

Analysis of Customer Decisions in Taking Over Pension Financing

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in Taking Over
Pension Financing

Maulidza Afni

Faculty of Economics, Universitas Teuku Umar, Nagan Raya, Indonesia
E-Mail: maulidzaafnimbo@gmail.com

Rina Maulina

Faculty of Economics, Universitas Teuku Umar, Nagan Raya, Indonesia
E-Mail: Rinamaulina@utu.ac.id

1305

Submitted:
1 OCTOBER 2023

Accepted:
21 NOVEMBER 2023

ABSTRACT

This research aims to analyze customer decisions in taking over pension financing. This research method uses qualitative research by going directly to the field to search for data and using qualitative descriptive analysis. The results of interviews and observations carried out at BSI KCP Nagan Raya 2 are that customers' decisions in taking over pension financing are margin levels, fast and easy service, various products offered, customers need funds and promotions are regularly carried out by BSI. Based on the research that has been carried out, it can be concluded that what influences the customer's decision is that the customer wants to take over pension financing because the customer needs funds to continue living and also does not ignore other factors because the customer also looks at the service, margin level, etc. Other times, customers decide to take over pension financing. In this research, the researcher feels that the research that has been carried out is still far from perfect, so the researcher hopes that in future research he can be more optimal in conducting research on analyzing customer decisions in taking over pension financing at Bank Syariah Indonesia (BSI) and for Bank Syariah Indonesia (BSI) KCP Nagan Raya 2 to always maintain the long-standing collaboration with customers and be able to add new customers to collaborate with Bank Syariah Indonesia (BSI) KCP Nagan Raya 2.

Keywords: Pension Financing, Take over, Margin, Customer Decisions, Banking

ABSTRAK

Penelitian ini bertujuan untuk menganalisis keputusan nasabah dalam melakukan take over pembiayaan pensiun. Metode penelitian ini menggunakan penelitian kualitatif dengan cara turun langsung ke lapangan untuk pencarian data dan menggunakan analisis deskriptif kualitatif. Hasil dari wawancara serta observasi yang telah dilakukan di BSI KCP Nagan Raya 2 yakni keputusan nasabah dalam melakukan take over pembiayaan pensiun adalah tingkat margin, layanan yang cepat dan mudah, produk yang ditawarkan beragam, nasabah membutuhkan dana dan promosi yang rutin dilakukan oleh BSI. Berdasarkan penelitian yang telah dilakukan dapat disimpulkan bahwa yang berpengaruh atas keputusan nasabah adalah nasabah ingin melakukan take over pembiayaan pensiun karena nasabah membutuhkan dana untuk melanjutkan hidup dan juga tidak mengesampingkan faktor-faktor yang lain karena nasabah juga melihat bagaimana pelayanan, tingkat margin, dan faktor yang lainnya baru nasabah memutuskan take over pembiayaan pensiun. Pada penelitian ini peneliti merasa bahwa penelitian yang telah dilakukan ini masih jauh dari kata sempurna jadi peneliti berharap pada penelitian selanjutnya dapat lebih maksimal dalam melakukan penelitian tentang analisis keputusan nasabah dalam melakukan take over pembiayaan pensiun di Bank Syariah Indonesia (BSI) dan bagi Bank Syariah Indonesia (BSI) KCP Nagan Raya 2 agar selalu mempertahankan kerja sama yang sudah dijalankan sejak lama dengan nasabah dan bisa menambahkan nasabah baru untuk bekerja sama dengan Bank Syariah Indonesia (BSI) KCP Nagan Raya 2.

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 11 No. 3, 2023
pp. 1305-1310
STIE Kesatuan
ISSN 2337 – 7860

INTRODUCTION

Banks are business entities that collect funds from the public in the form of savings and distribute them to the public in the form of credit or other forms to improve the standard of living of the people (Law of the Republic of Indonesia number 10 of 1998). Therefore, banking in Indonesia continues to compete in the business world by being open to gain profits, one of which is the method carried out by Bank Syariah Indonesia (BSI), which has issued a lot of financing that can help people to improve people's lives. Bank Syariah Indonesia (BSI) is a bank resulting from the merger between PT Bank BRI Syariah Tbk, PT Bank Syariah Mandiri Tbk and PT Bank BNI Syariah. The Financial Services Authority (OJK) officially issued a merger permit for the three sharia banking businesses on January 27, 2021, via letter Number SR-2/PB.1/2021. Furthermore, on February 1, 2021, President Joko Widodo inaugurated the presence of Bank Syariah Indonesia (BSI) (bankbsi.co.id, 2021).

