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## ANALYSIS OF CUSTOMER DECISIONS IN CHOOSING BSI EASY WADIAH AND BSI EASY MUDHARABAH SAVINGS PRODUCTS

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### Abstract

In choosing a savings product, customers make decisions based on their individual needs and preferences, considering the advantages and disadvantages of each product. Bank Syariah Indonesia offers two savings products that customers can choose from: Easy Wadiah Savings and Easy Mudharabah Savings. Despite the presence of numerous conventional banks in the area, the local community continues to trust and prefer savings products from Bank Syariah Indonesia due to the convenience offered and their perception of Islamic banks as interest-free financial institutions, which strengthens their confidence in saving money with Bank Syariah Indonesia. The purpose of this study is to analyze customer decisions in selecting BSI Easy Wadiah and BSI Easy Mudharabah savings products at Bank Syariah Indonesia KCP Cirebon Arjawinangun. The research uses a descriptive method with a qualitative approach. Data collection techniques include observation, interviews, and documentation. The findings reveal that the decision-making process follows five stages, where customers select the savings product that best suits their needs and preferences. Customers who choose the Easy Wadiah Savings product are primarily motivated by the absence of administrative fees, while those who opt for the Easy Mudharabah Savings product are attracted by the profit-sharing system. Both choices are driven by the desire for a sharia-compliant savings product, as both offerings are in line with Islamic banking principles. Initial information about the Easy Wadiah and Mudharabah savings products is often obtained from friends or relatives, followed by detailed explanations provided by customer service representatives. Respondents stated that both savings products meet their expectations and align with their financial needs.

**Keywords:** Decision, Easy Mudharabah Savings, Easy Wadiah Savings, Product Selection.

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### Introduction

In accordance with Law No. 21 of 2008 concerning Islamic banking, what is meant by Sharia Banks is a bank that carries out business activities based on sharia principles or Islamic legal principles regulated in the fatwa of the Indonesian Ulema Council such as the principles of justice and balance ('adl wa tawazun), benefits (maslahah), universalism (alamiyah), and does not contain gharar, maysir, riba, tyranny, and haram objects. In carrying out its business activities, Sharia Banks are supervised by the Sharia Supervisory Board (DPS) which is tasked with providing advice and advice to the board of directors and supervising the Bank's activities in accordance with sharia principles (Adinugroho et al., 2023).

Business activities carried out by Bank Syariah include fundraising activities, direct and indirect fund distribution, and services. Collecting activities in Islamic banks can be in the form of savings, current accounts, or other forms and are presented in wadiah products, mudharabah, term deposits, etc. Islamic banks also carry out fund distribution activities in the aspects of buying and selling, renting, and investing. In addition, Islamic banks also provide facilities for services (Abasimel, 2023).

Quoted from PT Bank Syariah Indonesia Tbk (BSI) continues to encourage the growth of low-cost funds, especially strengthening the penetration of Wadiah Savings products by optimizing the sharia ecosystem in the country. As of May 2023, BSI's current account saving account (CASA) ratio is at 61.32 percent, whose composition is dominated by savings with a total of 18.4 million customers. BSI Sales and Distribution Director Anton Sukarna said that sharia savings products are one of BSI's strategies in

encouraging sharia financial inclusion in the country that can reach all elements of society (Said & Muhammadun, 2024). "Savings products, especially Wadiah, are one of the superior products and the most in demand by the public because this savings is free of administrative fees," said Anton.

Anton added that the company also optimizes digital service channels, one of which is BSI Mobile to encourage the growth of low-cost funds. "Of course, the sharia ecosystem that we provide is also supported by the BSI Mobile application. We want BSI Mobile to become a one-stop financial solution and stand as a separate Islamic financial ecosystem that can provide all the needs of the community with various features, one of which is savings (Rosengard, 2022).

Decision is a process of searching for problems that starts from the background of the problem, problem identification, conclusions and recommendations. Existing recommendations are then used as the basis for making a decision (Roy, 2013). The decision to buy a product is a process where consumers know the problem, look for information about a certain product or brand and evaluate each of these alternatives well can solve the problem, which then leads to a purchase decision. When making a decision to save and choose the type of savings, the customer and prospective customers first analyze things related to the desired savings product (Yazdanparast & Alhenawi, 2022). Customers will better recognize and understand the type of savings that suit their needs, then customers see several alternative products from other financial institutions that suit their wishes, so that when customers make a decision to choose one of the types of savings, the customer gets satisfaction with the product he has chosen.

Actually, BSI provides a variety of options for bank savings accounts that can be adjusted based on favorable needs (Anisah & Sunargo, 2024). Among others, Easy Wadiah Savings, Easy Mudharabah, Plan Savings, Foreign Exchange Savings, Indonesian Hajj Savings, Business Savings, Sharia Securities Savings, Education Savings, Junior Savings, Student Savings, Student Savings, My Savings, Pension Savings, Smart Savings, Prima Savings, Tapenas Collective Savings, Payroll Savings, Autosave and Qurban Account Savings.

However, the object of research will be only 2 savings products, namely Easy Wadiah and Easy Mudharabah savings products (Kurniati, 2023). The two savings certainly have their own disadvantages and advantages. Among them, wadiah savings are not subject to administrative fees every month, but wadiah savings are only in the form of deposits so that every month they do not get a profit share. Meanwhile, for mudharabah savings every month, they get a profit share from the money saved, but there is an administrative fee for each month (Purnomo & Maulida, 2022).

