

DOI: <https://doi.org/10.38035/dijefa.v5i1>

Received: 2 April 2024, Revised: 12 April 2024, Publish: 15 April 2024

<https://creativecommons.org/licenses/by/4.0/>

The Influence of Profit Sharing and Brand Image On Customer Saving Decisions In Bmt Nu Banyuwangi Area

Ahmad Syafi'ul Jazil¹, Munir Is'adi², Ahmadiono³

¹ Universitas Islam Negeri Kiai Hai Achmad Siddiq Banyuwangi, Indonesia, ahmadjazil.aj@gmail.com

² Universitas Islam Negeri Kiai Hai Achmad Siddiq Banyuwangi, Indonesia, munirisadi@gmail.com

³ Universitas Islam Negeri Kiai Hai Achmad Siddiq Banyuwangi, Indonesia, ahmadiono1976@gmail.com

Corresponding Author: ahmadjazil.aj@gmail.com

Abstract: Research focus: 1. Knowing the partial influence of profit sharing on customers' decisions to save in Bmt Nu Area South Banyuwangi 2. Knowing the partial influence of brand image on customers' decisions to save in Bmt Nu Area South Banyuwangi. 3. Knowing the simultaneous influence of profit sharing and brand image on customers' savings decisions in Bmt Nu Area South Banyuwangi. This research is in the form of quantitative research and this research can be classified as explanatory research, so this research uses a sampling technique using purposive sampling with a total of 120 respondents. Based on the results of testing the hypothesis of this research on the profit sharing variable in saving decisions, the results show that partial and simultaneous profit sharing has a positive and significant effect on saving decisions.

Keyword: Profit Sharing, Brand Image, Decision to Save.

INTRODUCTION

The financial institution as referred to in the Decree of the Minister of Finance of the Republic of Indonesia Number 792 of 1990, is any enterprise operating in the financial sector that collects and channels capital to the public, especially to finance capital investment industries. This indicates that financial institutions prioritize funding corporate investment activities, although within a legal framework, this does not mean limiting the ability of financial institutions to finance their operations. In reality, product and service distribution, customer spending, and corporate investments can all be targets of financial institution commercial activities (Andri Soemitra, 2017).

Banking institutions and non-banking financial institutions are two types of financial institutions in Indonesia. Banking institutions are commercial organizations that conduct financial sector activities by obtaining funds from the general public in the form of savings and channeling them back to the public in the form of financing. Non-bank financial institutions, or LKNBs, are commercial organizations that provide financial services and

indirectly absorb funds from the public. Examples include insurance, BMT (Islamic microfinance institution), capital markets, pawnshops, etc. The concept of transaction involves collecting funds by issuing securities and distributing them to the public to support business investments (Mardani, 2017).

According to Rakhmah (2017), mudharabah savings is one of the products at BMT (Islamic microfinance institution). There are two calculation systems for profit sharing used in BMT, and one of them is profit sharing, where profits are calculated using the total net income after deducting the expenses incurred to generate that income. The term profit and loss sharing is often used in BMT, referring to the distribution of profits and losses from funds obtained from gross business earnings. This is in line with the Fatwa of DSN-MUI No.15 of 2000: (1) LKS (Islamic Financial Institution) can distribute business results to its partners (customers) based on profit sharing and revenue sharing concepts. (2) Profit sharing thinking should be used in the current company's profit distribution, viewed from the perspective of benefits (al-ashlah). (3) Contracts must determine guidelines for how the chosen company will share its profits. Thus, it can be concluded that LKS can implement profit sharing and revenue sharing concepts, showing a clear difference between the two.

Savings are one of the products offered by BMT NU Area Banyuwangi Selatan. People can easily choose savings according to their preferences, as there are several types of savings available. Starting from daily, monthly, or yearly savings, members or partners can enjoy various benefits and different facilities. Various savings products offered by BMT include member savings (SIAGA), mudharabah savings (TABAH), educational savings (SIDIK FATHONAH), hajj and umrah savings (SAHARA), Eid savings (SABAR), ukhrawi savings (TARAWI), wadhiah prize savings (SAJADAH), and mudharabah time deposits (SIBERKAH).

