

## THE INFLUENCE OF THE MARKETING MIX ON THE INTERESTS OF CUSTOMERS USING MURABAHAH'S FINANCING PRODUCTS

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### *Abstract*

*This study is intended to analyze the effect of product, price, location, and promotion on customer interest in utilizing murabahah financing at Bank Syariah Indonesia KCP Sungai Lilin. This research is a quantitative research method, and data dissemination is done by distributing questionnaires. The sample in this study was 100 respondents, so this questionnaire was distributed to 100 respondents. The technique of collecting data in this study used an accidental random sampling technique, namely the technique of determining the sample by selecting respondents randomly but with certain criteria that must represent the population to be studied. As for the collection of primary data used by researchers, it was obtained from questionnaires distributed to respondents. Furthermore, the collected data were analyzed using multiple regression analysis with the help of the SPSS version 26. The results of this study indicate that product and price partially have a positive and significant effect on customer interest, while location and promotion do not have a positive and significant effect on customer interest. Simultaneously, the product, price, location and promotion variables together have a positive and significant influence on customer interest in utilizing murabahah financing at Bank Syariah Indonesia KCP Sungai Lilin.*

**Keyword:** *Product, Price, Location, Promotion, Customer Interest*

### *Abstrak*

Penelitian ini bertujuan untuk menganalisis pengaruh produk, harga, lokasi dan promosi terhadap minat pelanggan untuk memanfaatkan dana murabahah di Bank Syariah Indonesia KCP Sungai Lilin. Penelitian ini adalah metode penelitian kuantitatif dan penyebaran data dilakukan melalui distribusi kuesioner. Sampel dalam penelitian ini adalah 100 responden, jadi kuesioner ini didistribusikan ke 100 responden. Teknik pengumpulan data dalam penelitian ini menggunakan teknik pengambilan sampel acak, yaitu teknik menentukan sampel dengan memilih responden secara acak tetapi dengan kriteria tertentu dan harus mewakili populasi yang akan dipelajari. Mengenai pengumpulan data primer yang digunakan oleh peneliti yang diperoleh dari kuesioner yang didistribusikan kepada responden. Selain itu, data yang dikumpulkan dianalisis menggunakan analisis regresi ganda dengan bantuan SPSS (Statistic Product and Service Solution) versi 26. Hasil dari penelitian ini menunjukkan bahwa sebagian produk dan harga memiliki efek positif dan signifikan pada minat pelanggan, sementara lokasi dan promosi tidak memiliki efek yang positif dan substansial terhadap minat konsumen. Pada

saat yang sama, variabel produk, harga, lokasi dan promosi bersama-sama memiliki pengaruh positif dan signifikan pada minat pelanggan dalam memanfaatkan pembiayaan murabahah di Bank Syariah Indonesia KCP Sungai Lilin.

**Kata Kunci:** *Produk, Harga, Lokasi, Promosi, Minat Nasabah*

## **Introduction**

As a country with a majority Muslim population, the enactment of Law No. 21 of 2008 on Islamic Banking was welcomed by various groups of people, including academics, businesspeople and the general public who use banking services. The existence of this law not only provides a clear legal basis for operating national Islamic banking, but also gives the public more choices in using banking services.

An Islamic bank basically means a financial institute offering conventional banking services like deposit, credit, etc., as well as Islamic banking services. However, according to (Santoso and Rahmawati (2016), what differentiates Islamic banking from conventional banking is the principle of management, where Islamic banking is based on the principles of Shariah, which are consistent with Islamic teachings. Sharia principles in banking include the principles of justice and balance ('adl wa tawazun), universalism (alamiyah), and benefit to the people (maslahah), according to Law No. 21 of 2008.

Islamic banking has various banking products based on Shari'ah values in accordance with its operating principles. Some of these products are mudharabah, murabahah, musyarakah, wadiah, istishna, salam, and others. Murabah is one of the credit contract products offered to the public that is used to finance working capital, investment, and consumption. Basically, Murabahah is a financing product on the basis of an agreement between two parties, namely the bank as the credit provider and the customer as the credit recipient. In this agreement, both the first party and the second party agree on the selling price of a product, which is composed of three components, namely the purchase price, the cost or cost incurred in purchasing, and the calculation of the profit for the banking party, where Murabahah can be made in cash but can also be paid with deferred or installment (Hariyanti *et al.*, 2023).

