Province

<b>province</b>	<b>Gross Assets (Billions)</b>	<b>Financing (billions)</b>	<b>DPK (Billions)</b>	<b>FDR</b>
DKI Jakarta	425,667	161,282	215,988	74.67 %
Banten	21,603	13,242	19,244	68.81 %
in Yogyakarta	8,640	4,417	7,238	61.03 %
West Java	69,763	45,663	51,339	88.94 %
Central Java	30,917	20,496	24,638	83.19 %
East Java	44,473	30,956	35,806	88.46 %

Data source : OJK (2020)

Even though Islamic banking in Indonesia already has large assets, the level of Islamic financial literacy is still low and unbalanced compared to the achievements of Islamic finance in Indonesia. This can be seen in the results of the National Financial Literacy and Inclusion Survey (SNLK) conducted by OJK in 2022 which measures the level of financial literacy and sharia inclusion. The results obtained show that the Indonesian people's Islamic financial literacy index has increased from 8.93 percent in 2019 to 9.14 percent in 2022. Meanwhile, the level of Islamic financial inclusion also shows an increase to 12.12 percent in 2022 from the previous 9.10 percent in the 2019 survey period. The data can be seen in Table 3.

Table 3. Table of Islamic Banking Financial Literacy and Inclusion Index (In Percent)

	<b>2019</b>	<b>2022</b>
<b>Financial Literacy Index</b>	8.93 percent	9.14%.
<b>Financial Inclusion Index</b>	9.10%.	12.12%.

Data source : OJK (2022)

Based on the results of the 2022 survey, when referring to Table 3 of data related to financial literacy, it means that out of every 100 people in Indonesia, only nine people know and understand the Islamic finance industry. This is still much lower than the financial literacy index which is at 49.68 percent in 2022 (OJK, 2022). The data also shows that the average level of Islamic financial literacy is still at a low level when viewed from the financial literacy classification model formulated by Chen and Volpe (1998), which is at less than 60 percent.

Referring to the financial literacy data, it shows that there is a market potential that can be

taken up by Islamic banking. Therefore Islamic banking needs to carry out promotions to match the market and retain customers who are already customers. Promotion is one part of the marketing mix that can play a role in introducing a product and getting people interested in buying it. Promotion can be an effective medium for carrying out appropriate and integrated socialization to the community. For this reason, it is necessary to conduct a study on the analysis of the promotional mix strategy carried out by Islamic banks.

PT Bank Syariah Indonesia is one of the banks trying to take this market opportunity. For information that PT. This Indonesian Sharia Bank is derived from the merger of three Islamic banks which are under State-Owned Enterprises (BUMN). The banks are Bank Syariah Mandiri, Bank Syariah Indonesia (BSI), and Bank Rakyat Indonesia (BRI). At this time PT. Bank Syariah Indonesia is trying to take market opportunities by using a promotional mix strategy consisting of sales promotions, advertising and prices in order to influence customer decisions in choosing Islamic banking products (Ichsan & Muda, 2022; Suhendro, 2018; Ulfa, 2021; Yusuf & Ichsan, 2021).

## METHOD

Indonesia is a Muslim-majority country, but still has low market share and Islamic banking literacy. In fact, when viewed from its potential, Indonesia has enormous potential for economic growth in the field of sharia. This can be seen in OJK data, where Islamic banking assets are growing well in Islamic Commercial Banks and Islamic Credit Banks. One of the sharia banks in Indonesia that has grown in terms of assets is PT Bank Syariah Indonesia (BSI). Based on this, BSI seeks to increase its competitive advantage with other banks, one of which is by understanding the characteristics and desires of customers.

This type of research is associative explanatory research, namely research that connects two or more variables (Ginting and Situmorang, 2010). The variables linked in this study are advertising (X1), price (X2) and sales promotion (X3) variables on customer decisions (Y). This research was conducted at PT Bank Syariah Indonesia Regional Office Jakarta 1 and will be carried out in February 2022 – August 2022.