The most popular savings product at BMT NU Area Banyuwangi Selatan is the TABAH (Mudharabah Savings) product, because according to customers, one of the reasons is that savings can be withdrawn anytime without being regulated by a period. Mudharabah savings are fund-raising products by financial institutions that use mudharabah muthlaqah contracts with a profit-sharing system. Financial institutions act as mudharib and customers/members as shahibul maal. Customers entrust the management of mudharabah savings funds completely to the mudharib (Islamic financial institution) without any limitations in terms of investment type, period, or business sector and must not contradict Islamic Sharia principles. In this mudharabah savings, BMT uses the mudharabah mutlaqah contract, which is a cooperation agreement between the first and second parties or between the fund owner and fund manager to conduct certain business activities according to Sharia principles, where the profits obtained are shared based on mutual agreement.

In the TABAH product itself, the ease of saving for members/customers can be seen from the initial deposit amount or administration fee of 10,000 rupiahs and subsequent deposits minimum of Rp. 2,500, which already shows the ease of saving for BMT members, not to mention in terms of collecting and delivering savings. So, every day there will be someone collecting savings from members' homes, markets, and even shops. BMT defines this tabah savings as savings that make it easier for members to meet their daily needs. Where withdrawals and deposits can be made anytime when needing funds and will receive a profit sharing of 40% using mudharabah mutlaqah contracts with a profit-sharing system. Therefore, the Tabah product is more suitable for daily needs than other savings and has a lot of enthusiasts.

The brand image at BMT NU Area Banyuwangi Selatan has the advantage of a brand with no monthly administrative fees, and for expenses, there are only fees when opening and closing savings accounts. In terms of brand strength, BMT NU Area Banyuwangi Selatan is strengthened by the brand image of Nahdlatul Ulama Institution, and it is also initiated by PCNU Area Banyuwangi.

METHOD

This research takes the form of quantitative research to test whether relevant statistical theories are applicable or not in order to examine ideas that have been proven to be true. Quantitative research, also known as experimental research, is the most productive research method; when conducted properly, it can answer hypotheses primarily related to cause and effect (Sugiyono, 2014). Based on the background and problem statement, this research can be classified as explanatory research, which aims to obtain explanations regarding the relationship between several variables through hypothesis testing (Solimun, 2017).

The population in this study is all customers of Mudharabah Savings at BMT NU Branch in South Banyuwangi Region. Sampling is done using purposive sampling with sample location determination based on the largest number of customers at BMT NU Area Banyuwangi Selatan. Purposive sampling is a technique for determining samples based on specific considerations. Thus, a total of 120 respondents were obtained. In general, there are two categories of data used in this research, namely primary data and secondary data. Primary data is used regarding consumer saving behavior issues collected from respondent questionnaire responses. Meanwhile, secondary data are obtained from articles, websites, and previous research. The data source of this research is customers/members who save at BMT NU among the selected respondents. The data collection technique for this research is a survey method by distributing questionnaires via Google Form and offline.

RESULTS AND DISCUSSION

Normality Test

Normality test is a test that aims to investigate whether the confounding or residual variables of a regression model are normally distributed (Ghozali, 2018). The normality test in this study used Kolmogorov-Smirnov analysis. However, if the data probability value is greater than 0.05, the residuals are normally distributed and the residuals are not normally distributed if the data probability value is smaller than 0.05. Not only that, this study also uses normal probability plot (P-plot) graph analysis, but if the data is spread around the diagonal and follows the diagonal, then the data in this study is far away and follows the diagonal. If not, then the data is not normally distributed.

**Table 1. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

N	120	
Normal Parameters ^{a,b}	Mean	,0000000
Std. Deviation	2,77418080	
Most Extreme Differences	Absolute	,056
Positive	,031	
Negative	-,056	
Test Statistic	,056	
Asymp. Sig. (2-tailed)	,200 ^{c,d}	

Source: Data Processed by Researchers (2024)

From Table 1 above, it can be seen that the normality test results have a significance value of 0.200. This shows that these results are positive and greater than 0.05, which indicates that the data in this study are normally distributed.

Multicollinearity test

The multicollinearity test aims to test whether a regression model finds a correlation between independent variables or independent variables (Ghozali, 2018). The multicollinearity test is seen from VIF and tolerance. The data in this study experience

multicollinearity if the VIF value for each independent variable is 0.10, and vice versa if the VIF value is greater than 10 and the tolerance is less than 10.