As a newcomer, Islamic banking naturally needs efforts to introduce its products. This is because basically the products offered by Islamic banking are also owned by

conventional banks and other financial institutions through socialization, education, and promotion to the public, so that people know and are interested in using the products offered by Islamic banking.

Product introduction efforts are necessary due to the high level of competition in financing, not only with fellow Islamic banks but also with conventional banks and other financing institutions, both sharia and non-sharia. The following data presents the number of Islamic banks in Indonesia from 2019 to 2021.

**Table 1. Number of Banks in Indonesia by Type from 2019 to 2021**

Bank and Office Groups	Number of Banks and Bank Offices (Unit)					
	Bank			Bank Office		
	2019	2020	2021	2019	2020	2021
Bank Perkreditan/Pembiayaan Rakyat - BPR Syariah	164	163	164	619	627	659
Bank Umum Syariah - Bank Pembangunan Daerah	2	2	2	184	195	190
Bank Umum Syariah - Bank Swasta Nasional	12	12	10	1.721	1.825	1.833
<b>Jumlah</b>	<b>178</b>	<b>177</b>	<b>176</b>	<b>2.524</b>	<b>2.647</b>	<b>2.682</b>

source : OJK, 2022

The data shows that banking and financing institutions are present in various regions, each offering superior products and services. To compete effectively, Islamic banking must implement various strategies and approaches. One such strategy is to use the marketing mix concept in their marketing efforts. In this strategy, Islamic banking should focus on several variables: product, price, promotion, and place (or distribution channel). By emphasizing these four factors, a company can implement a strategic marketing plan aimed at eliciting a positive response from the public for the products they offer (Kotler and Armstrong, 2016).

In order to receive a favorable response from the community or the company's target market, it is essential for a company to understand their needs. One effective way to achieve this is by conducting market research or surveys. At this stage, the company must be able to recognize and comprehend the requirements of the community for a product and adjust their products accordingly (Nasruddin, 2021). Companies can improve their product quality, offer competitive and affordable prices, enhance their

service quality, and strengthen their brand image to maintain public recognition (Zaputera *et al.*, 2019).

During the product introduction stage, marketing activities serve as the focal point for the company's attention. The success of a product is undeniably determined by the success of its marketing process. Therefore, as previously mentioned, it is essential for the company to identify consumer needs before selling a product or service. If the company can accurately identify consumer needs, improve the quality of the product, set a competitive and affordable price, and effectively promote the product, it will be accepted in the market, according to (Syaleh, 2017).

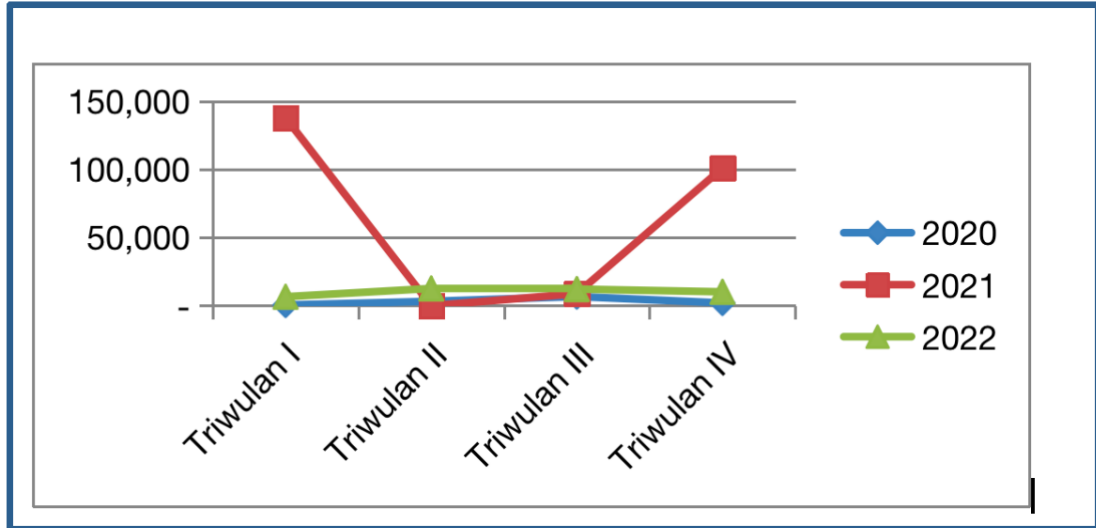
The marketing mix concept emphasizes the importance of prioritizing consumers in the market. Therefore, it is not surprising that marketing theory refers to the consumer as the 'king'. By prioritizing the consumer, companies can achieve positive results and responses from the community, such as increased interest and, ultimately, more purchases of their products. Consumer behavior in purchasing a product from a company is based on the observation of various alternative choices of similar products, leading to a decision on which product to buy (Tua *et al.*, 2022).

