

ANALYSIS OF MARKETING STRATEGY FOR FINANCING PODUCTS AT KSPPS AL-ANSHARI BUKITTINGGI

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Abstract – This study aims to formulate a marketing strategy for financing products to increase the number of customers in terms of strengths, weaknesses, opportunities and threats. The type of research that the authors conducted was field research (field research) which is descriptive qualitative in nature. Data collection techniques were carried out through observation and interviews with KSPPS Al-Anshari Bukittinggi. Then the data that has been collected will be analyzed using SWOT analysis. Based on the results of research and analysis of data that has been carried out at KSPPS Al-Anshari Bukittinggi, it can be concluded that the marketing of financing products carried out by KSPPS Al-Anshari Bukittinggi is an SO strategy (Strengths and Opportunities) with a total score of 4.27. The strengths for taking advantage of the opportunities taken are: 1. Improving marketing strategies for financing products through social media with technological advances, 2. Maximizing the Bajapuk system to make it easier for customers to process refunds, 3. Establishing good relations with prospective customers, 4. Conduct socialization or introduce the advantages of murabahah financing products.

Keywords: Marketing Strategy, Financing Product, SWOT Analysis

I. INTRODUCTION

Financial institutions can be interpreted as a business activity related to the financial sector. Business activities of financial institutions can raise funds by offering various schemes to distribute funds or carry out activities to raise funds and distribute funds at once (Irfayunita & Puteri, 2019). where the business activities of financial institutions are intended for company investment, consumption activities, and consumption activities of goods and services (Soemitra, 2010).

The business activities of financial institutions can be known by the public and can be utilized by the community in meeting their needs and desires, through marketing activities because the banking world is a profit-oriented business entity (Zulkarnain & Heliyani, 2020). Without marketing activities, do not expect the needs

and desires of customers to be met. Therefore, for the banking business world, it is necessary to package its marketing activities in an integrated manner and continuously conduct market research. Marketing activities are also called marketing strategies. Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing goals of a company (Assauri, 2013).

Banks and non-bank institutions that produce financial services need a marketing strategy to market their products, in marketing products a marketer must be good at reading the current market situation and situations that will occur in the future (Syah et al., 2021). This means that marketers must be responsive to what consumers want. Then when and where it is needed. in this case, KSPPS Al-Anshari Bukittinggi must be able to improve its management strategy, due to the large number of Bank and Non-bank financial institutions that have been running according to Islamic teachings. In addition, marketers must also be able to communicate the existence and advantages of the product compared to competitors' products (Herdiana, 2015).

Financing is one of the main tasks of the bank, namely providing funding facilities to meet the needs of parties who are deficit units (Antonio, 2001) financing is an activity of Islamic banks in channeling funds to parties other than banks based on sharia principles. Distribution of funds in the form of financing is based on the trust given by the owner of the funds to the user of the funds, the owner of the funds believes in the recipient of the funds, that funds in the form of financing gain the trust of the financier, so that the recipient of the financing is obliged to return the financing he has received in accordance with the time period specified. agreed in the financing contract (Nasfi et al., 2020).

Financing based on sharia principles is the provision of money or equivalent claims, based on agreements between banks and other parties that require the party being financed to return the money and claims after a certain period of time in return or profit sharing (Kasmir, 2012).

Al-Anshari Bukittinggi Cooperative carries out collection activities and distributes funds to the

community with fund distribution products using Murabahah financing. Murabahah is a sale and purchase contract between the bank and the customer, where the bank buys the goods needed and sells them to the customer concerned at the basic price plus the agreed profit. financing with a murabaha principle of buying and selling system is required to explain how much the cost of goods is and also determine the profit for the bank. Banks in determining profit margins need to be careful or reasonable and not exaggerate because excess is usury which is prohibited in Islam (Maruta, 2019). Murabahah financing is an agreement to buy and sell goods at a selling price equal to the cost of acquisition plus the agreed profit and the seller must disclose the cost of acquiring the goods to the buyer (Yaya et al., 2014).

As stated in the table below, how much financing and the number of customers who make investments at Al-Anshari KSPPS from 2017 to 2021.