Table 2. Multicollinearity Test Results

Variabel	Collinearity Tolerance	Statistics VIF	Description
Profit sharing	0,921	1,085	Multicollinearity Free
brand image	0,921	1,085	Multicollinearity Free

Source: Data Processed by Researchers (2024)

From Table 2 above, it can be seen that the VIF score for the multicollinearity test is 1.085 and 0.10 for the Profit sharing and brand image variables. Therefore, from the results of the data above, it can be said that the regression model in this study does not experience multicollinearity.

Heteroscedasticity test

According to Ghozali (2018), the purpose of the heteroscedasticity test is to test whether there is an inequality of variance between the residuals of one observation in a regression model and the residuals of other observations. is. The heteroscedasticity test in this study uses the Glejser test, where the significance value confirms the results if the score is greater than 0.05, and there is no heteroscedasticity if the score is smaller than 0.05. A value of 0.05 results in heteroscedasticity.

Table 3. Heteroscedasticity Test Results

Model	Coefficients _a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
B	Std. Error	Beta		
1	(Constant)	-,136	,068	-1,994 ,048
Profit sharing	,003	,002	,162	1,739 ,085
brand image	,003	,002	,158	1,692 ,093

Source: Data Processed by Researchers (2024)

In Table 3. above, it can be seen that the heteroscedasticity test results have a significance score of 0.85 for the profit sharing variable and a significance score of 0.93 for the brand image variable. The significance value is greater than 0.05. This means that the data in this study do not show heteroscedasticity.

Multiple regression analysis

Use multiple linear regression analysis to determine how and in which direction an independent variable affects the dependent variable (Ghozali 2018). This study has two independent variables: digital marketing and brand awareness.

Table 4. Multiple Linear Regression Test Results

Model	Coefficients _a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
B	Std. Error	Beta		
1	(Constant)	13,890	4,437	3,130 ,002
Profit sharing	,253	,117	,186	2,173 ,032
brand image	,472	,110	,368	4,292 ,000

Source: Data Processed by Researchers (2024)

Table 4. above shows that the results of multiple regression analysis have a constant value of 13.890. The profit sharing variable is 0.253 and the brand image variable is 0.472. This gives the multiple regression equation as follows:

$$Y = 13.890 + 0.253 (\text{Profit sharing}) + 0.472 (\text{brand image}).$$

1. The regression value of the profit sharing variable (X1) is 0.253. In this case, the coefficient value is positive. This indicates a positive relationship between digital marketing and saving decisions.
2. The regression value for the brand image variable (X2) is 0.472. In this case, the coefficient value is positive. There is a positive correlation between product and saving decision.

T-test (partial)

According to Ghozali (2018), the statistical t test basically shows how much influence the independent variable independently explains the variation in the dependent variable. The t-test in this study is used to partially determine the effect of digital marketing variables and brand awareness variables on saving decision variables. Conversely, when it comes to results, of course there are certain criteria in the decision-making process.

Table 5. T Test Results (Partial)

Variable	t Count	Sig
Profit sharing	3,284	0,001
brand image	5,028	0,000

Source: Data Processed by Researchers (2024)

Based on the t test results in Table 4.5 above, the profit sharing variable has a tcount of 3.284 and a significance level of 0.001. The t-count result is greater than the t table (1.97993) and the significance value is smaller than 0.05. From this it can be concluded that the profit sharing variable (X1) has a partial positive effect on the decision variable (Y).

Based on the t test results in Table 4.5 above, the t value for the brand awareness variable is 5.028 with a significance level of 0.000. The result of t count is greater than t table (1.97993) and the significance value is smaller than 0.05. From this it can be concluded that the brand image variable (X2) has a partial positive effect on the decision variable (Y).

