CONSUMER'S POSITIONING AND PERCEPTION IN DETERMINING SHARIA BANK

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ABSTRACT

This study aims to determine how the Positioning of Bank Syariah Mandiri Syariah, Bank Muamalat, BNI Syariah, and BCA Syariah based on community perceptions in Jakarta. This study also looked at the influence of the role and status as well as beliefs/attitudes towards community perceptions of Islamic Banks in Jakarta. The population in this study is the people of Jakarta who have accounts in Islamic banks; namely Bank Syariah Mandiri, Bank Muamalat, BNI Syariah, and BCA Syariah. The sampling technique is using Quota sampling. Data analysis uses PLS (Partial Least Square), MDS (Multidimensional Scaling) and CA (Correspondence Analysis). The results of this study indicate that the belief/attitude variable significantly influences the perception and the role and status variable does not significantly influence the perception. In the analysis of the positioning results. Bank Muamalat and BNI Syariah are perceived to have consumers in common, BCA Syariah and Bank Syariah Mandiri are perceived as having no similarity with other Islamic banks. To be able to become a good Sharia bank, all sharia banks must be able to improve their positioning properly.

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Introduction

The banking world is one of the economic steering wheels in Indonesia directly or indirectly. Due to the existence of a sufficient legal foundation for banking in Indonesia, more and more sharia-based banking emerges. Sharia Bank is a financial institution running its business based on Islamic sharia basis, to meet customer's needs. The growth of the bank's market share is inseparable from the growth of Assets owned by the bank. The following is the growth development of Sharia Banking Asset and Conventional Banking one from 2014 to 2017:

Annotation			2014	2015	2016	2017
Sharia Banking Asset	BUS	Billions of Rupiah	204,961	213,423	254,184	288,027
	UUS	Billions of Rupiah	67,383	82,839	102,320	136,154
	Total	Billions of Rupiah	272,343	296,262	356,504	424,181
Conventional Banking Asset	BUK	Billions of Rupiah	5,615,150	6,095,908	6,729,799	7,367,634
	BPR	Billions of Rupiah	89,878	101,713	113,501	125,945
	Total	Billions of Rupiah	5,705,028	6,197,621	6,843,300	7,493,579

Source: OJK (processed data)

Table 1. Growth Development of BUS and BUK ASSET of the Period of 2014-2017

In its development process, sharia banking no longer relies on the" spiritual market" mainly comprises of sharia loyalist segment, those who chose banks based on religious reasons. The segment handled by sharia banks nowadays tends to shift from sharia loyalist to floating market according to a study (Alamsyah, 2012). This is because people become more rational, while keep prioritizing the service quality as well as other benefits offered rather than only putting forward the emotional approach.

Based on the above, it becomes a challenge for Islamic banks to be able to attract customers to save money, where Islamic banking employees are required to have the competence to communicate and provide the best service. Customers using sharia bank service products are certainly based on factors that influence them, including religiosity, product quality, service quality, profit sharing ratio, bank location, advertising factors, good management system factors, safety factors, and facilities provided by banks and so on, affect the customer's decision to choose an Islamic bank.

Customer knowledge about Islamic banking, Islamic bank products, profit sharing systems at Islamic banks or other matters relating to Islamic banks will affect a customer. Customers who understand enough information will be interested in using the services of an Islamic bank. Several factors influence knowledge such as; experience, education, beliefs, income, social, environment, and so on. Research on the factors considered by the community in choosing Islamic banks from previous research, one of which

the public in choosing Islamic banks, so researchers used Bank Syariah Mandiri customers, Muamalat Bank, BNI Syariah, and BCA Syariah, here also examined the advantages of each bank or positioning contained in the Islamic bank.

In banking competition, choosing the existing Sharia Bank is deemed rather risky. Positioning is a marketing strategy by embedding the product image to potential customer's minds in the target market. Sharia Bank Image in people's minds will ease their decision making in choosing the appropriate bank. Therefore, there has to be a study on "Consumer's positioning and perception in determining Sharia Bank in Jakarta" as an effort to complete the study series of Sharia Bank in Jakarta.

Research Objective, to investigate the positioning of Bank Syariah Mandiri, Bank Muamalat, BNI Syariah, and BCA Syariah based on people's perception in Jakarta. Research Contribution, as one of the references that may provide information concerning Sharia Bank positioning in appealing consumers. The information will be beneficial in determining various strategies to increase Customers to put their deposits in Sharia Bank. As an input and consideration material for Sharia Bank to enhance its quality as a Sharia Bank by taking into account people's needs and expectations.

