

Optimization of Gold Pawn Product Advantages to Increase Customer Base

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ABSTRACT

The objective of this study is to examine the main characteristics that impact customer satisfaction with pawn products at BPRS Bhakti Sumekar, with a specific focus on its Waru Branch. Data for this study were gathered using a qualitative descriptive approach, through interviews conducted with the management, employees, and customers of BPRS Bhakti Sumekar's Waru Branch. In addition, supplementary data were acquired from papers, journals, and internal records of the bank. The research aims to maximize the benefits of gold pawn products in order to broaden the consumer base. BPRS Bhakti Sumekar, previously named BPR Bhakti Sumekar, is a Regional-Owned Enterprise (BUMD) located in Sumenep Regency. It was founded on September 16, 2002, first as a limited liability company (PT) before converting to a BUMD status. BPRS Bhakti Sumekar has a notable presence in the local financial sector with two Cash Offices and 28 Branch Offices, one of which is the Waru Branch.

Keywords: Marketing mix, Islamic Banking, Gold Pawn

INTRODUCTION

The banking world in Indonesia has experienced many changes over time. Banking development in Indonesia is not only dominated by conventional banks, but sharia banks have also experienced significant development. "The development of sharia banking in Indonesia is a manifestation of public demand which requires an alternative banking system which, apart from providing sound banking or financial services, also fulfills sharia principles" (Rahman & Handayati, 2023).

The development of Indonesian sharia banks occurs in almost all regions. Pamekasan district is no exception. One of them is Bank BPRS Bhakti Sumekar. BPRS Bhakti Sumekar is present as a Sharia People's Financing Bank which is capable of continuous expansion. This is proven by the increase in the number of branch offices and cash offices. One of them is the Waru branch office which is the object of this research. Located on Jl. Raya Tobalang Waru, West Waru Village, Pamekasan. The Waru cash office was opened in 2013. Then in 2016 the Waru cash office was upgraded to the Pratama Waru branch office. By opening this new branch office, it can improve the economy of the people of West Waru, Waru sub-district in particular and Pamekasan in general (Kunaifi & Syam, 2021).

With the increasing number of financial institutions carrying out activities in terms of financing, this encourages every bank to provide the best quality service and provide information technology that is able to meet customer needs and satisfaction as well as being able to provide information on sharia banking products and services to customers correctly and clearly, with still comply with sharia principles. Success in providing services to customers is determined by the behavior and character of bank officers (Rahman et al., 2023). "Customer service is a series of activities and attitudes and behavior of bank officers in accepting the presence of or communicating with customers directly or indirectly to meet customer needs and desires.

The reason for choosing BPRS Bhakti Sumekar Waru Branch is that it is close to other financial institutions, both banks and non-banks, but can still retain its customers. BPRS Bhakti Sumekar Waru Branch is able to provide the best quality service and products that are superior to competitors. One of them is that it has advantages in pawn products when compared to other institutions, including cheap prices because the costs for custody and maintenance are calculated per day, whereas in other institutions some are calculated per week or even per month. There are no administration fees, while other institutions have administration fees and estimated fees are paid at the time of repayment so that it does not reduce the loan amount obtained by the customer (Kunaifi & Rosyid, 2024).

The superiority of this product can be proven by several interviews the author conducted with customers. Most customers said that pawn products at BPRS Bhakti Sumekar Waru Branch were cheaper when compared between BPRS Bhakti Sumekar pawn products and pawn products in other places.

In 2017, BPRS Bhakti Sumekar received The Sharia Info Bank award with a very good title for its performance during 2017 from Infobank magazine, more or less giving demands to BPRS Bhakti Sumekar to always perform well, excel and excel in terms of service. Apart from that, BPRS Bhakti Sumekar in 2018 also received a Golden award with a very good title for its 2013-2017 performance. The various awards received have proven that BPRS Bhakti Sumekar has provided excellent products and services. This award cannot be separated from the performance of all BPRS Bhkti Sumekar, both central and branch. BPRS Bhaki Sumekar Waru Branch is no exception.

From the results of the interview the author conducted with Joni Istiawan as admin at BPRS Bhakti Sumekar Waru Branch, he said that; "In an effort to provide the best service to customers, we are required to provide friendly, polite, painstaking service, serve with sentences that are easily understood by customers, neat, moral and ethical, and pleasant so that customers feel happy and comfortable so that the service can provide satisfaction to customers.

