

ANALYSIS OF PURCHASING DECISION AND ROA AFFECTED PROMOTIONAL MIX ON DEPOSIT OF MUDHARABAH BPRS BAITURIDHA PUSAKA BANDUNG

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ABSTRACT

Sharia Rural Banks (BPRS) is a milestone in the beginning of the birth of Islamic financial institutions in Indonesia. BPRS is a sharia financial institution with the aim of helping the economically weak community in grassroots through collecting public funds and providing financing on a sharia basis to the community in need, especially the informal sector. Promotion is one of the marketing techniques that can be applied in financial services products. Many people who still do not understand about the products issued by the BPRS and how to access it, this is because the information received by the community is very limited. Limited funding is one of the reason why promotional activities can not run as planned. This research use descriptive and verification with sampling technique, that is convenience sampling by using 50 respondents and 5% significance level. The results showed simple linear regression equation $Y = 39,215 + 0,392 X1$ Advertising + 0,963 $X2$ Promotion + 0,17 $X3$ Personal Selling - 0,65 $X4$ Publicity that show three variables have positive effect and one variable has negative effect in purchasing decision.

Keywords: Purchasing decision, ROA, Promotional Mix.

INTRODUCTION

Sharia bank is one of many option for the community to save their excess fund. In Indonesia whose most population is muslim, sharia bank is the right solution. They use Islamic principles in its operational that are fair and ethically muamalah, its accentuate justice by sharing justice and loss with two concerned parties and by not weighing one parties. Sharia Rural Banks (BPRS) is the first Islamic financial institution in Indonesia. BPRS is a sharia financial institution with the aim of helping the economically weak community in *grassroot* level through collecting public funds and providing financing on a sharia basis to the community in need, especially the informal sector.

In Bandung City, one of the BPRS which is BPRS Baiturridha Pusaka located in Jalan Kebon Jukut No. 25 Sumur Bandung Regency with a substantial percentage of third of third party funds (DPK) in the last two years of 65,67% and a large assets more than 87 billion in December 2017. Therefore, it could be predicted that BPRS is also needed by the community compared with the number of population in Bandung City which is approximately 2.490.622 people, then there is a bigger potential market that could be worked on. However, there are a lot of people that still does not know and understand about the BPRS' products and how to access it due to how limited the information that went through. In the other hand, if the promotion strategy is done right then it could increase the DPK accumulation and in the end it could also affect the performance of concerned bank. This could be seen in one of the indicator of bank financial performance that is Return On Asset (ROA) which the measurement refers to profitability and operational efficiency. ROA also often used as a business performance comparison of one bank with another bank, because ROA compares net profit of one bank with the total assets. Then, the bigger the ratio number, the bigger the fund that could be returned from company's assets into profit, meaning the better the company's performance the bigger the net profit will be obtained.

Thus in order to win over the market, a reliable promotional mix strategy is needed for introducing BPRS products to the community to obtain a high market share as desired and in the end could collect the third party funds and an increase in lending product distribution could channel the success from a good market share.

In its promotional marketing BPRS Baiturridha Pusaka is using promotional mix strategy, however its strategy is not completely optimal. This could be caused by limited funding and there are still thought on how promotional mix strategy is not important. A conservative strategy and "relational marketing" are still commonly used as a way to marketing a product. This research is to measure the buying decision of Bandung City community, also measure one of the indicator of bank financial performance influenced by promotion mix in mudharabah product, and also to know how far the action or promotional activities has effectively done.

THEORETICAL BASE PROMOTIONAL MIX

Promotion is an activity undertaken by a company to communicate and promote its products into the target market. The company conducts promotional activities so that the products it sells are recognized by the community and are interested to buying. In this promotional activity every bank strives to promote all its products and services either directly or indirectly (Kasmir, 2014). Sales promotion has the nature of communication that is able to provide information and attract attention, the intensive nature of giving a stimulus and the nature of the invitation to go to invite to make a purchase (Shinta, 2011: 142). To carry out promotional activities the company must spend a high enough cost and this requires careful planning and effective to find out how much

promotion issued by the company (Septriandi, 2014). According to Lupiyoadi (2006: 120) promotional mix of which consists of advertising activities, individual sales, sales promotion, direct sales.