BSI KCP Sungai Lilin is an Islamic bank that offers Islamic financing products, including Murabahah financing. The number of Murabahah financings has fluctuated in the last three years, particularly in each quarter, as shown in the table below:

**Table 2. The value of Murabahah Financing for BSI KCP Sungai Lilin from 2020 to 2022.**

<b>Period</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Triwulan I	550.000.000	137.770.582.283	6.633.567.602
Triwulan II	3.245.070.705	19.422.263.000	12.677.325.350
Triwulan III	6.794.000.000	8.876.700.636	12.228.168.865
Triwulan IV	2.050.000.000	100.904.855.459	10.214.866.085
<b>Jumlah</b>	<b>12.639.070.705</b>	<b>266.974.401.378</b>	<b>41.753.927.902</b>

Source : BSI KCP sungai lilin, 2023



Source : BSI KCP sungai lilin, 2023

**Based on Figure 1. The value of Murabahah Financing for BSI KCP Sungai Lilin from 2020 to 2022.**

The table above shows that the value of murabahah financing has been unstable every quarter and tends to fluctuate from year to year. Although there was a dramatic increase in the year 2021 compared to the year 2020, there was also a significant decrease in the year 2022. However, the data suggests there is great potential for Murabaha financing if BSI KCP Sungai Lilin can optimize it annually.

Several studies have examined the impact of marketing strategies on public interest in utilizing murabahah financing. Herlina (2018), Wijaya (2018), and Ivantan *et al.*, (2020), found that marketing strategies, including product, price, location, and promotion, have a positive and significant effect on the interest in purchasing products. However, other studies have obtained different results. For instance, Azizah *et al.*, (2020) research shows a positive but insignificant effect, while Nurtiana (2022), and, Suhaidi (2022), found that marketing strategies, including product, price, location, and promotion, had no significant positive effect. Thus, there are differences in the results compared to previous studies, indicating a need for further research on the same issue.

In Sungai Lilin District, there are several banks and financing institutions that compete with BSI KCP Sungai Lilin. Therefore, it is crucial for BSI KCP Sungai Lilin

to implement a marketing strategy that focuses on the marketing mix variables, including product, price, place, and promotion, to thrive and survive in the competitive market. Evaluating the results of the marketing strategy is also essential. Therefore, this study aims to analyze the effect of the marketing mix on customer interest in utilizing Murabahah financing products at Bank Syariah Indonesia KCP Sungai Lilin. The study aims to determine whether the product, price, location, and promotion have a positive and significant effect on customer interest in utilizing murabahah financing at BSI KCP Sungai Lilin.

## **Literature Review**

### **Marketing Strategy**

Swasta (2018), defines a marketing strategy as a plan that outlines how a company should operate to achieve its goals. Kotler (2018), describes marketing strategy as a mindset used to achieve marketing objectives, including specific strategies for target markets, positioning, marketing mix, and marketing expenditure. Strategy is any plan for the achievement of a company's objectives (Alma, 2020). Marketing, on the other hand, involves identifying and fulfilling human and social needs. Marketing management is the result of an exchange of ideas between parties. This includes the discussion of target markets and the establishment of relationships through effective transmission (Kotler and Keller, 2016).

