

Influence of Marketing Strategy on Members Saving Interests Study at BMT Ta'awun Jambu Sumedang

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ABSTRACT

The background of this study is that the community is still not interested in using BMT products or services, even though BMT has implemented marketing strategies according to community needs. The question is why the community is not interested in becoming a member of BMT. The formulation of the problem of this study is how is the marketing strategy in BMT Ta'awun, how does the marketing strategy affect the interest in saving members. The population of all members of BMT Ta'awun Jambu Sumedang totaling 9,923 members and a sample of 99 members, data collection techniques through interviews, documentation, questionnaires or questionnaires. The results of the study showed that marketing strategies did not have a significant effect on members' interest in saving at BMT Ta'awun. The percentage contribution of changes in marketing strategies to members' interest in saving was 3% (very small). The level of closeness of the relationship between marketing strategies and members' interest in saving was very low ($r = 0.058$). This study is expected to be useful for the development of further research in order to improve the function of marketing strategies as a factor that can increase members' interest in saving at BMT.

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INTRODUCTION

The Islamic economic system has developed along with the advancement of science and technology, one form of the manifestation of the sharia economic system is the establishment of sharia financial institutions, both banks and non-banks. In its development, the role and position of sharia financial institutions in empowering the people's economy is mostly carried out by non-bank financial institutions, namely BMT. BMT is an independent and integrated sharia financial institution and functions to develop productive businesses and investments in order to support small and medium business activities in the community.

Marketing strategy is a very important part of the company, the marketing department has the responsibility to influence consumers into a series of coordinated activities. In the context of marketing, sales promotion is a marketing effort that is media and non-media to stimulate consumer trials, increase consumer demand or improve product quality. The important thing is that marketing efforts through sales promotion are carried out in the short term, consumers will get used to sales promotions so that the response to sales promotion activities will tend to be the same as the response to activities that are not sales promotions. When consumers are frequently exposed to sales promotions, they tend to become accustomed to these activities. As a result, their excitement or interest in such promotions may diminish over time. Instead of viewing sales promotions as unique opportunities to save or gain additional value, consumers may start seeing them as a regular part of the shopping experience. This habituation can reduce the effectiveness of promotional campaigns, as consumers no longer feel the same level of urgency to act.

As promotions become a routine expectation, consumer behavior may shift towards anticipating discounts and offers rather than being motivated by them. The novelty of promotions diminishes, and they become a standard part of the buying decision process. For instance, if a particular brand or retailer consistently offers discounts, consumers may delay purchases until a sale is announced. This behavior can lead to a cycle where promotions are necessary to trigger purchases, weakening the brand's ability to drive sales without offering discounts. In some cases, consumers may even come to associate certain brands or retailers with perpetual promotions, potentially damaging the brand's perceived value. If promotions are too frequent, the overall perception of the product's worth might decrease. Consumers may begin to think that the non-discounted price is inflated, as they are rarely required to pay full price. This can erode brand loyalty, as customers may switch to competitors offering similar discounts without considering factors like product quality or brand reputation.

Moreover, when sales promotions are overused, they can lead to what is known as "promotion fatigue." In this state, consumers become less responsive to promotional efforts, regardless of the type or depth of the discount offered. This reduced sensitivity makes it more challenging for companies to achieve their desired sales targets, forcing them to either offer more substantial discounts or create more elaborate marketing strategies to capture attention. In the long term, this can increase marketing costs and reduce profit margins. Ultimately, while sales promotions can be a powerful tool to drive short-term sales and attract new customers, over-reliance on them can have unintended consequences. To maintain consumer interest and avoid habituation, brands need to balance promotional activities with other marketing efforts, such as brand-building initiatives, loyalty programs, and product innovation. By doing so, they can sustain long-term growth without diminishing the impact of their promotional strategies.

