

# Analisis faktor-faktor dominan syariah dan bauran pemasaran nasabah Bank Rakyat Indonesia Syariah dalam memilih jasa perbankan syariah di Jakarta Pusat = analyses of syariah and marketing mix dominant factors of Bank Rakyat Indonesia (BRI) syariah in determining customer preference on syariah banking service

Elvira Sitna Hajar, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20339046&lokasi=lokal>

---

## Abstrak

[<b>ABSTRAK</b><br>

Perilaku konsumen adalah hal yang penting untuk diketahui bagi para pemasar. BRI syariah, sebagai salah satu bank syariah yang baru berdiri dua tahun lalu, saat ini masih dalam tahap membuat strategi pemasaran berbasis pelanggan. Tujuan penelitian ini adalah untuk mengetahui faktor dominan bauran pemasaran dan faktor syariah yang menjelaskan pilihan nasabah untuk menabung di BRI Syariah

<hr>

Data penelitian ini diperoleh dari 100 nasabah BRI syariah di Jakarta Pusat. Metode pengambilan data bersifat non probability sampling, dan faktor penjelas pilihan nasabah untuk menggunakan jasa BRI syariah dikelompokkan dalam 7 variabel, yaitu produksi, promosi, harga, lokasi, proses, SDM dan syariah.

<hr>

Hasil analisis data dengan menggunakan analisis faktor menunjukkan variabel syariah, produk, lokasi dan SDM secara berurutan merupakan variabel dominan yang menjelaskan pilihan nasabah dalam menggunakan jasa BRI syariah. Hasil analisis lanjutan terhadap variabel syariah ini menjelaskan bahwa aspek yang paling dominan menjelaskan pilihan nasabah adalah sistem bagi hasil di BRI syariah.

<hr>

<b>ABSTRACT</b><br>

Consumer behavior is important aspect to be understood by marketers. BRI syariah as one of the new syariah bank in Indonesia (institutionalized in 2009) is currently in the stage of developing customer-based marketing strategy. The purpose of this research is to understand the role of Syariah and marketing mix dominant factors in determining customer preference on saving service in BRI Syariah.

<hr>

The research data are collected from 100 BRI syariah customers in Central Jakarta by using non-probability sampling method. The explaining factors of customer preference in using BRI Syariah services is classified in to 7 variables. They are production, promotion, price, location, process, human resources and syariah

variables.

<hr>

The result shows that the variable of syariah, product, price, and human resource have consecutively become the dominant factors in explaining the customer preference in using BRI syariah services. The further analysis on syariah variable explains that the dominant aspect determining customer preference is the existence of profit/risk sharing system in BRI Syariah practices.

Consumer behavior is an important aspect to be understood by marketers. BRI syariah as one of the new syariah banks in Indonesia (institutionalized in 2009) is currently in the stage of developing customer-based marketing strategy. The purpose of this research is to understand the role of Syariah and marketing mix dominant factors in determining customer preference on saving service in BRI Syariah.

The research data are collected from 100 BRI syariah customers in Central Jakarta by using non-probability sampling method. The explaining factors of customer preference in using BRI Syariah services is classified into 7 variables. They are production, promotion, price, location, process, human resources and syariah variables.

The result shows that the variable of syariah, product, price, and human resource have consecutively become the dominant factors in explaining the customer preference in using BRI syariah services. The further analysis on syariah variable explains that the dominant aspect determining customer preference is the existence of profit/risk sharing system in BRI Syariah practices.

]