Table 4. Operational Research Variables

Variables	Variable Definitions	Indicators	Measure Scale
Advertising (X1)	This form of indirect communication is carried out by PT Bank Syariah Indonesia to convey information about product advantages so as to create a pleasant feeling which is expected to change one's mind to choose BSI products	1. print media, 2. Electronic Media, 3. Internet	Likert scale
Sales Promotions (X2)	Various short-term tools provided by PT Bank Syariah Indonesia to encourage customers to choose BSI products	1. even, 2. exhibitions, 3. Presentations, 4. Souvenirs	Likert scale

Variables	Variable Definitions	Indicators	Measure Scale
Prices (X3)	As the amount of money or other aspects that contain certain utilities / uses needed to get a product or service	1. margin, 2. cost, 1. Discounts	Likert scale
Purchase Decision (Y)	A purchasing decision-making process that determines what to buy or not to buy and the decision is obtained from previous activities	1. Necessity 2. Information 3. Evaluation 4. Solution 5. Be sure to choose	Likert scale

Data was obtained by distributing questionnaires to Bank Syariah Indonesia customers. The results of this data collection are to obtain respondents' opinions on the statements in the questionnaire. After the data is collected, then the data filtering process is carried out according to the research needs. The types and sources of data needed in this study can be seen in Table 5.

Table 5. Types and Sources of Research Data

No	aspect	Data	Data Types	Data sources
1	Identify the influence of the role of promotion, advertising and price	<ul style="list-style-type: none"> <li>BSI fund customers</li> <li>Jakarta branch office</li> </ul>	Primary data	Interviews
2	Variable indicators increase the role of advertising promotion and price	<ul style="list-style-type: none"> <li>Variables Indicators of promotion, advertising and appropriate pricing</li> </ul>	Primary data Secondary Data	Literature review Interviews Expert Opinions
3	Development of Islamic banking competitiveness	<ul style="list-style-type: none"> <li>Porter's competitiveness analysis indicator values</li> </ul>	Primary data Secondary Data	Literature review Interviews Expert Opinions
4	Determination of sustainable role improvement strategy	<ul style="list-style-type: none"> <li>Dominant factors and several alternative improvement strategies</li> </ul>	Primary data Secondary Data	Literature review Interviews Expert Opinions Model validation results

## RESULT AND DISCUSSION

The research results are presented completely and according to the scope of the research. Research results can be supplemented with tables, graphs (pictures), and/or charts. Tables and figures are numbered and titled. The results of data analysis are interpreted correctly.

In this study, an overview of the respondents was obtained from the results of distributing questionnaires to 393 respondents. The results are in Table 6.

Table 6. The number of research respondents based on gender

No.	Gender	amount	Percentages
1	Man	200	51
2	Woman	193	49

Data Source: Processed (2022)

Referring to Table 6, the distribution of respondents by gender group can be depicted in the following pie chart:

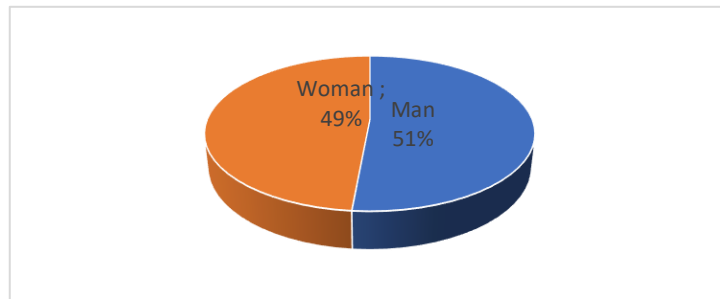


Figure 2 Group of respondents based on gender

Based on Figure 2, 49 percent of female respondents or a total of 193 respondents, fewer than male respondents. The number of male respondents was 51 percent or as many as 200 respondents.

In this study, the samples were private/BUMN employees, entrepreneurs, ASN/TNI/Polri, students and others. These employees were chosen as samples because they often interact with BSI and have fully experienced the services provided by BSI. The data is in Figure 3.

