STRATEGIC MARKETING MANAGEMENT OF ISLAMIC BANKING IN
INDONESIA

A thesis submitted to the College of Business
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By:
Dwi Tyas Poerbaya

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(Name of Supervisor)  

DR. AHMAD BASHIR @ ZOLMAT BIN AZIZ  

Tandatangan  
(Signature)  

MR. AZIZI BIN ABU BAKAR  

Nama Penyelia  
(Name of Supervisor)  

Tandatangan  
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This research is about marketing mix influences (Product, Promotion, Place, and Price) to consumer’s decision in choosing Islamic Banking in Indonesia. Based on the problem statement in this research, researcher found that Islamic Banking in Indonesia got a less intention from Indonesian peoples. Distribution variable has the most important role to influence the customers in choosing Islamic Banking in Indonesia. To achieve the goal, the researcher implements F-Test (whole analysis), T-Test (partial analysis) and partial determination coefficient. Through F-Test, it can be identified whether the measurement of marketing mix variables significantly influence to consumer’s decision in choosing Islamic Banking simultaneously. Through T-Test, it can be identified the influence of each marketing mix variables to consumer’s decision in choosing Islamic Banking in Indonesia. Then, partial determination coefficient used to identify marketing mix variables which minimally influence to consumer’s decision in choosing Islamic Banking in Indonesia. Based on data analysis gathered from the respondents who use Islamic Banking products, it can be identified that all marketing mix variables positively and significantly influence to consumer’s decision altogether. Partially, product variable does not significantly influence to consumer’s decision. While, marketing mix variables which give significant influence to consumer’s decision in choosing Islamic Banking in Indonesia are promotion, distribution and price.
ABSTRAK (BAHASA MELAYU)

pemasaran yang signifikan mempengaruhi keputusan pelanggan dalam memilih Perbankan Islam di Indonesia adalah promosi, lokasi dan harga.
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Dwi Tyas Poerbaya
Bukit Kenten 3 Street,
Palembang,
Indonesia.
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CHAPTER ONE

INTRODUCTION

1.1. Introduction

This chapter presents the background of the study, limitation of study, research objective, scope of study, and problem statement of the study.

1.2. Background of Study

Nowadays, certain people still have a perception that Islam have nothing to do a business with bank and money markets, because many people look at the norms and systems of Islam as a threat of development. Liberalist and pragmatist say that economic and financial activities will increase if Islam perceptions do not influenced. Unbalanced of global economic, and economic crisis in Asia, especially in Indonesia, are some evidences to show that the assumption above is totally not true and even have some errors with our system until today. In fact, many banks closed, took over, and recapitulated with the high cost around IDR 635 trillions (Antonio Syafii'I, 2001).
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5.4. Conclusion

Based on mentioned above, Islamic Banking in Indonesia now got a more intention and could be compete with Conventional Banking in Indonesia because Consumers felt that the System of Islamic Banking is more fair and profitable for them. The consumers are already aware about Islamic system of Islamic Banking in Indonesia.
Bibliography