Marketing strategy and marketing mix are crucial processes in banking marketing management that support business performance. Banks may face challenges in developing new products if the target market is unclear. In addition, the maintenance of good customer relationships may be difficult if the marketing mix, especially the processes, services, and employee-related aspects, are not in line with their positioning (Suryani & Hendryadi, 2015). Marketing strategy is the set of rules companies use to achieve marketing goals (Assauri, 2018). The objective of marketing strategy is to identify of opportunities for increasing of the sales figures of the products on offer.

## **Product**

A product is something that provides benefits, either by meeting daily needs or fulfilling consumer desires. Products are typically used to satisfy both physical and spiritual needs. To obtain products, consumers must sacrifice something in exchange for their services, such as purchasing them. Kotler and Armstrong (2016), define a product as anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a want or need. Products encompass more than just tangible goods; they also include physical objects, services, events, places, organizations, and ideas.

Bank products are services offered to customers to meet their needs and desires. These products include deposit products (such as current accounts, savings, and deposits), loans (credit), and other bank services such as transfers, clearing, safe deposit boxes, credit cards, letters of credit, bank guarantees, traveler's checks, bank drafts, and other similar services. Banking products are generally classified as goods and services. Goods are tangible products, such as motor vehicles, computers, and electronic devices. Service products, on the other hand, are intangible but provide easily felt benefits. Marketing plays a crucial role in promoting both types of products. For instance, banks offer service products, and their marketing strategies are tailored accordingly.

## **Price**

To successfully market a product or service, a company must set its price appropriately. Price is the amount customers must pay to obtain a product, and it is a determinant of market demand (Kasmir, 2019). Pricing is crucial because it determines the value of the revenue received. Prices must be set correctly, neither too high nor too low, to avoid losses in profit sharing. Price is the amount of money charged for a product or service. From the buyer's perspective, it is the cost that must be incurred but is still affordable. Setting a pricing strategy for banking services is challenging compared to trading products, as the final price depends on various factors such as raw materials, production costs, and distribution costs.

The above explanation concludes that price is the amount consumers must pay for goods or services offered by a company. Pricing becomes a challenge when companies

must determine prices for new products, when introducing old products into new distribution channels or geographic areas, and when bidding for new work contracts. Mursid (2014) identifies several indicators that influence product prices: (1) Competitive pricing, which refers to offering a lower price than competitors; (2) Complying with market prices; and (3) Maintaining a balance between price and product quality.

### **Location**

Place or distribution refers to the location where banking products are sold and the banking control center. In practice, there are several types of bank office locations, including the head office, main branch, sub-branch, cash office, and independent cash transfer (ATM) machine locations (Andriani *et al.*, 2022). According to Kotler (2017), location (place) refers to the various activities carried out by companies to make products available and accessible to target consumers. Meanwhile, Lupiyoadi and Hamdani define place in the service business as the strategic location for delivering services to consumers. The success of service delivery involves three key parties: service providers, intermediaries, and consumers.

Location refers to the place where banking products are operated and regulated in accordance with the principles of Islamic law. Determining the location of a bank is a policy decision that must be made by the bank. This allows the bank to freely organize its offices, indoor and outdoor layouts, parking and waiting areas to provide comfortable service to customers (Andriani *et al.*, 2022).

### **Promotion**

According to Tjiptono (2015), promotion is a marketing activity that aims to disseminate information, influence, persuade, and/or increase the target market's willingness to accept, buy, and be loyal to the products offered by the company. It is a form of marketing communication. Meanwhile, Hamidin *et al.*, (2022) define promotion as a marketing communication activity that aims to disseminate information, influence, and remind the target market about the company and its products, with the goal of

encouraging them to accept, purchase, and remain loyal to the products offered by the company.