In the results of interviews regarding service quality delivered by the admin of BPRS Bhakti Sumekar Waru Branch, researchers also interviewed customers who were of the opinion that; The quality of service at BPRS Bhakti Sumekar Waru Branch is very good. The officers are polite and friendly. If no one understands, the officer patiently explains, and if there is a complaint from a customer, the officer will handle it by trying to provide the right solution (Matnin et al., 2021).

Theoretically there is a relationship between service quality and purchasing decisions. This conclusion is based on research conducted by Bagja Sumantri, where his research revealed that, firstly, there is a positive influence of service quality on interest in becoming a customer (Mulyadi, Rahman, & Niode, 2022). Second, there is a positive influence of financing products on interest in becoming a customer. This research found that the higher the customer's perception of service quality, the higher a person's interest in becoming a customer.

The product that is in great demand at BPRS Bhakti Sumekar Waru Branch is gold products. Gold pawning is a financing service for all individual needs using sharia principles. This gold pawn can function to finance short-term needs or working capital for micro and small businesses. Based on the results of an interview with Khalidatul. M as a teller at BPRS Bhakti Sumekar Waru Branch, revealed that pawn products are in great demand by customers, this is because pawn products have the advantage, namely, fast processing so they are very suitable

for customers who need fast, cheap funds, free of administration fees, storage and maintenance services Rp.600,- per day per Rp. 1,000,000,- and the collateral assessment fee is paid at the time of settlement. The maximum estimated service fee is IDR. 150,000,- per transaction. The maintenance costs are calculated per day.

This is reinforced by the results of interviews with several customers who have pawn products, namely; “I’ve been pawning gold here for a long time. because pawn products are superior compared to other places. The advantage here is because it is cheaper. So it doesn’t burden me. Apart from that, the officers were very friendly, polite and patiently explained in detail about the pawn.

Rahn Financing The potential for the pawn business in 2019 is still very bright, because public interest in utilizing Rahn (gold pawning) services is still quite large, as evidenced by the proliferation of private pawn services and the tighter pricing offered. BPRS Bhakti Sumekar’s strategy to achieve Rahn’s target in 2019 includes creating a door prize program in the form of giving beautiful gifts/souvenirs and ujroh discounts to take advantage of moments where there is an increase in consumer needs, such as during Ramadan, Eid, new school year and the end of the year during school holidays. Apart from that, branches will be encouraged to actively carry out promotional programs by distributing brochures and localized promos through local media (Kunaifi, 2016b).

From the results of interviews with several customers, researchers can see a basic comparison between BPRS Bhakti Sumekar and other financial institutions in Waru, including in terms of excellent service quality, staff knowledge regarding products, custody services and maintenance of pawn products which are relatively cheap and free. administration fees, as well as frequent promotions. In Waru itself there are many financial institutions, both banks and non-banks. Of course, this is quite tough competition for BPRS Bhakti Sumekar Bandaran Branch. Therefore, it is necessary to maintain the quality of service and product excellence so that satisfied customers do not feel disappointed because this will impact the customer’s decision in choosing a financial institution and its products.

METHODS

The research method used in this research is a descriptive qualitative method with an Islamic legal approach, namely viewing Islamic law as a basis that must be implemented in

every contract in a sharia cooperative (Fauji et al., 2021). Descriptive is a problem formulation that guides research to explore or photograph the social situation that will be studied thoroughly, broadly and in depth. According to Bogdan and Taylor quoted by Lexy.J. Moleong, a qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior (Meleong, 2007).

In this research, the discussion will focus on the model for implementing murabahah contracts in sharia cooperative financing products at BANK BPRS Bhakti Sumekar, Waru Branch. The research uses a library research approach. The data source in this research uses secondary data sources obtained from documents related to Murabahah contracts applied to sharia cooperatives, articles, brochures and websites. Also uses primary data sources as supporting material such as interviews, observations, surveys and experiments. (Team, 2023) which relates to the Murabahah contract model implemented at BANK BPRS Bhakti Sumekar Waru Branch. After all the data has been collected, the next step is to analyze the data so that a conclusion can be drawn relating to the Murabahah contract implementation model at BANK BPRS Bhakti Sumekar Waru Branch (Kunaifi, 2016a).

RESULTS AND DISCUSSION

Sharia pawn is a loan program that meets the public's financial needs, using a pawn system that is in accordance with Islamic Sharia principles. However, every effort made by Pegadaian Syariah to market its products as planned is part of the marketing strategy. One of the most basic and very necessary things in a marketing strategy is how and how to attract customer interest while retaining these customers so they remain faithful and faithful. Discussion of the report on optimizing the advantages of gold pawn products to increase the customer base highlights several important points that need to be considered:

Identify the Advantages of Gold Pawn Products: a) Competitive interest rates: Offering lower or more affordable interest rates compared to competitors can be attractive to potential customers; b) Fast and easy application process: Speeding up the loan application process by providing a simple application form and efficient approval process will increase customer convenience; c) Fair loan value: Offering a loan value that matches the value of the collateralized gold will give customers confidence; d) Payment flexibility: Providing flexible payment options such as loan terms that can be adjusted to the customer's financial capabilities.