In order to maintain and develop the company in the very tight competition to the global market and so that sales do not decline due to customer dissatisfaction, the company tries to solve the problem by planning a suitable marketing strategy to be implemented. Consumer interest in saving is very important for companies that provide services or money storage products called savings, in relation to interest in saving, the level of income and consumption of the community needs to be considered by financial institutions. Abdullah explained that the higher the income and consumption, the higher the level of consumer savings. Saving is an action recommended by Islam, because by saving means a Muslim prepares himself to face unwanted things. The role of BMT requires interest from the community to use the products and services that will be provided by BMT. With interest, a person will create a desire, so that a feeling arises that convinces him that the products and services that will be provided by BMT have benefits for him and what is of interest to a person can be followed by a decision to buy. The interest of the community to use the products and services that will be provided by BMT, of course, is accompanied by the implementation of an effective marketing strategy.

The problem that arises in the field is that the community is still not interested in using BMT products or services, even though BMT has implemented marketing strategies according to the needs of the community. The question is why the community is not interested in becoming a member of BMT. In reality, not a few people still think that saving in Islamic and conventional

financial institutions is the same, due to the lack of socialization and public understanding of operations in Islamic financial institutions.

METHOD

This study uses quantitative methods. Quantitative research is a type of research that basically uses a deductive-inductive approach. This approach starts from a theoretical framework, expert ideas, or researcher understanding based on their experience, then developed into problems and their solutions that are submitted to obtain justification (verification) or assessment in the form of empirical data support in the field. This study aims to test whether there is an influence of Marketing Strategy on Members' Savings Interest. The problem is tested to determine its acceptance or rejection based on data obtained from the field. The data obtained from the field are in the form of survey data scores from questions regarding Marketing Strategy on Members' Savings Interest at BMT Ta'awun Jambu Sumedang. This type of research uses survey research, where according to Nana Sukmadinata survey research is research by providing a clear boundary about the data. Because the influence referred to here is a power that arises from a (person or object) that helps shape a person's character, beliefs, or actions. The type of survey research was chosen because it is in accordance with the purpose of this study, namely to determine whether there is an influence between the independent variable Marketing Strategy and the related variable Interest in Saving.

RESULTS AND DISCUSSION

Marketing strategy is an integral part of business strategy that provides direction to all management functions of a business organization. Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities to be carried out in order to achieve a company's marketing goals. Therefore, determining a marketing strategy must be based on an analysis of the company's environment and internal environment through an analysis of the company's strengths and weaknesses, as well as an analysis of the opportunities and threats faced by the company from its environment. In addition, the marketing strategy that has been determined and implemented must be reassessed, whether it is still in accordance with the current situation or conditions.

The indicators of marketing strategy according to Kotler are: Kotler defines market segmentation as the process of grouping into groups of potential buyers who have the same needs and/or preferred characteristics and show the same purchasing relationships. Segmentation is looking at the market creatively, segmentation is the art of identifying and exploiting opportunities that arise in the market. Basically, market segmentation shows the opportunities in the market segments faced by the Bank or BMT. Marketing is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target markets in order to achieve organizational goals. Marketing is one of the most important activities that must be carried out by producers or companies in an effort to maintain the survival of the company so that it can develop further and obtain the desired profit.

In this study, the marketing strategy carried out by BMT is BMT markets savings products according to the type of work, the level of community income is a consideration in grouping the community as the target of savings product promotion, the diversity of savings products at BMT Ta'awun is in accordance with the grouping of the community's economic status, BMT Ta'awun has a marketing target for each savings product according to the predetermined market segment, Trying to meet the minimum target in marketing savings products according to the priority scale of the market segment, the location of the BMT Ta'awun office is considered strategic for access by the community, the location of the BMT Ta'awun office is easily accessible by the community with private and public transportation, BMT Ta'awun provides savings products to meet the needs of household equipment, BMT Ta'awun provides savings products to meet the monthly needs of the community, BMT Ta'awun opens savings products to meet the needs of the community periodically semesterly. It can be seen that the results of the community's response to the interest in saving at BMT Ta'awun Jambu on the marketing strategy are categorized as Very Good. Interest in saving according to Kotrel states that interest in saving is the action of customers to want to buy or not a product. Of the various factors that influence customers in purchasing a product or service,

customers usually always consider quality, inflation and products that are already known to the public before customers decide to buy.

