The Impact of Information and Word of Mouth on Customer Decisions to Use Mudharabah Savings at PT. Bank Syariah Indonesia Makassar Branch

Verawaty*[1]

*[1] Institut Bisnis & Keuangan Nitro Makassar, South Sulawesi, Indonesia

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A B S T R A C T

The aim of the research is to evaluate and ascertain the impact of information and word-of-mouth on customer decisions to use mudharabah savings at the PT Bank Syariah Indonesia Makassar Branch. Instrument evaluation, Likert scale tests, multiple linear regression analysis tests, conventional assumption tests, heteroscedasticity tests, hypothesis tests, and determination coefficient (R2) tests are some of the data analysis methods used. The findings of this study demonstrate that customers' decisions to employ mudharabah savings at PT Bank Syariah Indonesia Makassar Branch are significantly and positively affected by the limited understanding test. Word-of-mouth influences customers' choices to use the PT Bank Syariah Indonesia Makassar Branch mudharabah savings in a favorable and negligible way. At the PT Syariah Indonesia Makassar Branch, consumers' decisions to use personal mudharabah funds are significantly influenced by their knowledge and word of mouth.

INTRODUCTION

Banking plays an important role in the financial sector that manages public funds along with the development of the times, the development of banking is increasingly felt, which is marked by the emergence of Islamic banking with a profit-sharing system. The Islamic banking system conducts its business activities based on sharia principles derived from the Qur'an, Hadith, and Ijma.

According to Susyanti (2016: 45) Islamic banks are banks based on the principles of partnership, fairness, transparency, and universality and conduct banking business activities based on syar'iah principles. Islamic bank activities are the implementation and principles of Islamic economics with the following characteristics, among others: prohibition of riba in its various forms, does not recognize the concept of time value of money, the concept of money as a medium of exchange not as a commodity, is not allowed to carry out speculative activities, is not allowed to use dual transactions in one contract.

PT Bank Syariah Indonesia Makassar Branch implements the Islamic sharia system in its operations. One of the products offered by PT Bank Syariah Indonesia Makassar Branch as a public fund collector is known as the mudharabah savings contract. According to Susyanti (2016: 16-18) mudharabah is an agreement between two parties, where the first party (shahibul maal) provides funds, and the second party (mudharib) is responsible for business management. Business profits are divided according to the agreement stated in the contract if the loss is borne by the capital owner if the loss is not the negligence of the capital owner. If the loss is caused by fraud or negligence of the manager, the manager must be responsible for the loss.

Marketing is one of the means for companies to achieve predetermined goals. For this goal to be achieved, every company must strive to produce and deliver goods or services in accordance with

consumer desires by providing pleasant personal services and supporting facilities. One of the most effective and efficient ways to market a good or service is through the process of word-of-mouth communication by utilizing online media.

Word Of Mouth is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication devices connected to the internet based on experience of products or services. When viewed from the definition above, Word of Mouth can be interpreted in general as an activity to provide assessment information or views on a product or service to the closest people whether the product or service is suitable for consumption or not for other potential consumers. (Kotler and Ketler, 2009:512)

Low knowledge and understanding of Islamic banking are one of the results of the lack of socialization carried out on the Islamic system and economy, thus it affects public perceptions and attitudes towards Islamic banks, Economic aspects that are important factors for customers and prospective customers who will save at Islamic banks that can provide optimal services and benefits from the products offered by Islamic banks. The public's decision to transact at Indonesian Islamic banks is influenced by several factors such as knowledge. Where the knowledge of a customer or prospective client influences the cognitive processes involved in decision making.

Consumer decision-making is an integrating process that combines knowledge to evaluate two or more alternative behaviors and select one of them. Consumer purchasing decisions are inseparable from how consumers go through several stages, namely knowing the problems faced until the occurrence of consumer purchase transactions (Joesyiana, 2018:76).

RESEARCH METHOD

The location of the research at PT Bank Syariah Indonesia Makassar Branch. By directly distributing questionnaires to selected customers. The population in this study was 221,220 customers of PT. Bank Syariah Indonesia Makassar Branch which uses Mudharabah Savings in 2021. With the Accidental Sampling technique, the determination of samples based on chance meeting with the researcher can be used as a sample. The number of samples using the slovin formula was 100 respondents.

RESULT AND DISCUSSION

The results of the validity test with a Sig (1 tailed) level < 0.05 so that it can be concluded that the statement items are significantly correlated with the total score (declared valid). And the results of the reliability test with Cronchbach's level > 0.6 so that it can be concluded that the questionnaire is *reliable*. The multiple linear regression equation is as follows:

$$Y = 5.621 + 0.504\, X_1 + 0.172\, X_2 + e$$

The results of respondents' characteristics based on gender showed that 62% female respondents were dominant, based on the age of respondents with the age of $\geq$ 30-40 years old by 31%, based on education the most S1 status by 66%, based on occupation that wirastawta was at most 34%.