ADVERTISING

Advertising is also an important element of promotion and has a wide of coverage, Advertising as corporate image to consumers and potential customers and can maintain the brand in a long time, the ad also has a message that encourages users of a product. There are several advertising media including: print media, electronic media, nameplate, posters, banners, folders, catalogs, slides (Suparyanto, 2015: 177). According to Lupiyoadi (2006: 120) there are several advertising objectives including: a) advertising that is providing information, b) persuasive advertising, c) reminder ads, d) consolidation ads.

PERSONAL SALES

Individual selling is a personal relationship in which various efforts are mobilized to educate customers and encourage the selection of a particular brand or product (Lovelock: 2017: 2017). Personal selling characters are to be more flexible as personal selling can directly tailor sales offers to their own needs and behaviors potential buyers (lupiyoadi, 2006; 121). When compared with other promotional media then individual sales more effective because the salesperson can directly meet with prospective buyers is no longer just potential buyers.

SALES PROMOTION

Sales promotion is as communication accompanied by an incentive (lovelock: 2011: 207). According to Lovelock (2011; 207) the purpose of sales promotion is to accelerate the decision to buy or motivate customers to use certain services immediately in larger volumes on every purchase or more often buy.

PUBLICITY

According to Kotler (2002: 134) translated by Teguh and Rusli states that publicity is an activity to promote the company or its products by loading news about the subject paid by the sponsor. While Tjiptono (2008: 228) says publicity is a form of presentation and dissemination of ideas, goods and services in a non-personal which manan people or organizations who benefit not pay for it.

Direct sales is an interactive marketing system that uses one or more ad media to influence measurable responses and / or transactions in every location (Keller: 2016). The general form of direct marketing is direct mail, mail order, direct response, direct selling, telemarketing and digital marketing (Sunnyoto, 2015: 159)

PURCHASING DECISION

According to Nitisusatro (2013: 215) the purpose of buying decision is to meet its needs in the sense can provide the expected solution. Consumer product or service purchases can be categorized into three types of Menuruy Lovelock (2011: 51) after customers evaluate alternative options, for example by comparing the performance of a number of important attributes of various competing service offerings; assess perceptions of risks associated with each offer; and develop expected, adequate, and expected service level expectations, they will be ready to choose the option they like the most.

RETURN ON ASSET (ROA)

According to Kasmir (2014: 201) Return On Asset is a ratio that shows the results on the amount of assets used in the company. In addition, ROA provides a better measure of corporate profitability because it shows the effectiveness of management in using assets to earn revenue.

VALIDITY TEST

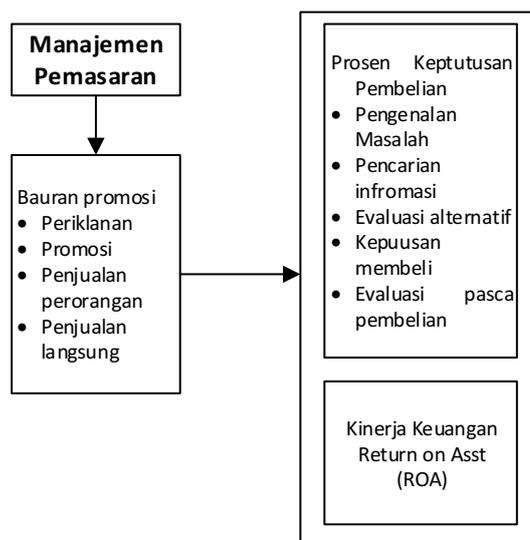
According Sugiyono (2008: 363) Validity is a measure that shows the validity or validity of an instrument. So testing the validity refers to the extent to which an instrument performs a function. The instrument is said to be void if the instrument can be used to measure what is being measured.

RELIABILITY TESTS

According to Harison in Zulganef (2006) reliability is a measure that indicates that the measuring tool used in the study has the kenadalan as a measuring tool, such as measured melaluli consistency of measurement results from time to time if the phenomenon is not changed

Based on theoretical review, it can be arranged the theoretical framework of this research presented in Figure 1 as follows :