Bank Syariah Indonesia (BSI) has offered various products to the public, one of the products offered is pension financing or the BSI Pension Berkah product. This pension financing is intended for retirees or widows of these retirees to be able to fulfill their daily lives. In pension financing, there are 2 contracts used, namely *ijarah* and *murabahah*. *Ijarah* is a lease to obtain benefits for goods or wages for workers without any change in ownership of the object agreed upon and *murabahah* is buying and selling carried out openly so that the seller knows the profit (Andrianto & Firmansyah, 2019). Pension fund insurance received by Bank Syariah Indonesia (BSI) is carried out through monthly salary deductions. The ceiling at Bank Syariah Indonesia (BSI) is maximum for pension financing and the term is up to 15 years. Bank Syariah Indonesia (BSI) also offers the public a takeover of pension financing. Takeover is a form of Sharia Bank service in helping people convert existing non-Sharia transactions into sharia-compliant transactions (Darsono, 2017; Zaini et al., 2019; Rosmiati et al., 2023). This method is used to introduce pension financing products to prospective retirees so they can take out pension financing at Bank Syariah Indonesia (BSI). The takeover itself can be done from another bank to a new one based on certain factors.

Previously, the researcher explained previous research, namely by (Maulana et al., 2018; Rahayu & Swarsi, 2018) entitled "Factors that Influence Retired Customers in Choosing to Take Over Financing to Bank Syariah Mandiri KCP Ambarukmo". In this research, the results obtained were that in decision making it was found that there were several factors, namely external factors in the form of close bank accessibility, maximum service and facilities, and low installments. Apart from that, there are also internal factors in the form of personal factors such as financial needs, religiosity factors and psychological factors in the form of invitations from friends. The difference between this research and that carried out by researchers lies in the research object and research approach. This research was conducted at Bank Syariah Mandiri KCP Ambarukmo while the researcher conducted research at Bank Syariah Indonesia (BSI) KCP Nagan Raya 2. This research used a type of field research with triangulation of techniques and theories where sampling was carried out using the Purposive Sampling method while the research carried out by the researcher used qualitative research by going directly to the field and the approach used is a qualitative descriptive approach.

Maisyaroh, (2019) entitled "Factors that Influence Customers' Decisions to Apply for Pension Financing at PT Bank Syariah Mandiri Pekanbaru Area". This research discusses what factors influence customers' decisions in applying for pension financing at PT Bank Syariah Mandiri Pekanbaru Area. The sampling technique in this research was total sampling with a total of 65 customers who applied for pension financing at PT Bank Syariah Mandiri Pekanbaru Area. Data collection techniques are almost the same as researchers, namely through observation, questionnaires, and documentation, but researchers do not use questionnaires only through observation, interviews, and

documentation. In analyzing the data in Maisyaroh's research, quantitative data was used, data analysis used multiple linear regression analysis using SPSS Version 24.0, while the researcher used qualitative descriptive data analysis. Maisyaroh's research results show that in the partial test there is a significant influence between cultural, social, personal, psychological, and marketing mix factors on customer decisions. It is known that the correlation coefficient value is 92.3% so it has a strong relationship.

Diansyah & Yasin, (2021) entitled "Analysis of Factors that Influence Customers' Decisions to Take Over Pension Financing (Case Study of Bank Syariah Mandiri KCP Krian). This research aims to determine sharia aspects, margin levels, service quality and the most dominant factors in taking over pension financing at Bank Syariah Mandiri KCP Krian. The research in this study uses a quantitative process that describes data. Data collection for this research used a questionnaire method with a research population of 16 pension financing customers and 15 sample respondents. The results show that the sharia aspect influences satisfaction, the margin level has no effect and the dominant variable in this research is the sharia aspect. The difference in this research is that the researcher used qualitative descriptive data and collected data through observation, interviews and documentation.