Peter and Olson also stated about the interest in saving, namely the behavior of the customer itself is the actions of individuals who are directly involved in efforts to obtain, use products and services, including the decision-making process that recognizes and follows these actions. It can be concluded that the interest in saving is a person's decision where he chooses one of several alternative choices. The elements of interest in saving include cognitive elements, emotional elements, conation elements. The stages of saving according to Kotler; problem recognition, information search, alternative evaluation, interest in saving, post-purchase behavior. The factors that influence the interest in saving are internal motivation factors, social motive factors and emotional factors. Factors that influence a person's interest in saving include accumulated wealth, thrifty attitudes, interest rates, economic conditions, government pension fund programs. The dimensions of interest in saving are religious knowledge, environmental influences and internal motivation. It can be seen that the results of the community's response to the interest in saving at BMT Ta'awun Jambu are categorized as Very Good.

Based on the analysis of the Pearson correlation coefficient (r) to measure the strength closeness of the relationship and the significance of the relationship. known correlation coefficient value (r) between marketing strategy (x) and people's interest in saving (y) is 0.058. According to Sugiono (2010), the value of 0.058 is in the category very low. This means that the closeness of the relationship between the marketing strategy variable (x) and the variable of people's interest in saving (y) is very low. Data collection techniques are methods used to collect information or facts in the field. Method (method or technique) indicates a word that is abstract and is not realized in objects, but its use can only be seen through: questionnaires, interviews, observations, tests, documentation, and others.

The data analysis technique used is the correlation technique. Interpretation of correlation results, including: Simple linear regression to determine the direction of the relationship based on the functional or causal relationship of one independent variable with one dependent variable. Simple correlation analysis is used to explain the strength of the association (relationship) between the independent and dependent variables. This determination coefficient explains the magnitude of the influence of the value of a variable (variable X) on the increase/decrease (variation) of the value of another variable (variable Y). The determination coefficient (adjusted R^2) is used to measure the proportion or percentage of the variable's contribution. To test the proposed hypothesis, it is necessary to use t-test analysis (Partial). The purpose of using regression analysis is to determine the effect of independent variables on dependent variables, as well as to determine the extent of dominance of independent variables.

Coefficient of Determination (R Square)

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.058a	0.03	0.07	3.192

a. Predictors: (Constant), Marketing Strategy

b. Dependent Variable: Community Interest in Saving

Based on table 4.52 above, the R Square obtained is 0.03. According to Riduan, to find out the percentage value of the contribution, the R Square value is multiplied by 100%, in detail the calculation is as follows:

$$R\text{-Square} = 0.03$$

$$\text{Contribution Percentage of } X \text{ to } Y = R\text{-Square} \times 100$$

So, the percentage contribution of x to y is 0.3%

Interpretation of the calculation above, that "marketing strategy (X)" contributes to the variable of public interest in saving (Y) by 0.3%. According to Sugiyono, the contribution value is in the very low criteria. While 0.997% are other factors that are not used as research indicators but are considered to have an influence on the variable. According to Sugiyono, the contribution value of the variable in question falls within the very low criteria. This indicates that the variable being analyzed contributes only minimally to the outcome being studied. In research, low contribution values suggest that the relationship between the variable and the outcome is weak, meaning that the variable does not significantly impact the overall results. Understanding this is crucial for researchers, as it highlights the need to explore other potential factors that may play a larger role in influencing the outcome.

In this case, only 0.997% of the variation in the dependent variable can be explained by the independent variable used in the research. This small percentage indicates that the variable under investigation has almost no explanatory power in the model. As a result, the remaining 99.003% is attributed to other factors that were not included in the study but are believed to have an impact on the dependent variable. These other factors could include external influences, environmental conditions, or even unmeasured psychological variables, which were not captured by the indicators used in the research. The fact that such a large percentage is left unexplained by the variables chosen in the study suggests that the research design may have overlooked key determinants. In many cases, researchers may need to re-examine the theoretical framework or methodology to ensure that the most relevant variables are included. If critical factors are not accounted for, the results of the study may not fully reflect the complexity of the phenomenon being examined. Therefore, careful selection of variables is essential to capture a more accurate picture of the relationships at play.

