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## Marketing Strategy Product Financing Mitraguna Benefits in Attracting Customer Interest in Shariah Bank Indonesia (BSI Kcp Kisaran)

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**Abstract:** The marketing strategy for Mitraguna Berkah financing products at Bank Syariah Indonesia (Bsi Kcp Kisaran) involves a marketing mix which includes Product, Price, Promotion and Place. The research methodology used in this research is the library research method which is supported by SWOT analysis. This research was carried out by collecting articles and scientific papers related to Mitra Guna financing products at Bank Syariah Indonesia KCP Kisaran and conducting a SWOT analysis to determine strengths, weaknesses, opportunities and threats in developing a marketing strategy plan. Mitra Guna financing products have advantages such as fixed installments, take over from other banks, a maximum term of 15 years, and payroll and non-payroll financing. Bank Syariah Indonesia KCP Kisaran sets competitive margins and flexible financing ceilings. Strategic place in the center of Kisaran City with modern facilities. Promotion is carried out through outreach, brochures, sponsorship and advertising to increase public awareness.

**Keyword:** Marketing Mix, Financing, SWOT Analysis

### INTRODUCTION

Financing is a type of provision of real goods based on a number of transaction principles, such as the principle of return, lease, rent, sale, borrow, and service. (Yanti 2021). Transactions in sharia banks are free of interest, cash, maysir, and other defaults. Financing services that can be used for a variety of needs (Multiguna) are known as Mitraguna financing. The source of payment comes from the salary or income of a fixed officer without the use of charges. (Tuti Anggraini 2021). The Bank of Indonesia, as a leading player in this field, continues to provide innovative products and services that are in line with the principles of Sharia economy.

BSI Mitraguna's product marketing uses a marketing component, also known as mix marketing (7p), which consists of products, prices, places, promotions, people, processes, and physical evidence. The marketing strategy and good service will make it easier to attract clients to use Mitraguna's blessed financing, which will surely benefit the bank.

The unique advantages of Mitraguna Bank Indonesia’s financing products include fixed dividends, the ability to take over from other banks, a return period of up to 15 years, and different payroll and non-payroll asset financing percentages. Consistent increases in promotion and socialization efforts, such as socialization, charity events, and brochure sharing, as well as collaboration with treasuries and leaders, show that Mitraguna's marketing strategy for financing works. A mixed marketing strategy is crucial to attracting client interest in Mitraguna's financing. It is shown that the promotion factor is the most important in attracting customer interest in Mitraguna financing. It shows how important promotion is in marketing this financing product. Increasing competition makes banking products and marketing strategies change. Initially, marketing strategies used a product-through approach to meet customer needs, but now using a consumer approach, marketers must listen to customers and prospective customers to understand customer needs. According to the 2023 edition of The Muslim 500 report of the Royal Islamic Strategic Studies Centre (RISSC), the number of Muslims in Indonesia reached 237.55 million in the previous year. (Arif et al., 2023). This is the highest number in both the ASEAN region and the rest of the world. According to the study, the number of Sharia Bank customers in Indonesia is estimated to reach 30 million by 2023, which is still far from half of the Muslim population in Indonesia and target for all Muslims to use Bank Sharia. This drop data is shown in the following table:

**Table 1. Total Liquidation of Customer Financing**

Years	Number Of Customers	Melting Ceiling
2021	523	62.575.500.000
2022	136	24.432.000.000
2023	80	18.368.000.000

The decline in the number of customers and the meltdown in the financing of the blessed partners are shown in table 1.1. From 2021 to 2023, there was a significant decline. This is due to the increasingly tight banking competition in the market. Therefore, to address the problem of decreasing financing liquidation, strategic measures in marketing strategies such as increased promotion, more intensive socialization, or price adjustments are needed. According to research (Paranggi & Setiyowati, 2023), companies should have a good marketing strategy to drive their customers with the right 4P marketing mix. To draw public attention to Mitraguna's funding, the research method used was qualitative and used the method of interviews and documentation. The most effective promotion technique used. The research (Tbn, 2022) used a descriptive qualitative research approach and found that bank marketing strategies were successfully implemented. Banks focus on customer satisfaction through product innovation, improved service, and network development. This research aims to find the ideal financing marketing strategy with a mixture of 4p marketing, according to the research (Kartika & Jannah, 2022). This research uses descriptive qualitative research methods. In this study, banks used marketing strategies such as sales promotion, individual sales, and advertising. However, as stated by Fadhilat Harahap et al. (2023), this research uses descriptive qualitative methods to produce research processes produced through written data of people and observed behavior, which are combined with a 4p marketing mix. According to this study, the most attractive factor for customers' interest in financing products is promotion. Based on the description above, the formula of this research problem is as follows:

1. How can the marketing of partnership financing products attract the attention of Indonesian Sharia Bank customers?

2. How does the SWOT analysis conducted on the marketing strategy of the financing product of the partner benefit to attract the clients of Bank Syariah Indonesia?