Looking at previous studies, there are several factors that can influence customers in taking over pension financing to Bank Syariah Indonesia (BSI). Therefore, this research is aimed at analyzing customer decisions in taking over pension financing by asking several questions to customers, namely, what advantages does Bank Syariah Indonesia (BSI) have that make you want to take over pension financing? , why do you want to take or take over pension financing to Bank Syariah Indonesia?, and how do you know about pension financing at Bank Syariah Indonesia (BSI)?.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Financing

Financing is the provision of money or bills that can be equated with it, based on an agreement or agreement between the Bank and another party which requires the party being financed to return the money or bills after a certain period of time in return or profit sharing (Kasmir, 2013). Meanwhile, according to (Danupranata, 2013) financing can be said to be a facility for providing funds to meet the needs of parties who experience a lack of funds (deficit unit). From these two meanings it can be concluded that financing is intended to help people improve economically, help people open businesses or even open employment opportunities for other people, for education and so on.

Pension

Retirement is the cessation of work because the term of service has finished and is a transition to a new lifestyle related to work that carries changes in roles and values (Bonsang, & Klein, 2012; Indrayani, 2013). According to Law Number 5 of 2014 concerning State Civil Apparatus, civil servants who stop working are entitled to pension security and old age security in accordance with the provisions of the applicable law. Pension guarantees are given to civil servants if they die, at their own request at a certain age and period of service, reach retirement age, organizational downsizing or government policies result in early retirement or physical or spiritual incompetence so they cannot carry out their duties and obligations. Civil servant pension guarantees and old age guarantees are provided as protection for the continuity of old age income as a right and as a reward for civil servant service (Nuryani, 2022). The period when someone can be said to have retired is when they are 58 (five to eight) years old in Indonesia.

Take Over

Takeover is often used in banking terms. Where teke over is interpreted from English to Indonesian as taking an expert. Takeover is defined as the taking over of receivables from a financing institution (conventional) as an old creditor by another financing institution (bank/non-bank) as a new creditor, either at the initiative of the debtor or

creditor (Naja, 2019). This method can be a solution for customers to be able to pay financing from the old bank to the new bank with lower interest, get an additional tenor and get additional fresh funds.

Decision-making

Decision making is the process of choosing an alternative way of acting with an efficient method according to the situation. The process finds and resolves organizational problems (Salusu, 2016; Zhu et al., 2016). So, decision making is done to choose one or more of the options in front of us. In making this decision we must be careful so as not to cause disappointment in the future. One of the keys to decision making is that we have to analyze and see clearly whether the choice we want to make is in accordance with ourselves or not.