Furthermore, low contribution values often call for the exploration of alternative research approaches, such as using different statistical models or considering additional variables that might offer a better explanation. Researchers may need to gather more comprehensive data to uncover the underlying factors that significantly influence the outcome. By broadening the scope of the study and including a wider range of indicators, a more nuanced understanding of the phenomenon can be achieved. In conclusion, while the variable used in this research contributes only minimally to the outcome, it is important to acknowledge the other factors that were not included but may have a significant influence. Recognizing the limitations of the study and identifying areas for further investigation will help improve the accuracy and reliability of future research. This iterative process is fundamental to refining research methods and ensuring that findings provide valuable insights into the variables and phenomena being studied.

		t-test results				
		Coefficients^a				
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	40,191	4,844		8.298	.000
	Strategy Marketing	.064	.112	.058	.573	.568

a. Dependent Variable: people's interest in saving

Based on table above, it is known that the t-value = 0.573; significance value (sig) = 0.568; regression coefficient value (B) = 0.064 (positive). The data presented will then be used in the interpretation description as follows Based on the calculated t value (0.573) when compared with the t table (1.660), which means that the calculated t table, it can be interpreted that the marketing strategy (x) has no effect on the variable of people's interest in saving (y). Based on the significance value (sig = 0.568), it can be interpreted that the marketing strategy (x) does not have a significant

effect on people's interest in saving (y). Based on the significance value of 0.568, it can be interpreted that the marketing strategy (x) does not have a significant effect on people's interest in saving (y). In statistical terms, a significance value above the commonly accepted threshold of 0.05 indicates that there is no strong relationship between the independent variable (marketing strategy) and the dependent variable (interest in saving). This finding suggests that changes in marketing efforts do not directly influence people's decisions to save their money, at least within the context of this study.

One possible explanation for this result is that factors other than marketing strategies may play a more dominant role in shaping people's saving behavior. For example, personal financial goals, income levels, economic stability, or cultural attitudes toward savings may have a stronger influence on individuals' decisions to save money. In this case, the marketing strategy employed might not be as relevant or persuasive, especially if potential savers are more driven by these external or internal factors. Additionally, the lack of significant impact could indicate that the marketing strategy itself is not well-aligned with the target audience's preferences or motivations. If the marketing message does not resonate with what people find important when deciding whether or not to save, it is unlikely to generate a meaningful response. For instance, a focus on short-term incentives in marketing might not appeal to individuals looking for long-term financial security. Understanding the audience's needs and values is critical in ensuring that marketing efforts are effective.

It is also worth considering that external economic conditions, such as inflation rates, employment opportunities, or government policies, might overshadow any marketing initiatives. In times of economic uncertainty or instability, people's interest in saving may be more influenced by the need for financial security than by promotional strategies from financial institutions. Thus, even well-crafted marketing strategies may struggle to sway behavior when larger economic forces are at play. In conclusion, while the data indicates that the marketing strategy does not have a significant effect on saving interest, this should not be seen as a failure but rather as an opportunity to re-evaluate the factors that drive people's financial behaviors. By exploring other potential influences and refining marketing approaches to better match the needs and concerns of the target audience, businesses and institutions may find more effective ways to encourage saving behavior.

CONCLUSION

From the description and discussion in the Journal entitled "The Influence of Marketing Strategy on Community Savings Interest Study at BMT Ta'awun Jambu Sumedang, it shows the research results that have been explained and tested in the previous chapter, thus it can be concluded that The implementation of Marketing Strategy at BMT Ta'awun Jambu Sumedang resulted in a percentage value of 85.9% with the criteria of "Very Good" because it is in the range of 84%-100%. The level of interest in saving among the community at BMT Jambu Sumedang produced a percentage value of 86.6% with the criteria of "Very Good" because it is in the range of 84%-100%. Marketing strategy has no effect at BMT Ta'awun Jambu Sumedang on the interest in saving of the community at BMT Ta'awun Jambu Sumedang, the contribution of changes in marketing strategy to interest in saving is 3% (very small) and the level of closeness of the relationship is very low ($r = 0.058$).

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