## LITERATURE REVIEW

### Marketing

If a goods or services company wants to survive, marketing is one of the most important things to do. (Hamdi, 2021). It is a series of business operations intended to plan, price, promote, and distribute goods and services that can meet the needs of current and potential customers. This is because marketing is one of the that is directly related to the consumer. Therefore, marketing can be defined as the human activity that occurs in the market.

- a. According to Astuti & Abdullah (2017), a marketing mix is a set of tools that companies use to conduct tactical marketing. One of the products in this mixture is anything that can be offered to the market to meet the wishes and needs of customers. Product life cycle is part of the concept of product management. The product strategy focuses on the introduction and pricing that affects the high costs at the stage of introduction. In the growth phase, the product begins to be accepted by the market and sales and profits begin to increase through increased distribution and production channels.
- b. Price (Price): Price is defined as the amount of money paid by a customer to obtain goods and services (Princess, 2021). Price can also be defined to be the sum of money exchanged by the customer for the value of a product, such as ownership, benefit, or use of the product. Price is the most flexible marketing mix component, and can change quickly compared to other marketing mixing components.
- c. Location Planning is crucial to supporting business growth, and location is one of the factors determining the success of a company. (Fadhilah Harahap et al., 2023). A place is a place where goods or services can be found. Talking about choosing the right distribution channel, how to put the product on the market, where the store or outlet is located, physical distribution, and supply chain management.
- d. Promotion, also known as "promotion", is a term used to promote new products or services to the market through advertising, personal sales, sales promotions, or publications (Aulia et al., 2019).
- e. The people who provide services are essential to delivering a positive and effective customer experience (Observer et al., 2021). It covers everyone involved in the marketing process, from customers to company employees.
- f. Physical proof (Physical evidence): Physical evidence may include the design of service displays, buildings, vehicles, employee uniforms, and other elements that demonstrate real evidence or the quality of the company's services (Memele et al., 2023). This physical evidence helps increase the value of the services the company provides to consumers, customers, and prospective customers.
- g. Production or operation is the primary factor for customers of high-contact services. (Natal, 2024). Operations management and marketing management are closely related in the service business. When delivering good goods and services to customers, processes are important and necessary.

### Financing

Providing resources to meet needs, programs, or projects called funding (Suri & Berliana, 2023). These resources can be money, effort, or time from an organization or company. Generally, financing can be defined as the provision of funds by a financial institution to other parties who need funds for investments with the payment of a sum of rewards or for income as a return. Financing can be divided into productive and consumer

finance. The recipient of funding has an obligation to return funding within the time period specified in the funding agreement because they have the trust of the funder.

## **METHOD**

The research was conducted qualitatively and using a data descriptive approach. The researchers conducted interviews and documentation with employees of Bank Syariah Indonesia, the consumer trade management department, who conducted case studies, comparative studies, time and motion studies, and level analysis. To identify the strengths, weaknesses, opportunities, and threats of Mitraguna's financing marketing strategy to attract the interest of customers at Bank Syariah Indonesia Kcp Kisaran, this study uses the SWOT matrix. This matrix is useful to clearly describe the opportunities and the threats that will be faced within the organization, which can be tailored to its strengths and vulnerabilities. This matrix creates alternative startups that companies can use to their vision and mission.

## **RESULT AND DISCUSSION**

### **Marketing strategy of Mitraguna financing products Thanks to SWOT Analysis Method**

#### **Internal analysis**

##### **1. Strength**

Resources, excellence, image, market leadership, and relationships with buyers are some of the factors that shape the strength of a company. One of the benefits of Mitraguna Mercy products is

a. Good picture of the company

BSI's products are becoming more and more creative, such as Mitraguna Berkas financing. With the many awards received through the funding program, it shows that the industry has received good recognition.

b. An amount with a low interest rate that remains unchanged until payment

Financing with a margin of 10.50% to 13.25% is adjusted to customer employment and 1% is taken from the funding ceiling.

c. Good service

During the day-to-day activities, Bsi Kcp Kisaran is not relieved of serving its customers. This bank attaches great importance to customer satisfaction, which is why the bank always strives to provide good service to all its clients.

d. Collaborate with many institutions under the ministry

So far, the funding partners of the blessing have worked extensively with all the institutions under the ministry such as the Ministry of Religion, the Department of Finance, the Hospital, and Bumh, among others.