Literature Review

Sharia Banking concept is an Al-Qur'an and Al-Hadits based banking in running its business activities. Sharia banking system forbid the transaction containing *riba, gharar, and masyir.* In the context of Indonesian national banking, Islamic Banking is termed by commercial Bank or Rural Bank whose financing is compliant with Islamic principles. Islamic principles in the context is an Islamic law-based agreement rules between banks to save fund or business financing among others are Profit Sharing principle (*mudharabah*), financing based on capital participation principle (*musyarakah*), sale and purchase principle by obtaining profit (*murabahah*), or capital goods financing based on pure lease without choices (*ijarah*), or with a choice of ownership transfer for the item leased from bank by other parties (*ijarah wa iqtina*).

Consumer's behavior is a study on how an individual, group, and organization choose, buy, use, and how an item, service, idea or experience to satisfy their needs and expectations (Kotler & Keller, 2009). The factors affecting Consumer's Behavior according to Kotler (Sumarwan, 2011), consumer's purchase behavior is influenced by Social factors: Reference group, Family, Role, and status. Psychological factors: Motivation, Perception, Learning, Beliefs, and attitude.

According to Kotler & Keller,

to the behavior, which later determines the factors deemed motivational (motivation to do something)".

Positioning in sharia marketing means how to make the product that we produce and sell is distinguished, preferred, and memorable for consumers in a long period. Positioning relates to the image in the consumer's mind, to the perception to be remembered for a long time. The positioning of the Prophet Mohammad SAW which is memorable and unforgettable by consumers is the key as to why he became a successful businessman. He sold original goods only corresponding to his consumer's needs and expectations. Never occurred disputes or claims by the consumer and the product sold by him never disappoints.

Positioning is all about how a company's brand can get into and dominating the consumer's heart, building positioning means building trust in the consumer. For sharia-based company, building trust means showing the commitment that the sharia company offers something more compared to a non-sharia company. God said in His commandment in QS. alAnfaal:27 as follows:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَخُونُوا اللَّهَ وَالرَّسُولَ وَتَخُونُوا أَمَانَاتِكُمْ وَأَنْتُمْ تَعْلَمُونَ

Meaning: "O you who believe! Do not betray God and the Messenger, nor betray your trusts, while you know." (QS. al-Anfaal : 27).

According to a study (Adawiyah, 2010), he concluded that there are seven factors taken into account by consumers in choosing Sharia bank, namely: perception, process, physical condition, human resources, social and location factors. Consumer's perception is the most influential factor in consumer's decisions in choosing Sharia bank. A part of consumers has limited knowledge regarding Sharia banking products. Religion is not the main reason for an individual consumer in choosing Sharia bank. Consumers prioritize profit or profit-sharing offered by Sharia banks rather than any other factors.

Another study was conducted by (Junaidi, 2015), from the description analysis result conducted, it can be concluded that a determining factor for Moslems in choosing sharia bank is religiosity and understanding. While service and facility are not affecting people's decisions in the context that this aspect is less supportive for the respondent to be the client or to choose sharia bank.

Yulianto, Yuniarinto, & Surachman, (2010), the factors affecting Customer' consideration in choosing Sharia Bank in Medan city are Product (product), Distribution place and channel (place), and bank's clerks (people). Price, promotion, process, and physical evidence factors have no significant influence on Customers' decisions in

Arwani, (2015) regression co-efficient value of behavior variable and the subjective norm is significant, and behavior variable with Interest as well as between subjective norm variable, each of the relations has a considerably high closeness. It means that all variables have positive relationships with their controlled variables. The descriptive analysis result performed, concluded that the determining factors for Moslems in choosing sharia bank are religiosity and understanding. As for service and facility, they are not affecting people's decisions in the context that this aspect is less influencing for Respondent to be a client or to choose a Sharia bank.

Following the previous studies, this study proposes the following hypothesis:

H_1: It is suspected that there is an influence of role and status on the perception of Sharia Bank in Jakarta.

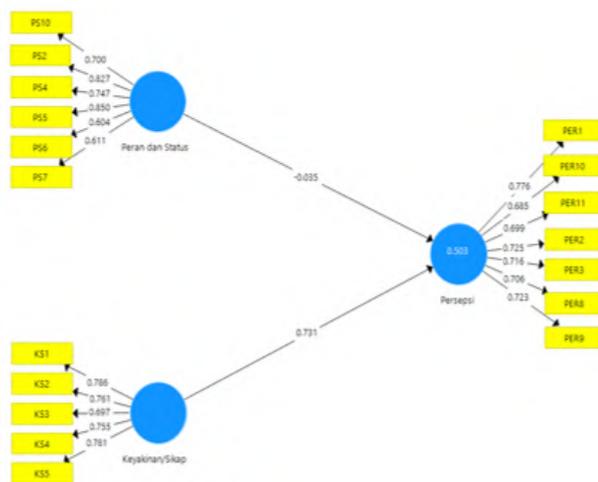H_2: It is suspected that there is an influence of belief/behavior on the perception of Sharia Bank in Jakarta.