Tabel 1. Number of Customers at KSPPS Al-Anshari Bukittinggi year 2017 s/d 2021

No	Tahun	Jumlah Nasabah	Jumlah Pembiayaan
1.	2017	478 orang	Rp. 5.913.000.000
2.	2018	464 orang	Rp. 6.310.000.000
3.	2019	357 orang	Rp. 5.097.350.000
4	2020	167 orang	Rp. 2.890.200.000
5..	2021	225 orang	Rp. 3.751.800.000

Source: KSPPS Al Anshari Bukittinggi Document

Several researchers have conducted studies on marketing strategies at KSPPS or Islamic banks, including, Research conducted by (Negoro & Wahyudi, 2021) entitled Marketing Strategies in Increasing Customers of Financing Products Murabahah Pada Kspps Baitut Tamwil Tazakka. The sampling technique used is purposive sampling, namely one head of marketing, one head of KSPPS and 1 marketing financing. Data Collection Techniques using interviews and data analysis techniques are carried out with three stages starting from reduction, data presentation and conclusions. The findings of this study show that the strategy implemented by KSPPS Baitut Tamwil Tazakka for murabahah financing runs effectively.

Research conducted by (Hafsah et al., 2021) under the title Swot Analysis of the Marketing Strategy of Murabahah Financing Products (Study of Pt. Bni Syariah, Tbk. Makassar Veteran Branch Office) The results of the study using the SWOT Analysis method from Internal and External factors showed that Bank BNI Syariah Veteran Makassar City was included in quadrant type I. (positive, positive). is a very advantageous position, The company has opportunities and strengths so that it can take full advantage of existing opportunities, it should implement strategies that support aggressive growth policies.

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Sharia marketing is a strategic business discipline that directs the process of creating, offering and changing value from an initiator to its stakeholders, which in the whole process is in accordance with the contracts and principles of muamalah (business) in Islam. And is one form of muamalah that is justified in Islam as long as in all the transaction processes it is maintained from things that are prohibited by sharia provisions (Huda, 2017).

The implementation of marketing strategies is very influential on the development of customers in using their products. from the phenomenon that occurred at KSPPS Al-Anshari Bukittinggi, the situation that caused a decrease in customers was caused by several factors, including weak marketing aspects carried out in developing and marketing financing products.

Therefore, the author wants to know more about the implementation of the marketing strategy carried out by KSPPS Al-Anshari Bukittinggi to distribute financing products to the community.

II. METHODS

The type of research used in this study is field research (*Field Research*), which is research conducted in real life. (Kartono, n.d.) Researchers want to see how the Marketing Strategy in KSPPS Al-Anshari Bukittinggi. The types and sources of data from this study use two types of data, namely primary data and secondary data. The data analysis technique used is descriptive qualitative, which examines all primary data and secondary data available and various sources, namely observation, interviews, documentation, which aims to find out how the Product Marketing strategy carried out by KSPPS Al-Anshari Bukittinggi through SWOT analysis.

III. RESULTS AND DISCUSSION

Analysis of Marketing Strategy of Financing Products at KSPPS Al-Anshari Bukittinggi

According to the results of an interview that has been conducted with the head of the Marketing section, Mr. H. Zulfiadi said that the strategies carried out by KSPPS Al-Anshari Bukittinggi to market financing products, namely: (H. Zulfiadi 2022)

1. Marketing financing products to the public
2. Providing sales and delivery in marketing products must use words that are friendly, polite, soft and neatly dressed.
3. promoting financing products by going directly into the field by means of *Personal Selling*, namely directly *Face to Face* to *prospective* customers.

The strategy carried out by KSPPS Al-Anshari Bukittinggi in marketing this financing product can increase the number of customers because this strategy aims to provide information to the public to know that KSPPS Al-Anshari Bukittinggi provides and offers financing products.

Based on the results of the interview above, it can be concluded that the strategy carried out by KSPPS Al-Anshari Bukittinggi for the gold of its products has worked well because of the marketing strategy it does personally *face to face* to prospective customers.

Factors Faced by KSPPS Al-Anshari Bukittinggi in Marketing Its Financing Products in Increasing the Number of Customers.

Based on the results of the research that I can analyze is that the challenges and threats in marketing financing products are the increasing number of Islamic banks and other Islamic financial institutions issuing the same financing product, namely murabahah and variations of other financing products that make competition higher. so that to promote the products owned, they must have a good strategy and must also be able to understand the character or character of each prospective customer so that they want to work together and join the Al-Anshari Bukittinggi KSPPS through Murabahah financing products.