Meanwhile, according to Kotler and Armstrong (2016), promotion is an activity that communicates product advantages and persuades customers to buy the product. Promotional activities allow producers to convey various information to consumers. Promotion can introduce consumers to a product and influence their purchasing decisions through persuasive, informative, and encouraging messages. Various promotional tools are available to increase sales volume. Kotler and Armstrong (2016), identify three promotion indicators: advertising and sales promotion. 1) Advertising is a non-personal promotional channel that uses various media to stimulate purchases. 2) Sales promotion is a company's effort to encourage the purchase or sale of products, often by offering discounts. 3) Public relations refer to a company's efforts to promote or protect its image or products through various programs designed by the company.

### **Interest of Customer**

Kotler and Keller (2016), argue that purchase interest is a type of consumer behavior that occurs in response to an object, indicating consumers' desire to buy something. Purchase interest is a component of the behavioral element in consumer attitudes. Purchase intention is a measure of an individual's attitude towards a product, service, or brand. It is commonly used to predict consumer behavior. Indicators of buying interest include: a) Attention, which attracts potential customers to the producer's items. b) Interest, which involves the process of attracting customers to the producer's goods. c) Desire, which reflects the readiness of potential customers to purchase goods from the producer. d) Action, which allows potential customers to buy products if they are interested.

Ferdinand (2014), identifies four indicators of buying interest: 1) Transactional interest, which refers to individuals who consistently repurchase goods or services they have used; 2) Referential interest, which refers to individuals who recommend goods or services to others based on their own experiences; and 3) Preferential interest, which refers to individuals who consistently prefer certain goods or services over others. 4)

Explorative interest refers to the behavior of individuals who seek complete information about the goods or services they are interested in.

### **Development of the hypothesis**

Previous research is crucial to any study. It provides researchers with ideas and references for their research, as well as helping them identify research gaps. These gaps are areas that have not been explored in previous research. It is important to note that any subjective evaluations should be clearly marked as such.

Previous studies that inform this research include Kusrohrawati (2019), investigation of the effect of marketing mix on member decisions in taking Murabahah financing at Koptan BMT Barokah Bantul. The study found that product, price, and promotion had a positive and significant effect, while location did not have a significant effect on customer interest. A study conducted by Suhaidi (2022), examined the effect of marketing mix on customer decisions to use sharia financial services products from the perspective of islamic marketing ethics. The study found that price has a positive and significant effect on customer interest, while products, location, and promotion have no effect.

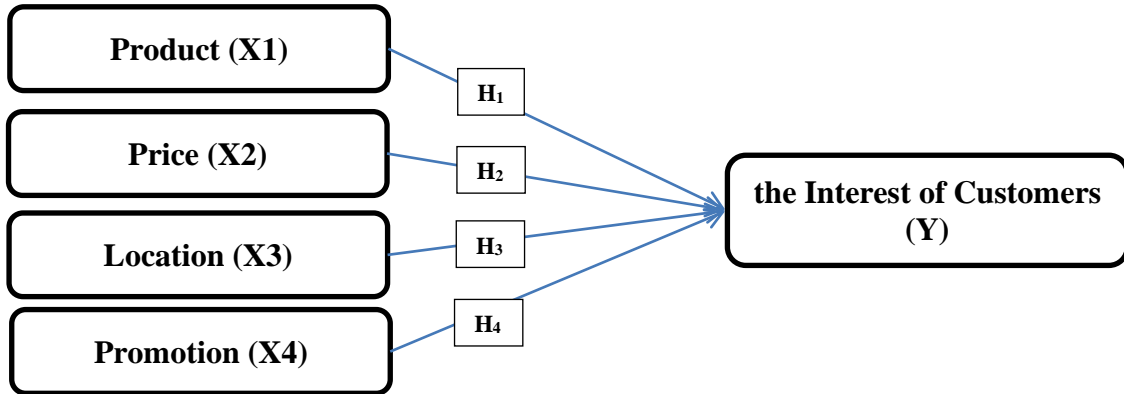
The study proposes the following hypotheses:

**H1:** Products have a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin.

**H2:** Price has a positive and significant impact on customer interest in utilizing murabahah financing at BSI KCP Sungai Lilin.