Methodology

Data collection technique used in this research was by distributing a questionnaire for the society in Jakarta, for those who knew 4 Sharia Bank including Bank Syariah Mandiri, Bank Muamalat, BNI Syariah, and BCA Syariah. Data collection of this research was conducted in May 2019 to the end of July 2019. The population of this research was the whole costumer of sharia bank situated at Jakarta. The amount of sample according to Tabbachnick and Fidell (1998) within Ferdinand (2014) required sample size was between 10-25 times the amount of independent variable, meaning that the average of 25 people of each bank, the amount of sample was 100 respondents. Various multivariate analysis techniques used in this research were Partial Least Square (PLS), Multidimensional Scaling (MDS) to discover the similarities between one sharia bank and others and Correspondence Analysis (CA).

Findings and Discussion

From 100 respondents providing the answers of researcher's questions, it revealed that the char-

acteristic difference between one respondent and others, shown that

Table 2. of Loading Factor Output

	Confidence/ Manner	Role and Status	Perception
KS1	0.786		
KS2	0.761		
KS3	0.689		
KS4	0.755		
KS5	0.781		
PER1			0.776
PER10			0.685
PER11			0.699
PER2			0.725
PER3			0.716
PER8			0.706
PER9			0.723
PS10		0.700	
PS2		0.827	
PS4		0.747	
PS5		0.850	
PS6		0.604	
PS7		0.611	

Source: Output of PLS 3.0

The table above stated that the whole value of the loading factor above was 0.5, meaning that the indicator used in this research was valid or has met convergent validity.

	Average Variance Extracted (AVE)
Confidence/Manner	0.572
Role and Status	0.532
Perception	0.517

Source: Output of PLS 3.0

Table 3.Average Variance Extracted (AVE)

The table above revealed that the value of AVE above was 0.05 for any constructs of the research model. It might be concluded that constructs of confidence/manner,

	Cronbach's Alpha
Confidence/Manner	0.815
Role and Status	0.825
Perception	0.844

Source: Output of PLS 3.0

role, and status, as well as perception, was valid.

Table 4.Cronbach's Alpha

The value of 0.8-1 and on the table above revealed that the value of Cronbach's Alpha of any constructs was completely Reliable. This stated that the whole variables had good reliability toward respective constructs.

Following the data collection, it was found that the perception of R Square (R2) was in the amount of 0.493 meaning that the effect between the confidence/manner and role as well as role and status of the perception was 49% and the remaining 51% was affected by other factors. It showed that the result of Q^2 above was in the amount of

	Original-Sample (O)	T-Statistic ($|O/STDEV|$)	P Values
Confidence/Manner -> Perception	0.731	7.374	0.000
Role and Status -> Perception	-0.035	0.271	0.786

Sumber : Output SmartPLS 3.0 (Ghozali, 2014)

0.493. This result conformed to the requirements that The quantity of Q^2 had range value $0 < Q^2 < 1$, in which getting closer to 1 indicated the better model. While the value $0 < 0,493 < 1$, in which getting closer 1 implied better model.

Table 5.Hypothesis Test

Confidence/manner variable (X_1) affected perception significantly. This was shown by the value of Original Sample 0.731 and a significant value of $0.000 < 0.05$, meaning that the confidence/

The variable of role and status (X_2) affected perception insignificantly. This was shown by the value of Original Sample – 0.035 and significance value 0.786 > 0.05, this revealed that role and status insignificantly affected the perception. Meaning that the indicators of role and status were slightly felt by costumers to determine sharia bank, the hypothesis previously made was rejected. It was not in line with the research result of Adawiyah (2010), it is concluded that there are seven factors that consumers consider in choosing a Sharia bank, including perception, process, physical condition, profit sharing, human resources, social and location factors. Religion is not the main reason for individual consumers to choose Sharia banks. Consumers consider more profit or profit-sharing offered by Islamic banks than other factors, Yulianto et al., (2010) the factors that influence customers' considerations in choosing Islamic banks in Medan are products, places, and distribution channels, and services for bank employees. Price factors, promotion, process, and physical evidence, do not have a significant effect on customer consideration in choosing an Islamic bank in the Medan city. The product factor is most considered by the customer in choosing an Islamic bank in the city of Medan, and Junusi (2012), this study shows sharia compliance is an indicator that gives the biggest contribution in the implementation of sharia governance. Adherence to sharia is a major factor for customers in establishing partnerships with Islamic banks and deciding to keep maintaining Islamic banks.