##### **2. Weakness**

Weaknesses are things that do not belong to a company and prevent the company from marketing its products. One of the company's weaknesses is as follows:

a. Inadequate parking area. It's a Bsi Kcp Range weakness that makes some customers uncomfortable, especially for four-wheeled vehicles. So, when doing transactions at the bank, this becomes one of the things that customers think about.

b. Less effective social media promotion: Social media promotion has a significant impact on customer or customer interests. However, in order to increase customer interest in using these financing products, social media use must be optimized.

c. Marketing that does not reach the entire population d. Financing given to a particular group

## Analysis External

### 1. Opportunity

Opportunities are a favourable situation for banks and can be a tool for business progress. Moreover, they can help banks develop more efficient plans and make better use of existing situations. The opportunities offered by the funding of Mitraguna Mercy are as follows:

- a. Bsi Kcp Kisaran office is located right in the center of Kisaran City. It's also close to shopping malls, offices, and other.
- b. Because the majority of the population of Kisaran is Islamic, this situation gives Bsi Kcp Kisaran many opportunities to market Mitraguna blessed financing products.
- c. It's the only bank that has cheap administrative fees. One of the facilities it offers is administrative costs that can be reduced from 1% through the funding ceiling.
- d. Government support for Shariah economic growth

### 2. Threats

It's an obstacle and a component that can interfere with the company's operations. In terms of the possible threat to Mitraguna's blessed financing, one of them is

- a. There is similar financing competition in other banks or the emergence of similar funding in another bank. This may be due to the fact that the promotion of other banks is better and the promised bonuses are more attractive.
- b. Clients who have financing problems
- c. Other banks that are more in touch with the entire community
- d. Other Banks use the same approach to attract clients

## Discussion

### SWOT Analysis Marketing Product Financing Mitraguna Benefits with IFAS EFAS Table

**Table 2. IFAS Partnership Financing Charity BSI Kcp Scale**

Strength	weight	Rating	Score
1. good corporate image	0,19	4	0,77
2. low margin and unchanged margin	0,12	5	0,58
3. good service	0,15	4	0,62
4. cooperation with many agencies under the ministry	0,12	4	0,46
Sub Total	<b>0,58</b>		<b>2,42</b>
Weakness	weight	Rating	Score
1. inadequate parking areas	0,08	3	0,23
2. inefficient promotion through social media	0,12	3	0,35
3. marketing that has not reached the entire layer of society	0,12	3	0,35
4. Financing is allocated to certain groups only	0,12	3	0,35
Sub Total	<b>0,42</b>		<b>1,27</b>
<b>TOTALLY</b>	<b>1,00</b>		<b>3,69</b>