**H3:** Location has a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin.

**H4:** The results indicate that promotion has a positive and significant effect on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin.



Source : Previous Research, Kusrohrawati (2019); Suhaidi (2022)

**Basen on Figure 2. Research Conceptual Framework**

**Research Methodology**

The study was conducted at BSI KCP Sungai Lilin and focused on customers who have utilized murabahah financing. The research population consisted of 862 individuals, and the accidental sampling method was used to select 100 respondents who received a research questionnaire. Agustianti (2022), determined the number of respondents using the Slovin formula.

The study's primary data was collected through questionnaires distributed to 100 respondents, with the data measured using a Likert scale. The analysis technique employed was multiple linear regression using SPSS version 26 software.

**Result and Discussion**

**Result on validity test**

**Table 3. Result on Validity Test**

Variable	Item	Item Correlation	r tabel	Conclusion
Product	X1.1	0,756	0,374	Valid
	X1.2	0,602		Valid
	X1.3	0,766		Valid
	X1.4	0,964		Valid
Price	X2.1	0,725		Valid
	X2.2	0,794		Valid
	X2.3	0,819		Valid
	X3.1	0,784		Valid
	X3.2	0,502		Valid

Location	X3.3	0,739	Valid
	X3.4	0,703	Valid
	X3.5	0,520	Valid
	X4.1	0,556	Valid
	X4.2	0,680	Valid
Promotion	X4.3	0,716	Valid
	X4.4	0,459	Valid
	X4.5	0,428	Valid
	Y1.1	0,857	Valid
	Y1.2	0,801	Valid
Customers Interest	Y1.3	0,877	Valid
	Y1.4	0,867	Valid

Source : SPSS processed result, 2023

Based on the above table, it can be seen that the entire statement item has a value of  $r$  result  $>$   $r$  table, so the statement is valid and can be used in research.

**Result on Reliability Test**

**Table 4. Result on Reliability Test**

Variable	Alpha Cronbach	Value	Conclusion
Product	0,657	0,60	Reliable
Price	0,737		Reliable
Location	0,661		Reliable
Promotion	0,702		Reliable
Customers Interest	0,865		Reliable

source : SPSS processed result, 2023

From the results of the test table above, it can be seen that cronbach values greater than 0.60 indicate details of the statement of the entire reliable variable and can be used in research.

**Result on Normality Test**

**Table 5. Normality Test**

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.04662159
Most Extreme Differences	Absolute	.071

	Positive	.040
	Negative	-.071
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

Source : SPSS processed result, 2023

Based on the results of the normality test above, the sample data using the Kolmogorov-Smirnov-Monte Carlo formula produces a significance value of 0.200 > 0.05. Therefore, it can be concluded that the residual value in this study is normally distributed, so it is suitable for use.

**Result on Multicollinearity test**

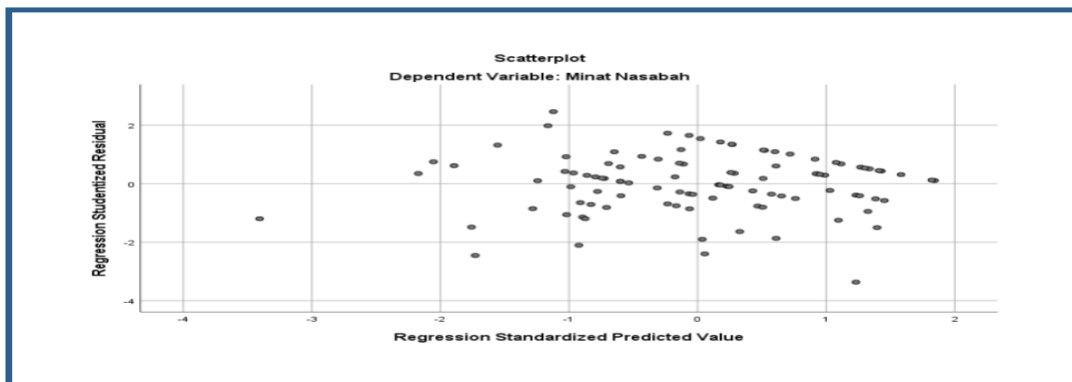
**Table 6. Result on Multicollinearity Test**

Variabel	Tolerance	VIF
Product (X1)	0,753	1,328
Price (X2)	0,775	1,291
Location (X3)	0,846	1,182
Promotion (X4)	0,874	1,144

Source : SPSS processed result, 2023

The table above shows that the tolerance value of each independent variable is greater than 0.10, while the Variance Inflating Factor (VIF) value of each independent variable is less than 10. Therefore, it can be concluded that there is no multicollinearity in this study.

