

EXPLANATORY PREFERENCE FACTOR OF INDONESIANS TO BECOME BMT (MICRO SHARIA NON-BANKINSTITUTION) CUSTOMERS

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Abstrak

The aim of this research conduct is to know more some criteria of main preference factors of Indonesians to become BMT (sharia microfinance non-bank institutions) customers. In-depth interview and FGD are used in this research conduct. The main preference factor revealed is service, which comprises of physical and non-physical aspects. First aspects in physical are: (1) the employees; and (2) the branch physical facilities of BMT. Which can be elaborated to: (1) polite and friendly; (2) fast; (3) competent; (4) responsive; (5) efficient and speed transaction; (6) transparent and openness to critics; (7) accurate billing; (8) clean clothes and neat appearance; as well as (9) cleanliness and tidiness of the branch offices. Second aspects in non-physical, are: (1) already known BMT; and (2) reliable BMT management, as well as (3) cost; (4) benefit; (5) profit sharing; (6) syariah compliance; (6) security; included (7) syariah products and symbols. Finally, the third aspect as the most important one is religiosity variable/atribut that helped to shape main criteria of preference factors of Indonesians to become BMT customers.

Key words: *BMT, explanatory preference factors, customer*

INTRODUCTION

The pressure of global economy, create uncertainty Indonesia's macro economy situation. Fortunately, its condition in Indonesia yet is opposite to sharia micro economy non-bank institutions developments. The existance of BMT (*Baitul Maal wa Tamwil*) which born-grow-develop with a strong commitment upon Islamic ideology by Indonesian da'wah activists. With a spirit to eradicate poverty in poor people communities, the activists cut moneylenders-chain in many traditional markets throughout Indonesia. PINBUK (2008) or *Pusat Inkubator Bisnis* and *Usaha Kecil* from Kemenkop UKM RI records around 4000 of BMT members throughout Indonesia has around Rp 1,5 Trilyun,- assets. On the other hand, BMT Link (2010) records as much as 3.200 BMTs throughout Indonesia in 2006 have 10 million customers. For more than one decade BMTs succeeded became a syariah

financial institution that reach poor and low society of people, as well as support small-medium enterprises growth. Especially in many rural areas, the activists protect their customers from any *ribawi* transactions. Unfortunately, Indonesia's BMTs hit some obstacles.

Prameswara Samofa Nadya (2012) in her findings upon some BMT marketing obstacles put forward that factors which become main explanatory on society's preference to become BMT customers are factors that comprise of variables of: (1) proces; (2) human resource; (3) service; (4) reputation; (5) rekomendasi. On the other hand, the spirit in developing BMT organization that aims to improve the imbalance of economic growth not inline with the growth of customers' numbers. Therefore, there is a need to conduct further research in to bridge the Indonesians' need and the BMTs development.

To answer some allegations on explanatory preference factors that bridge Indonesians' needs and BMTs developments, there is a *RQ (Research Question)* to be answered: What are main criteria of Indonesians' to be BMT customers?

LITERATURE

Some previous researchs in the past such as Nadya (2008), Wahyuningsih (2005), Yunus (2004), BI-Undip (2000), and Imani (1999) put forward some findings. Imani (1999) upon BMT position amidst some other conventional financial institutions, in: (a) perception; and (b) participation of its members using qualitative methods from a case study. BI-Undip (2000) in: (a) potency and preference; which relate to (b) response position; which influence (c) acceptance or rejection principles on syariah products; that followed with ; (d) consumer behavior in Central Java especially in Yogyakarta upon sharia banks. The interesting part of the findings is that actually not all respondents understood the system of sharia banking, but they show positive responses to the presence and existence of sharia bank, as well as they show their desire to become sharia bank customers. Some variable findings that influence Indonesians to become BMT customers are: (a) social activities; (b) openness to new things; (c) race discrimination; and (d) a comprehensive sharia banking system understanding. Yunus (2004) factors that influence public interest to use sharia

bank services. Give results education factor and public knowledge that contribute significant influence to use sharia banking services. Wahyuningsih (2005) shows that social system that connected to the customer's believe upon sharia bank dan the customer preference sharia bank services, have positive connection to their attitude upon sharia bank. Include attitude upon sharia bank that has a positive influence to public interest to become sharia bank customer. Furthermore, services factors such as speed and efficiency services have the strongest influence. On the other hand, it is also revealed that the religious factor or believe has no strong influence to the decision making process to choose a sharia bank. Furthermore, Wahyuningtias (2005) explained that in order to the lack of information on sharia financial institution in 2005, the trust on sharia banks remain low. Nadya (2008) used factor analysis, preference explanatory main factor, human resource, services, reputation, recommendation. In the same wave length with Zeitham, Bitner and Gremler explanations (2006, p. 67) that evaluation after their satisfaction experience using significance services given, will give positive impact through w.o.m (worth of mouth) by the customers to producers, with continuous improvement on human resource, process, and physical performance (Zeithaml, Bitner dan Gremler, 2006, p. 25-27). Kotler (1989) has a view, that a product as one of stimuli variable in marketing is an instrument to attract customers to do transactions.