Figure 1 Framework



RESEARCH METHODS

In this study which is an independent variable is the purchase decision with the independent variable is the promotion mix. The operational definition of the variables in this study is as follows variables of promotion mix (X) with the following indicators (1) advertising, (2) sales promotion, (3) individual sales, (4) direct sales, variable purchase decision (Y) (1) identification of problem, (2) source of information, (3) choose a decent brand, (4) decided to buy, The population in this study is Bandung city residents who have ever dealings and dealing with the bank mainly related to sharia banking. The type of this research is descriptive and verification, with an interval measurement scale, and 0.5% significance. The sampling technique using convenience sampling method is accidental sampling technique to the respondent who meet the requirement, that is every respondent can be used as sample if according to the provision to be used as data source in this research with the number of respondents 50 people. Types of data used are primary and secondary data, primary data sourced from the distribution of questionnaires as much as 75 sets and who returned the questionnaire of 50 respondents then the data is processed by the researchers themselves. While secondary data comes from journals, books and marketing articles related to this research. Analysis of data using multiple linear regression using SPSS 20 then the results of the analysis will be compared with the Return On Asset whether the variables contained in the promotion mix have a positive impact on one of the indicators of bank performance.

RESULT AND DISCUSSION

Table 1: Coefficient Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	39.215	18.315		2.141	.038		
1 X1 Periklanan	.392	.149	.377	2.629	.012	.864	1.158
X2 Promosi	.963	.413	.347	2.333	.024	.801	1.248
X3 Personal selling	.017	.231	.010	.075	.941	.908	1.102
X4 Publisitas	-.065	.164	-.055	-.394	.696	.921	1.086

a. Dependent Variable: Y

From table 1 we can see the result of linear regression data processing and produce the following equation: $Y = 39,215 + 0,392 X1 \text{ Advertising} + 0,963 X2 \text{ Promotion} + 0,17 X3 \text{ Personal Selling} - 0,65 X4 \text{ Publicity}$. Based on the results of multiple regression can be seen the effect of each independent variable X1 advertising, X2 Promotion, X3 Personal selling and X4 Publicity of the dependent variable Y Purchase decision as follows:

1. The result of multiple linear regression test yields constant variable equal to 39,215 which can be interpreted that independent variable of X1 advertising, X2 Promotion, X3 Personal selling and X4 Publicity if constant value hence decision rate level for mudharabah savings equal to 39,215;
2. The independent variable X1 Advertising positively affects the decision of purchasing mudharabah savings of 0.392, it can be interpreted that the effect of X1 advertising variables in the form of brochures, leaflets, radio advertisements, magazine ads and internet to purchase decision of mudharabah savings of 0.392 and other independent variables X2 Promotions, X3 Personal selling and X4 Publicity has a constant value;

3. The independent variable X2 Promotion positively affects the purchasing decision of mudharabah savings of 0.963, it can be interpreted that the effect of X2 promotional variables in the form of souvenirs, discounts and sweepstakes prizes to the purchase decision of mudharabah savings of 0.963 and other independent variables X1 advertising, X3 Personal selling and X4 Publicity has constant value;
4. The independent variable of X3 personal selling has a positive effect on the purchase decision of mudharabah savings of 0.17, it can be interpreted that the influence given by X3 personal selling variable consisting of personal selling team which inside is a compact personnel and have communication ability, look attractive, reliable and flexible in marketing their products effectively directly to consumers, able to understand the needs and desires of customers and can provide advice in decision making products mudharabah savings of 0.17 and other independent variables X1 advertising, X2 promotion and X4 Publicity has a constant value;
5. The independent variable of X4 publicity negatively affects the decision of purchasing mudharabah savings of -0.65, it can be interpreted that the effect given by X4 publicity variable consisting of activities of developing good relationship with customer, involved in the sponsorship of activity, social and social activity donation and also activities in the framework of product sales to purchase decision of mudharabah savings equal to -0.65 and other independent variable that is X1 advertising, X2 promotion, and X3 Personal selling have constant value

The result of the above analysis shows that X1 advertising, X2 promotion and X3 personal selling have positive effect on purchasing decision. This indicates that all the perks included in the three independent variables can influence the decision to purchase mudharabah saving products of BPRS Baituridha Pusaka Bandung, this is supported by research conducted by Darna and Dita Pramudya Wardani on Platinum iB KPR products in Jakarta in 2013 which stated that promotion promotional component, promotion and personal selling have positive effect on purchasing decision making if there is positive influence from three variable of X1 advertising, X2 promotion and X3 personal selling to purchasing decision can be estimated that there will be increasing of income from mudharabah savings that is increasingly number of customers mudharabah savings. While the X4 publicity has a negative effect of -0.65 on the decision of purchasing mudharabah saving, it shows that all publicity activities have not succeeded in influencing potential customers to make purchasing decision of mudharabah savings.