**Result on Heteroscedasticity Test**



Source : Source : SPSS processed result, 2023

**Based on Figure 3. Result on Heteroscedasticity Test**

The above illustration shows the output of the scatterplot. The result is obtained from points scattered at both the bottom and the top and spread around the number 0, which has no measured pattern.

## Hypothesis Testing

### Result on F-Test

**Table 7. Result on F-test**

Hasil Uji-F						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	258.713	4	64.678	14.817	.000 <sup>b</sup>
	Residual	414.677	95	4.365		
	Total	673.390	99			

Source : Source : SPSS processed result, 2023

Based on the above table, the test results show that if significant as  $0.000 < 0.05$ , then it can be stated that the product, price, location, and promotion together have a positive and significant influence on customer interests.

### Result on t-Test

**Table 8. Result on t-Test**

Source : Source : SPSS processed result, 2023

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.043	2.652		1.525	.131
	Product	.453	.115	.365	3.938	.000
	Price	.349	.097	.328	3.591	.001
	Location	.111	.098	.100	1.138	.258
	Promotion	.105	.092	-.145	-1.683	.096

Based on the above table, the influence of independent variables on dependent variables can be explained as follows:

Product (X1): Please provide additional information on this variable. The results indicate that the Product variable (X1) has a significant positive influence on customer interest ( $p < 0.05$ ). Price (X2): The analysis indicates that the variable Product Quality

(X2) has a significant value of 0.001. As  $0.000 < 0.05$ , it can be concluded that H2 is accepted. Therefore, it can be proven that price has a positive and significant impact on customer interest.

Additionally, the influence of location (X3) was not discussed in this analysis. The value of 0.258 for the location variable (X3) is significant. As 0.000 is less than 0.05, it can be concluded that H3 is rejected. Therefore, it can be proven that location does not have a positive and significant impact on customer interest. In regards to promotion (X4), the value of 0.096 for the promotion variable (X4) is not significant. As 0.000 is less than 0.05, it can be concluded that H4 is rejected. Therefore, it can be proven that promotion does not have a positive and significant impact on customer interest.

### Result on Multiple Linear Regression

**Table 9. Result on Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.043	2.652		1.525	.131
	Product	.453	.115	.365	3.938	.000
	Price	.349	.097	.328	3.591	.001
	Location	.111	.098	.100	1.138	.258
	Promotion	.105	.092	-.145	-1.683	.096

Source : Source : SPSS processed result, 2023

$$Y = 4,043 + 0,453 X1 + 0,349 X2 + 0,111 X3 + 0,105 X4 + e$$

The impact of each independent variable can be explained as follows:

The constant value (a) is 4.043, indicating that the presence or absence of the independent variables (product, price, location, and promotion) does not affect the dependent variable (customer interest), which remains at 11.872. The regression coefficient of the product variable (X1) on customer interest (Y) is 0.453. This indicates that if the product (X1) increases by 1 unit, the customer interest (Y) will increase by 45.3%.

The regression coefficient of the Price variable (X2) on customer interest (Y) is 0.349. This means that if the price (X2) increases by 1 unit, customer interest (Y) will increase by 30.9%. The regression coefficient for location (X3) on customer interest (Y) is 0.111, indicating that a 1 unit increase in location (X3) will result in an 11.1% increase in customer interest (Y).

Similarly, the regression coefficient for promotion (X4) on customer interest (Y) is 0.105, indicating that a 1 unit increase in promotion (X4) will result in a 10.5% increase in customer interest (Y).