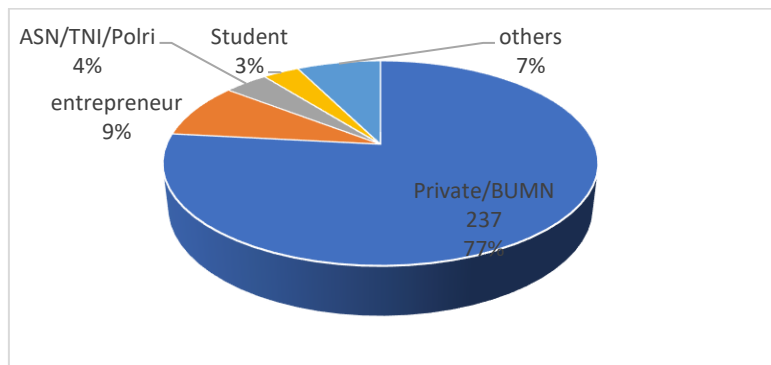


Figure 3 Respondent groups based on the type of work

### Validity and Reliability Test

The validity test was carried out using Pearson Correlation on each question in the research questionnaire. Based on the results of the validity test with a total sample of 30, the r-count value was above 0.960 for each question. When compared with the r-table which is at a value of 0.361, all questionnaire instruments are valid because the r-count is greater than the r-table value. Meanwhile, the reliability test is determined by looking at the value of Cronbach's Alpha for each variable. The results of the reliability test showed that the Cronbach's Alpha value for each independent variable was 0.963 which was greater than 0.6, which means that the questionnaire instrument was very reliable.

### Classic assumption test

Before carrying out the regression test, it is necessary to test the prerequisites first through the classical assumption test. This test aims to determine whether a regression model is valid or not so that biased regression does not occur. The classic assumption tests carried out in this study were the normality test, multicollinearity test and heteroscedasticity test.

#### a. Normality test

The normality test is used to see whether the research data for each variable is normally distributed or not. The normality test can be done in several ways, such as the histogram test, the P-Plot normal test, or the Kolmogorov-Smirnov test. To test for normality in this study, it was carried out by means of the normal P-Plot test. Requirements for residuals to be said to be normally distributed are that the data results must spread around the diagonal line and follow the direction of the diagonal line.

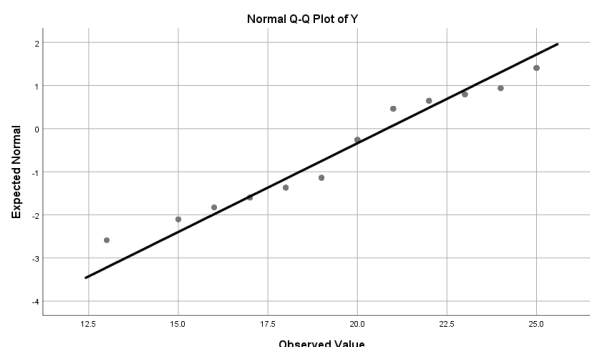


Figure 4. Y Normality Test Results

Based on the picture above, the results of the normal P-Plot test show that the points spread around the diagonal line and follow the direction of the diagonal line. This means that the data in this study are normally distributed.

b. **testMulticollinearity**

The multicollinearity test can be identified by looking at the VIF (Variance Inflation Factor) value and the tolerance value in the model. If the VIF value is less than 10 or has a tolerance close to 1, then multicollinearity does not occur.

Table 7. Multicollinearity Test Results

Variables	Collinearity Statistics	
	<i>tolerance</i>	VIF
X1	.551	1,814
X2	.326	3,063
X3	.381	2,625

Data Source: Processed (2022)

Based on the results of the multicollinearity test using SPSS, the VIF value for each variable is less than 10 with a tolerance close to 1. This means that there is no multicollinearity problem in the model.

c. **Test Heteroscedasticity**

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of other observations. If the variance of the residual from one observation to another is fixed, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is one that has homoscedasticity (Ghozali, 2011) or does not have heteroscedasticity.

To test that the data is free from heteroscedasticity, the data will be tested with the Glesjer



test. This test is used to provide more detailed figures to confirm whether the data to be processed has heteroscedasticity or not. Whether or not there is heteroscedasticity can be seen from the significant value of the independent variable to the dependent variable. If the significance value is less than 0.05, it can be concluded that the data has heteroscedasticity and vice versa. (Ghozali, 2011)

**d. coefficientDetermination (R2)**

The coefficient of determination (R2) is to measure how far the model's ability to explain the variation of the dependent variable. The following is the R2 value obtained by this study, which can be seen in Table 8.

Table 8. R2 Test Results (Summary model b)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.833a	.694	.691	1.35078	2068

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

The results of data processing using the multiple linear regression method show that the R2 value of the equation is 0.694. This means that 69.4 percent of the diversity of customer decision variables in choosing Islamic banking products based on advertising, prices and sales promotions can be explained by the model, and the remaining 30.6 percent can be explained by other factors outside the model. The R2 value in the results of this study, when compared with the results of the research of Rivai, M et al (2021), the results of research by Ekky, AA et al (2018), Khairani and Lubis (2018) and Muhlisoh , L et al (2020), which discusses the influence of the promotion mix of a product whose value is still higher. This shows that the ability of the model to explain sales promotion, advertising and price variables is quite high

**F test**

The estimation results show that the F-statistic value in the model is 0.000 when referring to the Significance result at the five percent level of significance. This means that all independent variables have a positive and significant effect simultaneously or together on customer decisions in choosing Islamic banking products.

