

Pengaruh atribut produk terhadap minat beli produk pembiayaan edukasi Bank Syariah Mandiri di kalangan mahasiswa UI Depok

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Abstrak

This research background is eagerness to know researcher about sharia banking is being rapidly growing. But growth that is quickly sharia bank is fatherland has not been accompanied with development of the products. As a result sharia bank didn't had product characteristic and only follows conventional products. On the other side research to banking of more sharia law at monetary side and laws becoming bottom views touching at marketing aspect.

This research, main question is how influence from product attribute to Purchase Intention Education defrayal Product of BSM Among Indonesia University Student Depok?

The method used in this paper is quantitative approach, based on the goals on the descriptive research, its time based including the cross sectional research and also include method on a survey research. Populations on this research are UI Depok Students and the sample is 90 persons from FMIPA, FISIP & FE becoming savings product client BSM, and for collecting data used the purposive sampling technique. The data technique analyze on this research is using frequency distribution with the help of SPSS 15 program.

Based on William J. Stanton, Michael J. Etzel, dan Bruce J. Walker, Fundamentals Of Marketing. There are four dimensions that influence to purchase intention Education defrayal Product of BSM. There four dimensions are quality, brand, price & product servicing.

Based on result of this inferential research that brand dimension is dimension influencing from product attribute variable to Purchase Intention Education defrayal Product of BSM Among Indonesia University Student Depok. Because of suggestion from researcher is alwaysly takes care of value either from brand which have been owned by BSM.