SWOT Analysis of Al-Anshari Bukittinggi KSPPS

SWOT analysis is an analysis related to strengths, weaknesses, opportunities and threats. SWOT analysis is a systematic identification of organizational strengths and weaknesses as well as opportunities and threats from the external environment, a strategy that presents the best combination of the four. Based on observations and interviews.

Tabel 2. Internal and External Platform Analysis

Strength(s)	Weakness (W)
1. Strategic location	1. Lack of public understanding of murabahah financing
2. Has friendly service	2. Promotions that are carried out are not optimal
3. Fixed installments	3. Human resources owned are inadequate
4. Has a bajapuik system	4. The products offered are not much different from other Islamic cooperatives or banks
5. Repeat order	5. Promotion of financing products is less than optimal

Opportunity (O)	Threat (T)
1. Wilafqyah marketing is quite extensive	1. There is a lot of competition with the many financial banks and other non-Islamic banks.
2. Public trust in the excellent KSPPS	2. There is still a lack of public understanding about murabahah financing
3. Accessible access	3. There is still weak public attention about usury.
4. There is a business center in the middle of the crowd	4. More interesting promotions carried out by competitors.
5. Good, easy and safe service provided to customers.	5. lack of customer commitment in returning financing funds.

Tabel 3. IFE Results of KSPPS Al-Anshari Bukittinggi

No	Internal Factors	Weight	Rating	Shoes
Strength (Strengths)				
1	Strategic location	0,15	4	0,60
2	has services yang friendly	0,15	4	0,60
3	Fixed installments	0,15	4	0,60
4	Has a system bajapuik	0,10	3	0,30
5	Repeat order (Repeat customer)	0,10	3	0,30
Sum		0,65		2,40
Debilitation (Weaknessess)				
1	Lack of public understanding of murabahah financing	0,08	4	0,32
2	Promotions that are carried out are not optimal	0,06	3	0,18
3	Human resources owned are inadequate	0,07	4	0,28
4	The products offered are not much different from other Islamic cooperatives or banks	0,08	4	0,32
5	Promotion of financing products is less than optimal	0,6	3	0,18
Sum		0,35		1,28
TOTAL (S+W)		1,00		3,68

Source: Evaluation of Interview Results

Based on the results of the IFE matrix analysis in table 4.2, it can be seen that the internal side shows that the total strength value of each element is where the strength is 2.40 and weakness is 1.28, the total weight of the IFE table score is 3.68. The results show that KSPPS Al-Anshari Bukittinggi has a strong internal

position in overcoming existing weaknesses in achieving existing opportunities.

Tabel 4. EFE KSPPS Al-Anshari Bukittinggi Results

No	Internal Factors	Weight	Rating	Shoes
Chance (Opportunities)				
1	Quite a wide marketing area.	0,13	4	0,52
2	Public trust in the excellent KSPPS	0,15	3	0,45
3	Accessible access	0,10	3	0,30
4	There is a business center in the middle of the crowd	0,10	3	0,30
5	Good, easy and safe service provided to customers	0,10	3	0,30
Sum		0,58		1,87
Threat (treaths)				
1	There is a lot of competition with the many financial banks and other non-Islamic banks.	0,10	4	0,40
2	There is a lot of competition with the many financial banks and other non-Islamic banks	0,8	2	0,16
3	There is still weak public attention about usury	0,8	3	0,24
4	More interesting promotions carried out by competitors	0,9	3	0,27
5	lack of customer commitment in returning financing funds.	0,7	4	0,28
Jumlah		0,42		1,35
Total (O+T)		1,00		3,22

Source: Evaluation of Interview Results

Based on the calculation results in table 4, it can be seen that the opportunity weight value of each element is 1.87, while the threat is 1.35. then can be obtained otal booktable EFE of 3.22. This result shows that KSPPS Al-Anshari Bukittinggi is able to respond to external factors by taking advantage of existing opportunities.