The F test is a simultaneous hypothesis test aimed at measuring the magnitude of the influence of the independent variables jointly on the dependent variable. If the significance value is <0.05 or F count > F table then Ha is accepted. Vice versa if the Significance > 0.05 or Fcount <Ftable, then H0 is accepted. The following is a table of F test results using the SPSS application.

Table 9. F test results (ANOVA)

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	1260706	3	420,235	230,316	.000b
	residual	556,504	305	1825		
	Total	1817.210	308			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Based on the results of the F test, the calculated F value is 230.316. The obtained F count value is greater than the table F value obtained. The Significance level obtained is 0.000. Based on this, this regression model can be used to measure variables that influence decisions making to choose BSI products in the Jakarta I area.

#### T test

Partial hypothesis testing is carried out to determine whether or not there is a partial influence of the independent variable on the dependent variable. If the significance value is  $< 0.05$  or  $t\text{-count} > t\text{-table}$  then  $H_a$  is accepted. Vice versa if  $\text{sig} > 0.05$  or  $t\text{-count} < t\text{-table}$ , then  $H_o$  is accepted. The results of the t test can be seen in Table 15.

Table 10. Test Results t

Model	t test	Sig
X1	3,626	0.000
X2	2,404	0.017
X3	12,063	0.000

Data Source: Processed (2022)

Based on Table 15 it is known that the advertising variable (X1) has a significant effect on customer decisions in choosing BSI products. This is known from the t test value of 3.626 which is more than the t table or it can also be seen from the significance value (0.000) which is smaller than the five percent significance level.

The price variable (X2) and the sales promotion variable (X3) also got high t-test results, namely 2,404 and 12,063, which were greater than the t-table or a significance value that was smaller than the five percent significance level, namely 0.017 and 0.000. This means that the two variables, namely X2 and X3, have an influence on customer decisions in choosing BSI products.

### 1. Factors Influencing Customer Decisions in Choosing Islamic Banking Products

This study uses a multiple linear regression model. The factors that influence customer decisions in choosing Islamic banking products are advertising (X1), prices (X2), and sales promotions (X3). The results of multiple linear regression are shown in Table 11.

Table 11. Results of Multiple Linear Regression Analysis

Variables	coefficient	std. Error	T-count	Sig
(Constant)	1,060	0.776	1,367	0.173
X1	0.113	0.031	3,626	0.000
X2	0.001	0.000	2,404	0.017
X3	0.363	0.030	12,063	0.000

Data Source: Processed (2022).

Based on the table above, the regression equation model can be made as follows:

$$Y = 1.060 + 0.113X_1 + 0.001X_2 + 0.363X_3 + e$$

Referring to the regression equation, it is known that advertising ( $X_1$ ) has a positive and significant influence with a value coefficient of 0.113. This means that if there is a one percent increase in advertising, it will be followed by an increase in the number of BSI customers by 1,173 percent assuming *ceteris paribus*. The results of this study are the same as the results of research by Kaluku et al (2018) where advertising also has an influence on customer decisions in buying superior products from Bank Syariah Mandiri at the Manado branch.

Based on the results of interviews with respondents through questionnaires, it is known that most customers agree that BSI advertises through newspapers and the internet (social media). According to customers, advertisements in newspapers and the internet (social media) can provide a clear picture of the products owned by PT. BSI. In addition, according to customers, the advertisements displayed can be easily found by customers anywhere with very good quality advertisements.

The price variable ( $X_2$ ) is also the same, giving a positive and significant effect with a value coefficient of 0.001. This means that if there is an increase in price promotion by one percent, it will be followed by an increase in the number of BSI customers by 1,061 percent assuming *ceteris paribus*. The results of this study are different from the results of research conducted by Qorizah and Prabowo (2019), where prices have no influence on customer decisions in taking mortgages at Bank Jatim Syariah. The pricing strategy carried out by PT. BSI is in the form of giving discounts when customers buy products such as electricity tokens, pulses, e-money and others. In addition, other promotional programs derived from price are in the form of low administrative costs, attractive and competitive profit sharing, attractive and competitive margins for financing as well as other programs. Based on the results of interviews with respondents through questionnaires, it was stated that most agreed if the promotional price was given by PT. BSI is attractive and provides benefits for customers.