METHOD

Primary data which used in this research conduct are from in-depth-interview on 150 respondents from 2 BMT customers at Bintaro, first BMT Beringharjo and second BMT Darut Tauhid. The method that used in this research is Qualitative Method with Factor Analysis in it. Factor Analysis is used to find customer main criteria to become BMT customers. Qualitative data gathered in this research denote respondent answers based on in-depth-interview and FGD technics. To facilitate process in data analysis, prior being input data are coded.

RESULT AND DISCUSSION

Result of KMO and Bartlett's test are: $KMO = 0,816$, greater than 0,5 which means the unit of observation has been good for Factor Analysis; Bartlett Test shows the value of Chi Square is the amount of 5359.362 so the value of the significance level is 0,000, which means that the Factor Analysis can be done. With these two results, then further analysis can be done (Usman dan Sobari, 2013).

At first, based on the above analysis, the main criteria preference of Indonesians to become BMT customers is in Services Factor. The fact emphasizes "Services Factor" as the strong tendency when customers choose to become BMT member among many other factors. The result is in-line with the research conducted by Wahyuningtyas (2005) dan Subagja (2005), where services of sharia financial institutions have a strong positive correlation to ones attitude upon sharia financial institutions. As well as explained by Zeitham, Bitner dan Gremler (2006, p. 67) that evaluation after ones experience using significance sharia financial institution services reflects to W.O.M (worth of mouth) from customers to the producers.

The second, is in Facility Factor, which also in-line with the research conducted by Yunus (2004) that explained some consideration which influence their desire to use sharia financial institutions, they are: (a) accessibility; (b) the branches amount; (c) ATM facilities. They indicate that many customers really scrutinize the BMTs facilities. More especially the modern facilities that can make ones easier to do any transactions, wherever-when-ever-however.

Thirdly, is in Physical and Cost Factor when someones choose to become BMT customers. Those indicate that cost and price is one variable in Marketing Mix that can be used as a tool to develop to meet supply of customers' satisfactions. Satisfied customers will remain loyal to the products. Therefore it will create a sustainable business management market.

Fourthly, is in Benefit Factor, which in-line with Schiffman dan Kanuk (2000, p. 550) statements, that explain consumer behavior in the economic angle as rational decision making process. Where in general known as understand the whole alternate product range, and able to put in-order definite-specific alternate from those many in relation with friendly

product and profit gain, beside able to identify the best choice from many products provided.

Fifthly is Profit Sharing Factor, where shows customers' desire on clear Profit Sharing investment, countable and rational. As Juhaya S. Praja (2004), that the main strength of bagi hasil practices by sharia financial institution is not based on a rigid rule of law, but is more in to its context. Both parties will share profit gain and lose on the other hand, based on rational and decent consideration.

Sixthly, is in Sharia Factor and Security, which indicate that customers of productive and consumptive sharia financial in Sharia Bank tends to be as people with religious-rational typical. Meaning that when they choose a bank or sharia products, belief and/or faith is not the one and only consideration but profit gain (Gamal, 2014). In the matter of faith on banking transactions, they tends to be based on values of Islamic universality's value. Such as fairness, justice, and balance via-a-vis with the halal and haram issues. For them, Sharia compatibility is only worth when they need to make a decision as a first time buyer (Kurniawan, 2014).

Seventhly, Product and Symbol Factor indicate that sharia customer financial tends to rational, because it is regarded as more profitable. In fact, many other sharia financial products, supporting features advantages are inside sharia customer financial that could attract sharia customer financial interest. Therefore, management should do Kaizen (continuous improvement) through many product innovation in order to meet the market demand, and to create more future sustainable sharia business management (Kurniawan, 2014).

CONCLUSION

Based on analysis dan explanation above, this research conduct could be summarized as follows: that main preference criteria of Indonesians to become BMT customers is services factors, comprises of: friendly and polite service from BMT employees; speed service from from BMT employees; satisfactory service from BMT employees; competent BMT employees; responsive BMT employees; efficient-speed transaction of BMT employees;

transparent and opens to critics of BMT employees; accuracy in billing by BMT employees; tidiness and cleanliness BMT branch offices; well-known and reputable BMT. Beside some other factors: Facility, physical/office appearance, cost, profit, profit-sharing, sharia, security, product and symbol. Nevertheless, there is a significant variable/attribute that shaped prime/main criteria; it is the level of religiosity.

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