F-test (simultaneous)

The statistical F-test is carried out with the aim of showing that all independent variables included in the model have the same effect on the dependent variable (Ghozali, 2018). The t-test in this study was used to determine the joint effect of digital marketing variables and brand awareness variables on saving decision variables. As for the consequences, of course there are certain criteria for decision making. Namely, (Ghozali, 2018):

Table 6. F Test Results (Simultaneous)
ANOVA^a

Model	Sum Squares	of df	Mean Square	F	Sig.	
1	Regression	241,092	2	120,546	15,400	,000b
	Residual	915,833	117	7,828		
	Total	1156,925	119			

Source: Data Processed by Researcher (2024)

Based on the results of the F-test in Table 4.6 above, the variables of profit sharing and brand awareness were given an F-score of 15.400 with a significance level of 0.000. The calculated F-value is greater than the F-table value (2.68) with a significance level smaller

than 0.05. From this, it can be concluded that the Profit sharing (X1) and brand image (X2) variables simultaneously have a positive effect on the Savings decision variable (Y).

1. Impact of Profit sharing on savings decision

The results of this research indicate that the profit sharing variable (X1) has a positive partial effect on the Savings decision variable (Y). The statistical test results show a t-score of 3.284 with a significance level of 0.001. The calculated t-value is greater than the t-table value (1.97993) and the significance level is smaller than 0.05.

2. How brand image Influences savings decision

The results of this research indicate that the brand image variable (X2) partially has a positive and significant effect on the Savings decision variable (Y). The statistical test results show a t-score of 5.028 with a significance level of 0.000. The calculated t-value is greater than the t-table value (1.97993) and the significance level is smaller than 0.05.

3. Impact of Profit sharing and brand image on savings decision

Based on the hypothesis testing of this research with the F-test (simultaneous), the obtained result has a significance value of 0.000. This result is considered less than (<) the probability value of 0.05. In addition to the important result indicating the joint impact of Profit sharing and brand image on the savings decision, this is also evidenced by the calculated F-value of 15.400, which is considered greater than (>) the F-table value of 2.68. From this, it can be concluded that the profit sharing (X1) and brand image (X2) variables simultaneously have a significant positive impact on the savings decision variable (Y). The findings of this research have a significant impact on profit sharing and brand image, however, there are some considerations. Based on the results of this research, multiple regression analysis, particularly the R-squared value of 0.208, indicates that only 20.8% of the savings decision is influenced by profit sharing and brand image. The remaining 79.2% is influenced by other factors.

CONCLUSION

The conclusion of this research is an explanation of all the processes, explanations, various tests and findings about the impact of digital marketing and brand awareness on saving decisions at Bmt Nu Banyuwangi Selatan Area as follows:

1. The profit sharing variable (X1) has a positive and significant effect on saving decisions (Y). The test results in the previous chapter show that the regression coefficient is positive which indicates that Bmt Nu South Banyuwangi Area uses profit sharing in savings transactions.
2. The brand image variable (X2) has a significant positive effect on saving decisions (Y). The test results in the previous chapter show that the regression coefficient is positive, indicating that brand image is one of the factors that influence customer saving decisions.
3. Profit sharing variables (X1) and brand image (X2) simultaneously affect the decision to save (Y) Bmt Nu South Banyuwangi Area.

REFERENSI

- Andri Soemitra. 2017. *Bank dan BMT: Edisi Kedua*, Jakarta: Kencana
- Ferdinand, A. 2014. *Metode Penelitian Manajemen*. Semarang:Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro: Semarang.
- Mardani. 2017. *Aspek Hukum BMT di Indonesia*, Jakarta: Kencana
- Rakhmah, dkk. 2016. *Pengaruh Persepsi Mahasiswa Tentang Bank Syariah Terhadap Minat Menabung di Perbankan Syariah*. *Jurnal Pendidikan Ekonomi: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi dan Ilmu Sosial (JPE)*, 10. (November,)1

- Siregar, Syofian. 2013. Metode Penelitian Kuantitatif dilengkapi dengan perbandingan perhitungan manual dan SPSS. Jakarta: Kencana Prenada Media Group.
- Solimun, Adji Achmad Rinaldi, Nurjannah. 2017. *Metode Statistika Multivariat*, Malang: UB Press
- Sugiyono. 2014. *Metode Penelitian Kuantitatif, Kualitatif dan R & D*, Bandung: Alfabeta.
- Sugiyono. 2018. *Metode Penelitian Kualitatif Kuantitatif Dan R dan D*. Bandung: Alfabeta.