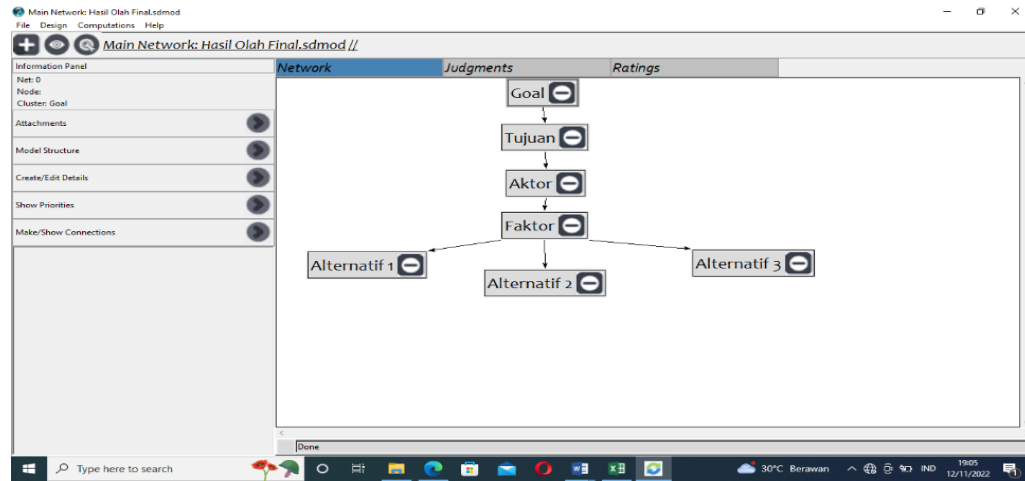
Sales promotion ( $X_3$ ) also has a positive and significant effect with a coefficient of 0.363. This means that if there is an increase in promotions of one percent will be followed by an increase in the number of BSI customers by 1,423 percent assuming *ceteris paribus*. The results of this study are the same as the results of research by Kaluku et al (2018) where sales promotions have an influence on customer decisions in having Bank Syariah Mandiri products in the Manado branch. The sales promotion carried out by BSI includes the distribution of prizes in the form of giving souvenirs to customers. Based on the results of distributing questionnaires to customers, it is known that customers agree that the souvenirs provided by PT. BSI is very beneficial to customers so that customers are willing to make repeat purchases.

### Results of AHP Data Processing

According to Marimin and Maghfiroh (2011), AHP can be used to process data from one expert respondent, but the application of criteria and alternative assessments can be carried out by several multidisciplinary experts. Consequently, the opinions of several experts need to be checked for consistency one by one. Consistent opinions are then combined using a geometric mean.

In this study, the number of experts interviewed was seven people. Based on the consistency check, the answers of all experts were consistent at all levels. On this basis, data processing is then improved by calculating the geometric mean of the expert's opinion. After finding the geometric mean results, then the numbers are entered into the super decisions

application by first creating a hierarchy of five hierarchies in the super decisions application as shown in Figure 5.



After the hierarchy is formed, the next step is to enter the geometric mean data into the assessment column contained in the matrix. The results of the hierarchical assessment at each level are as follows:

#### A. Destination

In Figure 8 it can be seen that the objectives of BSI are below level I, namely the focus of the promotion mix strategy. Based on Figure 8, there are two objectives of BSI region I Jakarta, namely increasing the number of BSI customers and encouraging the retention of BSI customers. When referring to the results of AHP data processing based on the results of consultations with seven experts, information was obtained that goal two needs to be a top priority compared to goal one. This is because the weight score of the AHP results for objective two is 0.5454 which is greater than the weight score of the AHP results obtained for objective one, which is 0.4545. The selection of Goal two as a priority indicates that BSI Jakarta I region must be able to retain existing customers.

#### B. Actor

In this study, there are four actors who have the authority to carry out the objectives of the BSI Jakarta I area. The four actors are the Branch Head, Business Manager, Account Officer and Funding Officer. Based on the results of interviews with experts that the BSI Jakarta I region must prioritize goal two. Based on this, the objectives of the two selected ones must be of concern to BSI actors who play a role in encouraging and retaining BSI customers.

Based on the results of the analysis using AHP, the following is the weight score of each actor who plays a role in carrying out objective two.