### Test of The Coefficient of Determination ( $R^2$ )

**Table 10. The Coefficient of Determination ( $R^2$ )**

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 <sup>a</sup>	.384	.358	2.08926

Source : Source : SPSS processed result, 2023

The table above shows a correlation coefficient value of 0.620, indicating a close relationship between the dependent and independent variables. The coefficient of determination is 0.358, meaning that the model formed can explain 35.8% of the problem under study, while the remaining 64.2% is explained by other variables outside the model.

### Discussion

#### 1. The study found that the Product

variable (X1) has a positive and significant influence on the Customer Interest variable (Y), supporting the theories presented in the previous section. The study found that the Product variable (X1) has a positive and significant influence on the Customer Interest variable (Y), supporting the theories presented in the previous section. It is important to note that the language used is clear, objective, and value-neutral, and the sentence structure is simple and logical. The technical term abbreviations are explained when first used, and the text is free from grammatical errors, spelling mistakes, and punctuation errors. The content of the improved text is as close as possible to the source

text, and no new aspects have been added. Firdaus and Sjahrudin (2021), Iffah *et al.*, (2023), conducted research that shows products have a positive and significant influence on customer interest. The quality of a product directly affects customer interest in utilizing it.

## 2. Price Effect on Customer Interest.

The hypothesis testing results (H2) indicate that the Price variable (X2) has a positive and significant impact on the Customer Interest variable (Y). This statistical test confirms that price has a positive and significant effect on customer interest. Similar results were found in studies conducted by Ningsih *et al.*, (2022) and Iffah *et al.*, (2023), which also demonstrate that price has a positive and significant effect on customer interest.

## 3. The Impact of Location on Customer Interest.

The statistical analysis of hypothesis testing (H3) indicates that the Location variable (X3) does not have a significant positive effect on the Customer Interest variable (Y). Therefore, it can be concluded that location does not have a significant impact on customer interest. Ningsih *et al.*, (2022), Qorizah (2019), conducted research that shows that location does not have a significant positive effect on customer interest.

## 4. The statistical test results (H4) indicate that

the Promotion variable (X4) has a negative and significant effect on the Customer Interest variable (Y), contradicting the hypothesis that promotion has a positive and significant effect on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin. Research conducted by Firdaus and Sjahrudin, (2021), Ningsih *et al.*, (2022), shows that promotion does not significantly influence customer interest in utilizing murabaha financing products at BSI KCP Sungai Lilin.

5. The study examines the impact of product, price, location, and promotion on customer interest. Hypothesis testing (H5) confirms that these factors have a significant effect on customer interest.

The variables of product (X1), price (X2), location (X3), and promotion (X4) were calculated, resulting in a value of 0.000. As this value is less than 0.05, H5 is accepted, and H0 is rejected. It is important to note that these findings are consistent with previous studies. To maintain objectivity, subjective evaluations have been excluded. The research conducted by Ningsih *et al.*, (2022), Puspitasari and Safitri (2022), Zulaini (2022), and Iffah *et al.*, (2023) indicates that product, price, location, and promotion have a positive and significant impact on customer interest.

### **Conclusion**

Based on the description above, the research findings indicate that: product has a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin. Price also has a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin. However, location does not have a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin. As it is known, Sungai Lilin is a sub-district with limited trade and government centers. Banks and other financial institutions in this sub-district are conveniently located close to each other, making it easy for customers to access them.

Additionally, parking lots are available in standard sizes, similar across all shophouses. Thus, the location does not affect customer interest. Additionally, promotion does not have a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin. It is important to note that customers have their own preferences in banking services and may not require promotion. BSI KCP Sungai Lilin does not frequently carry out promotional activities to the community for their murabaha products due to the small area and limited competition. The variables of Product, Price, Location, and Promotion have a positive and significant impact on customer interest in utilizing murabaha financing at BSI KCP Sungai Lilin.

The limitations of this research are only minor measurements, because the research object is in the branch office area only. Then on the research variable only external to

the locus of control which should be directly to the local control and added to the mediation variable.

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