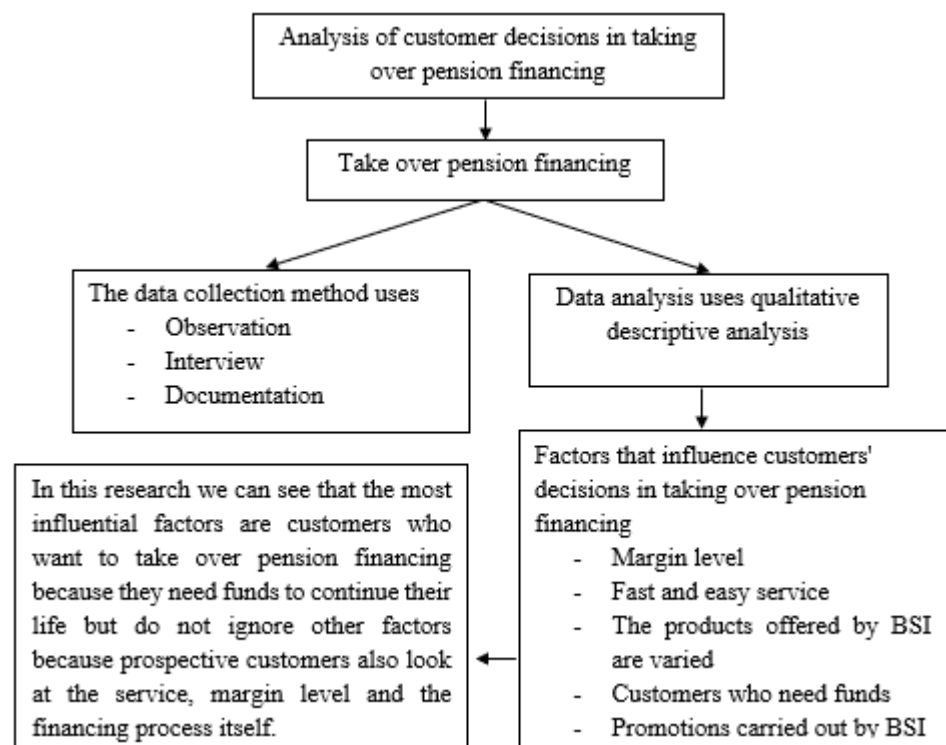


Figure 1. Framework

RESEARCH METHODS

This research uses qualitative research methods, namely by going directly to the field to obtain data. The data used in this research is primary data taken from observations and interviews with marketing staff and prospective customers. The data collection technique in this research uses 3 words, namely observation, interviews and documentation carried out on prospective customers who want to take over pension financing. The location of the research was carried out at Bank Syariah Indonesia (BSI) which is located in Simpang Peut village, namely BSI KCP Nagan Raya 2 and at the customer's house in Ujong Patihah village and the time of the research was carried out in July 2023. The data analysis method was carried out using 3 steps, namely with data reduction, data presentation and data verification.

RESULTS AND DISCUSSION

From the results of research that has been carried out in the field regarding what influences customers' decisions in taking over pension financing at BSI KCP Nagan Raya 2, there are 5 factors that can influence customers, including margin levels, fast and easy

service, products that offered by BSI, customers need funds and promotions carried out by BSI.

Every time someone does something, they must think as carefully as possible about what decisions they should make so that they don't regret it in the future, as was done by Mrs. W (potential customer) who wanted to take over pension financing. Based on an interview with Mrs. W, the researcher found the results, namely the advantages possessed by Bank Syariah Indonesia (BSI) so that she wanted to take over pension financing. Mrs. W stated that the margin offered by Bank Syariah Indonesia (BSI) was more competitive than the previous bank and Mrs. W stated At Bank Syariah Indonesia (BSI) pension financing can be taken by retired widows while at the previous bank it was not possible. Researchers also found that at Bank Syariah Indonesia (BSI) pension financing was provided to recipients of monthly pension benefits, including the following ASN retirees & ASN Widows, BUMN/BUMD Pensioners, ASN/PNS Pensioners & Widows who have not entered TMT Retired but has received a Pension Decree (BPOM, 2016). So people who fall into the above groups can get or apply for pension financing or take over pension financing who have previously taken out pension financing at another bank. Prospective customers themselves stated that this pension financing product or BSI Pensiun Berkah really helps customers to meet their daily needs.

From the interview with Mrs. W, the researcher found out how the services provided by Bank Syariah Indonesia (BSI) to prospective customers, Mrs. W stated that the marketing staff was friendly in explaining what the take over process itself was like. As we know, at Bank Syariah Indonesia (BSI), service is also the most prioritized because it is one way to attract customers by providing satisfaction with their services, whether related to transactions or financing. The results of the researcher's interview with one of the marketing staff, namely Mr. take over pension financing.

As explained above, pension financing is a type of financing for retirees or widowed retirees to be able to help customers meet their daily needs. This is also the reason why Mrs. W wants to take over or take out pension financing because the customer is in need of funds for children's education costs, for business capital and also when the customer wants to take out pension financing for monthly money, not everything is deducted, there is still leftover that can be used or saved. . And this statement was also conveyed by other potential customers, namely Mrs. Y and M, who stated that they wanted to take out pension financing because they needed funds.

From the results of the interview regarding promotions, Mrs. W said that regarding pension financing, Mrs. W found out about it from the marketing staff who had known her for a long time and one of the marketing staff, namely EDD, stated that the marketing staff for pension financing made visits to customers, whether to offices or retirees' homes. obtained through PT Taspen, their visit was intended to explain pension financing products and stay in touch so that cooperation between the two parties could be established in the future.

CONCLUSIONS

Pension financing is financing intended for retirees or widows of retirees to be able to meet daily needs and to continue life in the future, such as children's education costs, business capital and so on. Pension financing offers various benefits for customers, one of which is a very maximum ceiling and a term of up to 15 years. The results of this research are that there are several factors that can influence a customer's decision to take over pension financing. These factors are the margin level, fast and easy service, the products offered by BSI, customers who need funds and promotions carried out by BSI. In this research, we can see that the most influential factor is that customers need funds to continue their lives and also do not ignore other factors because customers also look at the service, what about margin levels, etc. In this research, the researcher feels that the research that has been carried out is still far from perfect, so the researcher hopes that in future research he can be more optimal in conducting research on analyzing customer decisions in taking over pension financing at Bank Syariah Indonesia (BSI) and for Bank

Syariah Indonesia (BSI) KCP Nagan Raya 2 to always maintain the long-standing collaboration with customers and be able to add new customers to collaborate with Bank Syariah Indonesia (BSI) KCP Nagan Raya 2?.

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