Table 12. Weight and Priority of Data Processing Results for Actors

No.	Actor	Weight	Priority
1	Branch head	0.08742	4
2	Business Manager	0.30316	2
3	<i>Account Officer</i>	0.27709	3
4	<i>Funding Officer</i>	0.33234	1

Data Source: Processed (2022)

In Table 12 it can be seen that the influential actor in carrying out the second objective of Bank BSI is the Funding Officer (0.33234). This funding officer has a very strategic role at BSI because his job is to find customers or customers who will save or save money at BSI. The funding officer himself has responsibility for achieving the target in the funding business sector. A funding officer will be given a target from a bank that employs him to collect as much funds as possible from customers.

The second actor who has a role in carrying out the second goal is business manager with a weight value of 0.30316. Business managers have a fairly important role in a bank. However, in general, business managers play a role in managing account officer activities so that they can optimize work plans that are focused on developing promotional mix strategies.

On the results of this AHP test, the weight score for the account officer is 0.27709 which is included in the third priority. *Account Officer* required to develop performance according to recommendations from the Head of Branch and Head of Marketing.

### C. Factor

In this study, there are three factors that become a reference for actors to be able to carry out the objectives of the BSI Jakarta I area. These three factors are sales promotion (SP), price (P) and advertising (A). Based on the results of the AHP, these three factors have weight scores as shown in Table 19.

Table 13. Weight and Priority of Data Processing Results for Factors

No.	Factor	Weight	Priority
1	Sales Promotion (SP)	0.11810	3
2	Price (P)	0.31777	2
3	Advertising (A)	0.56143	1

Data Source: Processed (2022)

Based on Table 13 it can be seen that the factors that must be considered by actors in order to carry out the second objective, namely advertising (A) because it obtains a weight score of 0.56143. Meanwhile for the price (P) only got a weighted score of 0.31777 and sales promotion (SP) 0.11810. On this basis, the advertising strategy must be improved in order to encourage customers to be able to increase the amount of their funds in the BSI Jakarta I area while retaining existing customers so they do not move to other banks. Apart from that, the price strategy factor must also be considered, because when viewed from the weight, the value is still quite high, namely 0.31777.

#### D. Alternative Strategy

Based on the results of interviews conducted with several experts, information was obtained that there were three alternative strategies that could be carried out by the BSI Jakarta I area based on the influencing factors. The alternative strategies include:

1. Sales Promotion (SP): exhibition events, presentations and souvenirs.
2. Price (P): margin, cost, discount
3. Advertising (A): print, electronic and internet media.

From the several alternative strategies available, after analysis using AHP, a weight score was obtained for each alternative strategy as shown in Table 14.

Table 14. Weight and Priority of Data Processing Results for Alternative Strategies

No.	Factor	Weight	Priority
1	Alternative 1		
	- Exhibition Event	0.21527	5
	- Presentation	0.66589	3
	- Souvenirs	0.11884	8
2	Alternative 2		
	- margin	0.04060	9
	- Cost	0.26198	4
	- Discount	0.69022	1
3	Alternative 3		
	- Print media	0.67986	2
	- Electronic	0.14965	7
	- Internet	0.17049	6

Data Source: Processed (2022)

Based on the data from the table above, it can be seen that the final results of data processing indicate that the alternative strategy that gets the first priority is the discount strategy. The weight score value obtained by the discount is 0.69022. Based on this, the BSI Jakarta I area must pay attention to this so that it can encourage customers to increase their funds in the BSI Jakarta I area, and retain existing customers so they don't run to other banks. Funding officers as actors who play a role in encouraging customers and retaining customers must actively provide information regarding the discount program carried out by BSI in the Jakarta I area.

For the second priority, the strategy that must be implemented by BSI in the Jakarta I area is to place advertisements in print media so that they can inform the superiority of BSI products in saving or applying for financing through BSI in the Jakarta I area. The weight score obtained by the print media is 0.67986.

#### CONCLUSIONS

Based on the results and discussion that has been described, it can be concluded that: (1) Advertising (X1), price (X2) and sales promotion (X3) have a role in influencing customers to make decisions in choosing BSI products in the Jakarta I area. (2) The sales promotion variable (X3) has a dominant role in influencing customer decisions to choose BSI products in the

Jakarta I area. (3) Based on the results of AHP that the alternative strategy that is prioritized is the pricing strategy, in this case is the discount].

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