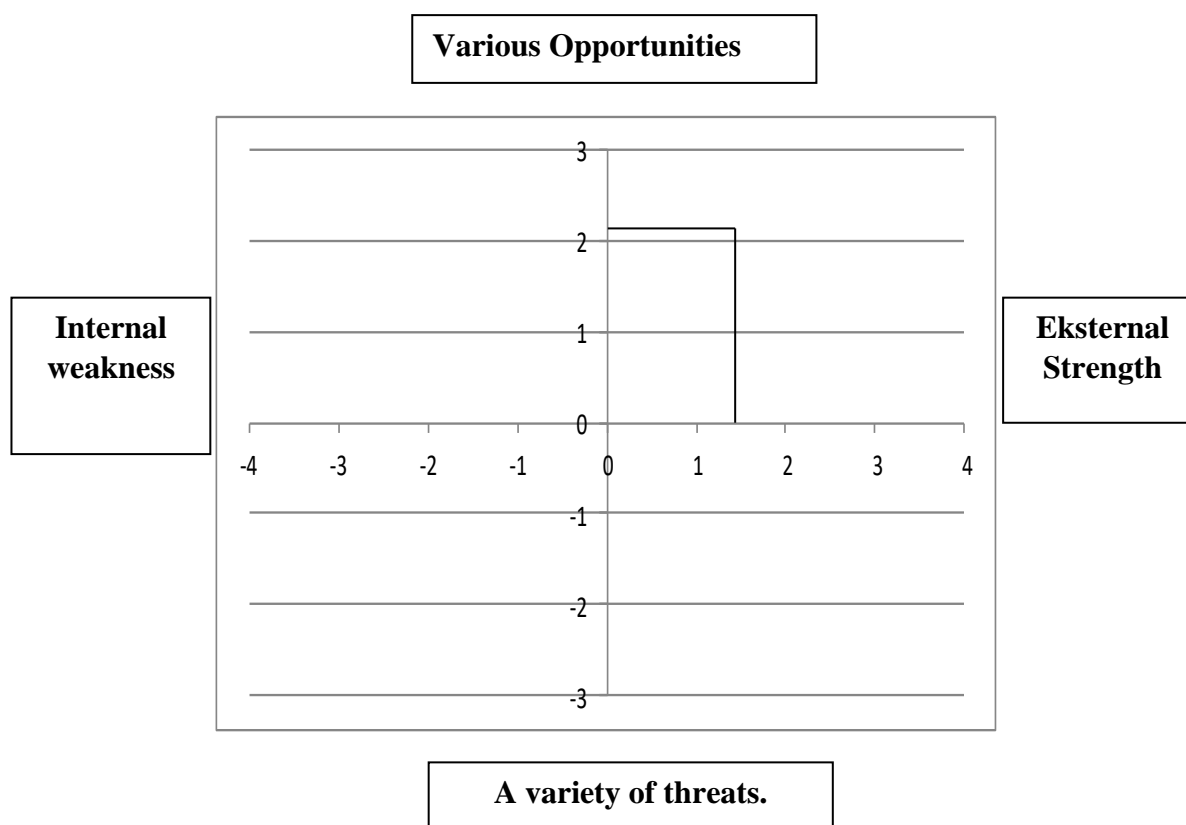
**Table 3. EFAS Partnership Financing**

	weight	Rating	Score
1.The location of the office is strategic enough	0,17	5	0,83
2.The majority of the population is Islamic.	0,13	4	0,53
3.It is financing with affordable administrative money.	0,13	5	0,67
4.The government support to develop the sharia economy.	0,17	5	0,83
Sub Total	0,6		2,87
Threats	weight	Rating	Score
1.There is similar financing competition in other banks	0,07	2	0,13

2.Nasabha with problematic financing	0,13	2	0,26
3.Other banks that more reach the layer of society	0,07	2	0,13
4.Other Banks use the same marketing strategy	0,13	2	0,27
Sub Total	0,4		0,79
<b>TOTAL</b>	<b>1.00</b>		<b>3,66</b>

After SWOT analysis with EFAS and IFAS, it was found that the EFAS factor value was 3.69 and the IFAS factor of 3.66. The self-value of each factor was Strength of 2.42, Weakness of 1.27, Opportunity of 2.87, and Threat of 0.79. To determine the positioning of a company's SWOT (Strengths, Weaknesses, Opportunities, and Threats) matrix, which shows opportunities and threats, and is adjusted to strengths and weakties, the following formula is used:

<b>IFAS</b>	<b>S-W</b>	2,42-1,27	X = 1,15
<b>EFAS</b>	<b>O-T</b>	2,87-0,79	Y = 2,08



According to the above data, SWOT analysis for marketing Mitraguna’s financing product is in Quadrant 1, which shows aggressive (positive-positive) strategies that support companies to maximize their strengths and exploit existing opportunities for more success.

Internal Factor x External Factor	Strength (S)	Weaknesses (W)
	1. good corporate image	1. Insufficient parking space
	2. low margins and unchanged margin	2. Inefficient promotion through social media
	3. good service	3. Marketing that has not reached the entire layer of
	4. cooperation with many	

agencies under the Ministry society  
 4. Financing allocated to certain groups

Opportunity (O)	Strategi SO	Strategi WO
1.The location of the office is strategic enough 2.Majority masyarakat Islamic scope 3.It is one of the financing in the Bank with affordable administrative costs 4.The government support to develop the sharia economy	1. Providing good quality service to reasonable 2. Making better promotion 3. Developing professional human resources 4. Expanding market share	1. Provide a comfortable service facility 2. Provide access to customers 3. Add marketing fingertips
Threats (T)	Strategy ST	Strategy wt
1. There is similar financing competition in other banks 2. The same is true of troubled financing 3. Other banks that reach more than the layer of society 4. Other Banks use the same marketing strategy	1. Providing the best service 2. Conducting restructuring such as extending the payment period 3.Re-execute target market analysis	1. Provide the needs of the customer 2. More and more promotions through the media as attractive as possible.

Once completed, SWOT analysis should be done correctly for Bsi Kcp Kisaran marketing strategy to develop Mitraguna Berkas product in the future. This means that the company is in the right strategic position to gain a commercial advantage through the right consideration.

**CONCLUSION**

According to the study, there are some conclusions that can be drawn:

1. The marketing mix consists of products, prices, places, promotions, people, physical evidence, and processes. Providing high quality service to customers, ensuring that customers are satisfied with the goods and services they receive, and giving them a positive experience that encourages them to remain loyal to the financing.
2. Increase promotion through various social media platforms and socialize with the community.
3. Build professional human resources to help the goals of the bank. Because better SDMs are considered to have the ability to perform the tasks and functions assigned to them as organizational employees.

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