From the above presentation, the researcher is interested in making research on customer decisions in choosing one of the daily savings products at the bank. Thus, the researcher wants to raise a thesis entitled "Analysis of Customer Decisions in Choosing BSI Easy Wadiah and BSI Easy Mudharabah Savings Products (Case Study on Bank Syariah Indonesia KCP Cirebon Arjawinangun)".

## Research Method

This study aims to analyze customer decisions in choosing BSI Easy Wadiah and BSI Easy Mudharabah savings products at Bank Syariah Indonesia (BSI) KCP Cirebon Arjawinangun. This study uses a descriptive method with a qualitative approach to provide an in-depth overview of the factors that affect customer decision-making (Akter et al., 2019).

The qualitative approach was chosen because this study focuses on extracting descriptive data related to perceptions, motivations, and reasons behind customers' choices for sharia savings products. Through this approach, researchers can understand holistically the customer decision-making process (Ismail et al., 2024).

Data collection techniques used in this study include interviews, observations, and documentation. Interviews are conducted with selected customers to gather insights into their preferences and motivations. Observations allow researchers to gain contextual understanding, while documentation provides supporting information from relevant records and reports.

To analyze the collected data, this study employs thematic coding analysis, where interview transcripts and observation notes are systematically categorized into themes that reflect customer decision-making patterns. This approach helps in identifying key factors influencing their choices. Furthermore, data validity is ensured through triangulation, which involves cross-checking information obtained from interviews, observations, and documentation. This method enhances the credibility and reliability of the findings.

## Result And Discussion

Through interviews conducted with several customers, both Easy Wadiah and Easy Mudharabah Savings Customers, several conclusions were obtained, namely:

- A. Before coming to the BSI office, the customer first carried out the process of introduction, identification and identification of what problems are being worried about the customer as expressed in a joint interview with Mrs. Hj. Suminah, a seller of Muslim clothing traders, starting from her anxiety with a considerable amount of profit and it is very unfortunate if the profit is not utilized by the needy party and also herself (in the form of profit sharing with BSI). "So that I can share the profits. The profit from selling my business is not bad, so it's a pity if my money is not used" (Factors that affect the decision-making of the customer above are income factors, job or type of business, and motivation).
- B. After knowing what needs or problems exist, then the customer will look for as much information as possible about what will be the solution to the problem (Terwiesch, 2023).
- C. After going through the process of searching for information, the customer then decides to go to BSI to open an account while matching with his needs by going through an alternative assessment process of considerations such as: product properties, product interests, trust, utility functions, purchase procedures. "Because my money turnover is very fast, I have to spend on goods and the payment for the goods is indirect (within a certain period of time) so I only need short-term money storage and no deductions".
- D. Arriving at BSI, the customer will come to Customer Service (CS) to explain their needs in opening an account. And Customer Service (CS) also explained the advantages and disadvantages of BSI Easy Wadiah and Easy Mudharabah Savings. After getting an explanation of the two savings, then the customer weighs which savings are the solution to the problem that is being faced (Newmeyer et al., 2021).
- E. After going through several considerations, the customer then decides which savings to use accompanied by a series of planned actions "I make wadiah savings to save for wedding expenses, because there is no admin deduction per month. So later I will save every month after the honorarium goes down".

From the description above, it is concluded that before customers decide to use Easy Wadiah Savings or Easy Mudharabah, they carry out several stages, namely the introduction of problems or needs, the process of searching for information, alternative assessments, purchase decisions, and post-purchase behavior. These stages are in accordance with the theory put forward by Kotler and Armstrong (2014).

In the process of selecting savings products, of course, it will not be separated from Customer Service (CS), customers who come to BSI and will open savings, directed by Security to CS (Nugraha et al., 2022). Some things that CS does in convincing customers When choosing a savings product, namely if the customer comes to CS and does not know that he or she will open an Easy Wadiah or Easy Mudharabah savings, CS first asks the customer's needs or goals in opening a savings account, "if as a housewife the balance is not much and on average only wants to save, most of them want wadiah, and if an entrepreneur with a decent balance usually prefers Easy Mudharabah, because if Easy Mudharabah has a small balance, the money will run out by the admin fee of Rp. 10,000 per month".

If it is already known what the need or purpose of opening a savings account is, CS will ask more about the type of work, income, customer dependent burden, and simple financial planning of the customer (Gale & John, 2018). As revealed by CS BSI KCP Cirebon Arjawinangun in an interview conducted: "There were those who initially came to open Easy Wadiah savings but after we dug deeper it turned out that this customer had a business with a large provence, so we tried to direct it to Easy Mudharabah, we explained the advantages of Easy Mudharabah such as profit sharing, being able to participate in the prize party, and finally customers want to switch to Easy Mudharabah savings".

## Conclusion

Before deciding whether to choose an Easy Wadiah or Easy Mudharabah savings product, customers first analyze what savings criteria are that help solve the problems that are currently worried about customers. The problems faced by customers are motivated by several factors, namely: Individual factors consisting of income level, age, type of job, education, lifestyle, motivation, perception, personality, and attitude. Environmental factors consisting of culture, social groups, reference groups. Marketing mix factor.

After knowing what needs or problems exist, then customers will look for as much information as possible about what will be the solution to the problem. After going through the process of searching for information, the customer decides to go to BSI to open an account while matching with his needs by going through an alternative assessment process such as: product characteristics, product interests, trust, utility functions, assessment procedures. Arriving at BSI, the customer will come to CS to explain his needs in opening an account, and CS explains the advantages and disadvantages of BSI Easy Wadiah and BSI Easy savings Mudharabah. After getting an explanation of the two savings, the customer then weighs which savings is the solution to the problem that is being faced.

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