Tabel 5. Matrix SWOT

IFE	Strength (S)	Debilitation (W)
	1. Strategic location	1. Lack of public understanding of murabahah financing
	2. Has friendly service	2. Promotions that are carried out are not optimal
	3. Fixed installments	
	4. Has a bajapuik system	

	5. Repeat order (Repeat customer)	3. Human resources owned are inadequate
		4. The products offered are not much different from other Islamic cooperatives or banks
		5. Promotion of financing products is less than optimal
EFE		
Chance (O)	Strategic (SO)	Strategy (WO)
1. Quite a wide marketing area	1. Improve marketing strategies for financing products through social media with technological advances	1. Continue to improve or maximize human resources
2. Public trust in the excellent KSPPS	2. Maximizing the Bajapuik system to facilitate customers in the process of returning funds	2. Maintaining the bajapuik system to make it easier for the community so that customers do not need to make deposits directly to the Al-Anshari KSPPS
3. Accessible access	3. Establish good relationships with prospective customers	3. Maximizing understanding for society about the Dangers engage in usury activities in life
4. There is a business center in the middle of the crowd	4. Melakukan sosialisasi or introduce advantages to murabahah financing products.	4. Maximizing offers on murabahah financing products with relatively low margins.
5. Good, easy and safe service provided to customers.		
Threat (T)	Threat (ST)	Strategy (WT)
1. There is a lot of competition with the many financial banks and other non-Islamic banks.	1. Establish a harmonious relationship with customers so that customers or prospective customers transact more at KSPPS Al-Anshari Bukittinggi	1. Maintain the good name of KSPPS by implementing sharia principles in order to be able to compete with competitors
2. There is still a lack of public understanding about murabahah financing	2. Monthly installments are maintained, so that they can compete with the same products as other banks or cooperatives.	2. Continue to introduce and provide understanding to prospective customers or customers about the importance of transacting with sharia cooperatives.
3. There is still weak public attention about usury.	3. There is an extension of the payment maturity period so that customers who make financing outside the Al-Anshari KSPPS can switch to the Al-Anshari Bukittinggis.	3. Add employees in the marketing department to go to the field.
4. More interesting promotions carried out by competitor s.	4. More interesting promotions carried out by competitor s.	4. Make more attractive promotions so that customers or prospective customers are interested in financing at KSPPS Al-anshari
5. lack of customer	5. lack of customer	

commitment in returning financing funds.	4. More vigorously do promosi and provide understanding to the public about the importance of using sharia products, especially financing products owned by KSPPS Al-Anshari Bukittinggi
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Source: Interview Results Processing

From the SWOT matrix above, it can be concluded that there are several alternatives that may be used in competitive strategies between other bank and non-bank Islamic financial institutions to develop financing product marketing at Al-Anshari Bukittinggi KSPPS.

Tabel 6. Total Score on SWOT Matrix

IFE	Strength (<i>Stremgth</i>) 2,40	Debilitation (<i>Weakness</i>) 1,28
EFE		
Peluang (<i>Opportunities</i>)	Strategi SO Total Skor	Strategi WO Total Skor
1,87	2,40 + 1,87 = 4,27	1,28 + 1,87 = 3,15
Ancaman (<i>treaths</i>)	Strategi ST Total Skor	Strategi WT Total Skor
1,35	2,40 + 1,35 = 3,75	1,28 + 1,35 = 2,63

Based on table 4.5 above and also have considered all financing product marketing strategies, it can be concluded that the alternative chosen is the SO strategy, which has the highest total score of 4.27.

Based on data analysis that has been done previously, to increase competitiveness in financing products at KSPPS Al-Anshari Bukittinggi, namely using strategi SO (*Strenght and Opportunities*), yaitu:

1. Improve marketing strategies for financing products through social media with technological advances
2. Maximizing the Bajapuik system to expose customers in the process of returning funds
3. Establish good relationships with prospective customers
4. Socialize or introduce advantages to murabahah financing products.

Therefore, KSPPS Al-Anshari Bukittinggi has the ability to improve and change existing potential into an achievement and better performance. So that with the strategies that have been obtained, they will be able to increase and enlarge what they have while expanding the role and benefits for existing opportunities.

So it can be concluded in the strategy described supported by alternative strengths and opportunities to attract more customers by developing satisfying products and services and attracting more customers.

IV. CONCLUSION

From the research that has been done, it can be concluded that the Marketing Strategy of Financing Products at KSPPS Al-Anshari Bukittinggi is:

1. The SO strategy is in accordance with the results of the SWOT matrix that has been carried out with the highest score of 4.27, namely through utilizing strengths to get opportunities.
2. The SO strategy is in the form of:
 1. Improve marketing strategies for financing products through social media with technological advances
 2. Maximizing the Bajapuik system to expose customers in the process of returning funds
 3. Establish good relationships with prospective customers
 4. Socialize or introduce advantages to murabahah financing products.

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