Customers Segmented: a) Based on Demographics: Segmentation based on age, income, and geographic location can help in customizing product offerings and marketing strategies; b) Behavior Based: Analyzing previous financial service usage behavior can help in targeting customers who are more likely to need gold pawn services; c) Based on Financial Needs: Identify customers who need fast financial solutions by offering gold pawn loans as an attractive alternative.

In developing a marketing strategy for sharia pawn products (Ar-Rahn), focus is given to introducing pawn products to potential customers by providing the best service. This step aims to identify the market segments that will be targeted. Next, Pegadaian Syariah selects target markets that need pawn services (Ar-Rahn) to meet their needs. Therefore, in planning marketing strategies for sharia pawn products, Pegadaian Syariah prioritizes product introduction to potential customers as the first step in providing the best service to them. The main goal is to identify the market segments that will be targeted. a) Digital Campaigns: Using digital platforms such as social media, online advertising, and search engine optimization to increase exposure and reach a wider audience; b) Direct Promotions: Sending direct promotions to potential customers via mail, email, or phone calls can help in generating qualified leads; c) Partnerships with Gold Traders: Partnering with local gold traders to refer customers to each other can expand market reach; d) Loyalty Program: Offer incentives to loyal customers such as interest discounts or gifts for each new customer referral.

Product Innovate: a) Insurance Protection: Offering additional insurance protection for collateralized gold can provide an extra sense of security to customers; b) Gold Investment Program: Developing a gold investment program that allows customers to gradually buy or sell gold can attract long-term investors; c) Flexible Payment Options: Provides various payment options such as monthly installment payments or lump sum payments at the end of the loan term; d) In expanding the customer base, it is important to optimize product advantages and implement appropriate marketing strategies. By understanding potential customers' needs and preferences, companies can adapt their products and services to meet customer expectations. Customer segmentation allows companies to focus marketing efforts on the most potential market segments and design product offerings accordingly. An integrated marketing strategy, including digital campaigns, direct promotions, strategic partnerships, and loyalty programs,

can help in increasing brand awareness and attracting new customers (Kunaifi & Qomariyah, 2021).

Product innovation is also a key element in efforts to increase the customer base. By continually developing better products and services, companies can differentiate themselves from competitors and meet the evolving needs of customers. Continuous evaluation and monitoring of implemented strategies will enable companies to identify new opportunities and overcome challenges that may arise on the way to sustainable growth (Rahman, Pratikto, Murwani, & Handayati, 2024).

Thus, optimizing the advantages of gold pawn products and implementing the right strategy can help companies to expand their customer base, increase revenue, and strengthen their position in the gold pawn industry.

CONCLUSION

In the financial industry, especially in gold pawn services, optimizing product advantages is the main key in efforts to increase the customer base. Through this report, we have explored various strategies and approaches to strengthen the position of gold pawn companies in the market with a focus on growing the customer base. Here are some of the main conclusions that can be drawn: a) The Importance of Product Excellence: Product excellence is a strong foundation in winning customer trust and interest. Competitive interest rates, a fast and easy application process, fair loan values, and payment flexibility are key elements that can differentiate gold pawn products from competitors; b) Effective Customer Segmentation: Understanding the needs, preferences and behavior of potential customers is essential in designing the right marketing strategy. Segmenting customers based on demographics, behavior, and financial needs will allow companies to customize their product offerings and marketing communications; c) Integrated Marketing Strategy: Through a combination of digital campaigns, direct promotions, partnerships with local gold traders, and loyalty programs, companies can increase brand awareness, reach more potential customers, and strengthen relationships with existing customers; d) Continuous Product Innovation: Developing innovative products and services, such as additional insurance coverage, gold investment programs, and flexible payment options, will help companies to remain relevant and attractive to customers amidst increasingly fierce competition; e) Continuous Evaluation

and Monitoring: Continuous monitoring and evaluation of product performance, customer response, and market trends is a key step in ensuring that the strategies implemented are successful and can be adjusted as needed.

By implementing appropriate strategies and continuously adapting to market changes, gold pawn companies can successfully increase their customer base, expand market share, and achieve sustainable growth in the long term.

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