Knowledge (X1)

Table 1. Respondents' responses to *Word of Mouth* (X1)

No	Indicators	SS (5)	S (4)	RG (3)	TS (2)	STS (1)	Score	Average
1.	X1.1	39	52	6	3	0	418	4,18
2.	X1.2	22	64	11	3	0	405	4,05
3.	X1.3	18	63	15	4	0	395	3,95
4.	X1.4	17	68	13	2	0	400	4,00

Source: Data Processing Results 2021

Word of Mouth (X2)

Table 2. Respondents' Responses to *Perceived Value* (X2)

No	Indicators	SS (5)	S (4)	RG (3)	TS (2)	STS (1)	Score	Average
1.	X2.1	44	52	2	2	0	438	4,38
2.	X2.2	28	67	4	1	0	422	4,22
3.	X2.3	31	65	3	1	0	426	4,26
4.	X2.4	24	69	6	1	0	416	4,16

Source: Data Processing Results 2021

Customer Decision (Y)

Table 3. Respondents' Responses to Customer Decisions

No	Indicators	SS (5)	S (4)	RG (3)	TS (2)	STS (1)	Score	Average
1.	Y3.1	47	47	4	2	0	439	4,39
2.	Y3.2	13	58	23	4	2	376	3,76
3.	Y3.3	35	58	7	0	0	428	4,28
4.	Y3.4	38	57	3	2	0	431	4,31

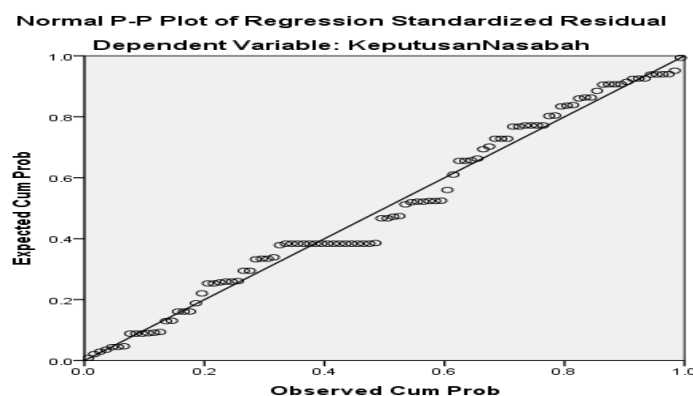*Source: Data Processing Results 2021*

Normality Test

Figure 1. Normal P-P Plot of Regression Standardized Residual Chart

Based on these results, all these points spread out following diagonal lines and do not form a certain pattern, so it can be concluded that all data in this study are normally distributed.

Table 4. Results of *Colinearity Statistics*

Collinearity Statistics	
Tolerance	**VIF**
.612	1.635
.612	1.635

Source: Data Processing Results 2021

Based on this, a Tolerance value of 0.612 and VIF of 1.635 was obtained, so it can be concluded that in this study there were no symptoms of multicollinearity because the *Tolerance* value > 0.1 and the VIF value was smaller than 10.

Table 5. Test Results t

	Coefficients[a]					
		Unstandardized Coefficients		**Standardized Coefficients**		
	Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
1	(Constant)	5.621	1.318		4.265	.000
	Pengetahuan	.504	.087	.551	5.761	.000
	Word of Mouth	.172	.093	.177	1.851	.067

 a. Dependent Variable: Customer's Decision

Source: Data Processing Results 2021

The results of the partial test (Test t) show that the influence of the knowledge variable with a value of t = 5.761 with a significance of 0.000, it can be concluded that knowledge (X_1) has a positive and significant effect on customer decisions (Y). The regression coefficient of the knowledge variable (X 1) shows 504, this is because in statement X1.1, namely savings at Indonesian Sharia banks using an average value contract of 4.18. This research is in line with Putri Dwi Lestariningsih (2022) that knowledge variables have a positive and significant effect on customers' interest in saving.

Partially, the word-of-mouth variable (X 2) can be seen from the value t = 1.851 with a significance value of 0.067, so it can be concluded that the influence of *word of mouth* (X_2) on customer decisions (Y) is positive and insignificant. The regression coefficient of the *word-of-mouth* variable (X_2) shows 172, this is because in statement X2.1 the customer talks about mudharabah products to others with an average value of 4.38. This is in line with Joesyiana's (2018) research that *word of mouth* has a positive and significant effect on customer decisions.

The F statistical test can be concluded that together all independent variables have a significant effect.

CONCLUSION

Knowledge has a positive and significant influence on customers' decisions to use *mudharabah* savings at PT Bank Syariah Indonesia Makassar Branch.

Word of mouth has a positive and insignificant effect on customers' decisions to use *mudharabah* savings at PT Bank Syariah Indonesia Makassar Branch.

Knowledge and *word of mouth* simultaneously have a significant influence on customers' decisions to use Mudharabah savings at PT Bank Syariah Indonesia Makassar Branch.

Suggestion

Service quality andproduct quality are maintained and improved so that they become customer attraction in deciding and promoting people to use mudharabah savings products.

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