Result of Multi-Dimensional Scaling (MDS)

A. Common Space

The established coordinate results revealed that the range of respective factors to each dimension. Following the research data, classification could be performed by drawing starting from the obtained coordinate range. The classification result of sharia bank based on the factors influencing its attribute was divided into 4 groups. The first group was the Bank Muamalat.

Stress and Fit Measures

Normalized Raw Stress	,05525
Stress-I	,23506[a]
Stress-II	,90541[a]
S-Stress	,16410[b]
Dispersion Accounted For (D.A.F.)	,94475
Tucker's Coefficient of Congruence	,97198

PROXSCAL minimizes Normalized Raw Stress.

a. Optimal scaling factor = 1,059.

b. Optimal scaling factor = ,941.

Source: Output of SPSS

There was no second group, the third group was BCA Syariah and the fourth group was BNI Syariah and Bank Syariah Mandiri.

B. Goodness of Fit

The benefit of MDS could be seen using the goodness of fit composed of stress value and D.A.F value.

Accounted For (D.A.F) revealed that MDS for dimension two of this research was good since the value of D.A.F has got closer to 1 or 100%.

Result of Correspondence Analysis *(CA)*, Respondents' perception mentioned within the questionnaire, was classified into as follows:

1. Service provided by sharia bank

2. The hospitality of bank personnel

3. Interior convenience

4. A good reputation of sharia bank

5. Location of sharia bank near the residence

6. Having an extensive parking area

7. Any supporting facilities

8. The credibility of sharia bank management

9. Providing cheap loan

10. Providing cheap service charge

11. Sharia bank recommended by family

12. Advertisement of sharia bank in mass media mass

13. The high-profit sharing given by sharia bank

14. The privilege provided by sharia bank for the account holder

Table 6.Correspondence Analysis

From cumulative proportion, it might be seen that the solution of 2 dimensions has revealed the variety 83%. In the event of using the so-

lution of 3 dimensions, the addition of cumulative proportion was merely in the amount of 1.6%, a solution of 2 dimensions was sufficiently used for this research.

Figure 3.Perception Map of Product Attribute and Sharia Bank
Source: Output of SPSS

Following the perception map of product attribute and sharia bank (Figure 3), it was found that how the respondent's selection was through the proximity of each product attribute with sharia bank.

a. Bank Central Asia Syariah had proximity with the attribute of cheap service charge, the high-profit sharing, and the privilege provided to shareholders.

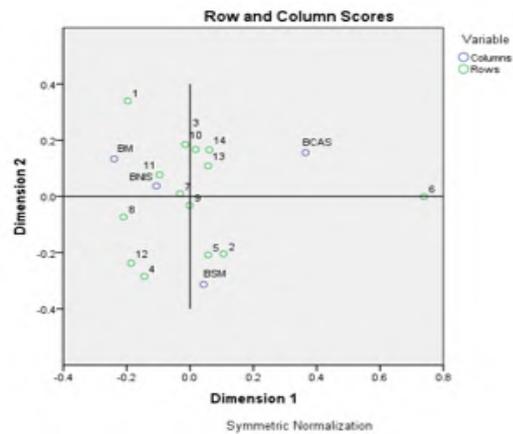| Dimension	Singular Value	Inertia	Proportion Explained	Cumulative Proportion
1	.04656	.00217	.542	.542
2	.03417	.00117	.292	.834
3	.02576	.00066	.166	1.000
Total		.00400	1.000	1.000

Source: Data processing result of SPSS

D. Bank Syariah Mandiri had proximity with the attribute of sharia bank personnel's hospitality, location of sharia bank near the residence, and given cheap loan price.

Conclusion

Based on the data that has been described in the previous chapters, it can be concluded from this study:

a. In the case of analysis using PLS confidence/manner variable, it significantly affects the perception. Meaning that the indicator of confidence/manner can be experienced by costumers to take any consideration regarding sharia bank. The variables of role and status insignificantly affect perception. In this case, the role and status indicators were slightly experienced by costumers to determine the Sharia bank.

b. In the analysis of multidimensional scaling, it includes 4 positions od sharia bank such as: First, Bank Muamalat dan BNI Syariah was perceived having no similarities with the other sharia bank.

c. Based on the positioning of correspondence analysis for 14 factors

The strongest positioning of BCA Syariah is in the attribute 10,13, and 14

The strongest positioning of Bank Muamalat is in attribute 1, 3, and 11

The strongest positioning of BNI Syariah is within the attribute 7,9, and 11

The strongest positioning of Bank Syariah Mandiri is in the attribute 2,5, and 9.

Recommendation

To compete and expand market share, product attributes can influence the positioning and perception of Islamic banks because they must be considered by the management of Islamic banks.

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