While the analysis of this study influence the promotion mix with independent variables X1 advertising, X2 promotion, X3 personal selling and X4 Publisistas to Return On Assets (ROA) can be estimated that each promotional mix activities conducted by independent variables X1 advertising, X2 promotion and X3 perosnal selling because it has a positive influence on the decision to purchase mudharabah savings then there will be an increase in the collection of third party funds from the community in this case mudharabah savings products, this is in line with research conducted Dendawijaya (2019) stating that the funds collected from the community was is the largest and most reliable source of funds by banks (80% -90% of all funds managed by banks), which is reinforced by Susan and Lela (2014) research which states that third party funds have a significant positive effect on lending, can be concluded from this research that with the collecting of third party funds originating from the community such as mudharabah savings products of BPRS Baituridha Pusaka Bandung through advertising activities in the form of brochures, leaflets, radio advertisements, magazine and internet advertising; promotions in the form of souvenirs, discounts and lottery prizes and personal selling in which is a compact personnel and has the ability to communicate, look attractive, reliable and flexible in marketing their products effectively directly to consumers, able to understand the needs and desires of customers and can provide advice in decision making mudharabah savings products, it will increase in number. So it can be predicted that banks will gain profitability from promotional mix activities consisting of advertising, promotion and personal selling, of course, the increase of mudharabah savings and increasing the amount of credit will improve the performance of BPRS Baituridha Pusaka Bandung will be better.

CONCLUSION

From the results of research analysis of purchasing decisions and roa influenced promotional mix on mudharabah savings BPRS Baituridha Pusaka Bandung can be concluded that:

1. The equation of multiple regression test result is: $Y = 39,215 + 0,392 X1 \text{ Advertising} + 0,963 X2 \text{ Promotion} + 0,17 X3 \text{ Personal Selling} - 0,65 X4 \text{ Publicity}$, it is seen that not all promotion free mix variable can influence positively to product purchasing decision mudharabah savings, only X1 free advertising variables in the form of brochures, leaflets, radio advertisements, magazine and internet advertising, X2 promotions in the form of souvenirs, discounts and prizes and X3 personal selling consisting of personal selling team in which the personnel are compact and have the ability to communicate, look attractive, reliable and flexible in marketing their products effectively directly to consumers, able to understand the needs and desires of customers and can provide advice in decision making mudharabah savings products, is a variable that can affect positive purchasing decisions on mudharabah savings products BPRS Baituridha Pusaka Bandung;
2. From result of regression test $Y = 39,215 + 0,392 X1 \text{ Advertising} + 0,963 X2 \text{ Promotion} + 0,17 X3 \text{ Personal Selling} - 0,65 X4 \text{ Publicity}$, there are variables influencing decision of purchasing mudharabah saving product of BPRS Baituridha Pusaka Bandung negatively that is independent variable X4 Publicity (-065), it can be interpreted that the variable X4 advertising with activities consisting of fostering good relationships with customers, engaged in sponsorship activities, donations of social and community activities and implement activities in the framework of product sales do not affect the attitude of customers in decision making to mudharabah savings product of BPRS Baituridha Pusaka Bandung;
3. It can be concluded from this research that with the collection of third party funds originating from the community such as mudharabah savings products BPR Baituridha Pusaka Bandung through advertising activities in the form of brochures, leaflets, radio ads, magazine and internet advertising, promotions in the form of souvenirs, discounts and lottery of prizes and personal selling in which is a compact personnel and has the ability to communicate, look attractive, reliable and flexible in marketing their products effectively directly to consumers, able to understand the

needs and desires of customers and can provide advice in decision making mudharabah savings products. From the promotion mix activities, the bank will benefit from the distribution of third party funds to those in need of credit distribution and the impact is an increase in profit ratio and in the end the bank's performance increases, this is in line with research conducted by Dendawijaya (2019) the funds collected from the community turned out to be the largest and most reliable source of funding by banks (which could be 80% -90% of all funds managed by banks), which was reinforced by Susan and Lela (2014) research which stated that third party funds had a positive effect significant to lending.

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