

**THE INFLUENCE OF PRICE AND PROMOTION ON PURCHASE
DECISIONS AT MANJA SPACE CAFE, SINTANG REGENCY**

Yudi Pandra¹

Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
yudifandraku@gmail.com

Yasir Hudzaifah²

Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
yasir.hudzaifah@unmuhpnk.ac.id

Joko Susilo³

Universitas Muhammadiyah Pontianak, Pontianak, Indonesia
joko.susilo.stg@unmuhpnk.ac.id

Abstract

This study aims to analyze the influence of price and promotion on consumer purchase decisions at Manja Space Cafe, Sintang Regency. The sample consisted of 100 respondents selected through purposive sampling, specifically consumers above 18 years of age who make independent purchase decisions. The findings indicate that both price and promotion have a significant effect, either partially or simultaneously, on purchase decisions. The R^2 value of 80.7% indicates that promotion exerts a more dominant influence than price. These findings affirm the critical importance of implementing appropriate promotional and pricing strategies in driving consumer purchase decisions.

Keywords: Price; Promotion; Purchase Decision

INTRODUCTION

The culinary industry in Indonesia has experienced remarkably rapid growth in recent years. Based on data from the Central Bureau of Statistics (BPS, 2025), the number of food and beverage businesses in Indonesia reached 5.28 million in 2024, representing an increase of approximately 31.6% compared to 4.01 million businesses recorded in 2016. The sales value of this industry also rose significantly from IDR 674.3 trillion in 2016 to IDR 998.37 trillion in 2023. This growth has been driven by improving economic stability, an expanding middle class reaching 53 million people, and high public consumption of the food and beverage sector, which accounts for 49.25% of total national household consumption.

Among the various types of culinary businesses, cafes and coffee shops are the most widely operated and have experienced the fastest growth in Indonesia. The coffee shop market in Indonesia is estimated to reach USD 2.1 billion (approximately IDR 34 trillion) with an annual growth rate of around 10 percent. Coffee consumption trends in Indonesia continue to rise, with consumption in the 2024/2025 period projected to reach 4.8 million bags (equivalent to 288,000 tons), up from 4.45 million bags during the 2020/2021 period. A GoodStats survey (2024) revealed that 40 percent of respondents consume two cups of coffee per day, 29 percent consume one cup per day, and 23 percent consume three cups per day. These high consumption rates reflect that coffee has become an integral part of the daily routine of Indonesians, particularly among millennials and Generation Z, who account for 53.81 percent of the population.

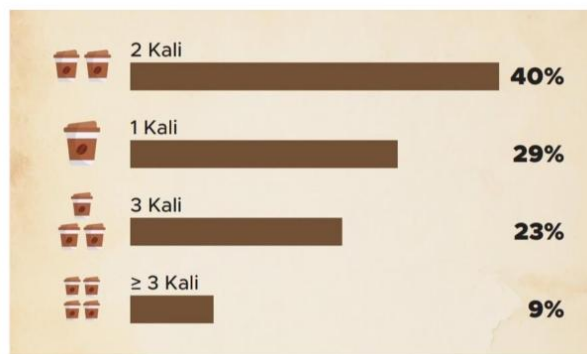


Figure 1.
Coffee Drinking Patterns of Indonesians
Source: GoodStats Survey (2024)

This rapid growth in the cafe industry has also introduced increasingly fierce competition. Digital mapping data indicates that by the end of 2025, the number of coffee shops and cafes in Indonesia has approached 462,000 locations, making Indonesia the country with the highest number of coffee shops in the world (SCAI, 2025). The coffee shop market share in Indonesia is estimated at USD 2.1 billion or approximately IDR 34 trillion with an annual growth of about 10 percent (BSIP Agriculture, 2025). Under these conditions, cafe operators must have effective marketing strategies to survive and grow in a highly

competitive environment. Cafes that lack a unique selling point (USP) and appropriate marketing strategies will struggle to retain customers and face the risk of declining sales.

Table 1.
Number of Coffee Shops Internationally

Negara	Jumlah Coffe Shop
Indonesia	461.991
China	190.000+
Unites States	145.629
Vietnam	132.294
Korea Selatan	100.000+
Thailand	96.969
Brazil	85.000
Jepang	75.000
Philippines	60.000
Mexico	55.000

Source: SCAI (2025)

In the context of this intense competition, two marketing variables that are critically influential in shaping consumer purchase decisions are price and promotion. Price is one of the primary attributes considered by consumers when evaluating a product or service. According to Kotler and Armstrong (2023), price is the amount of money charged for a product or service, or the sum of values exchanged by consumers for the benefits of having or using that product or service. Appropriate pricing is a key marketing strategy because it simultaneously affects company profitability and consumer purchasing power.

Several recent studies have shown varying results regarding the influence of price on purchase decisions. Febriana (2026), in research on an Angkringan Mas Gun culinary MSME in South Semarang, found that price has a positive and significant effect on purchase decisions, with a t-statistic of 2.885 and a significance level of $0.005 < 0.05$. Similar findings were reported by Gufron and Safitri (2024), who stated that price has a significant impact on purchase decisions for Informa furniture products in Semarang City, with a path coefficient score of 1.975 and a p-value of $0.049 < 0.05$. Angraeni et al. (2024) found that price is one of the marketing mix components that influences consumer preferences.

In addition to price, promotion is also an important factor influencing consumer purchase decisions. Promotion refers to the activity of communicating information from sellers to buyers or other parties in the sales channel in order to influence consumer attitudes and behavior. In today's digital era, promotion is no longer limited to conventional media but also leverages social media platforms such as Instagram, TikTok, Facebook, and other digital channels that can reach target markets more broadly and effectively.

Manja Space Cafe conducts promotional activities through social media, including active accounts on Instagram, Facebook, and TikTok at @manjaspace, where various content is regularly shared to attract prospective consumers. In addition, Manja Space utilizes advertising services with well-known and trusted local influencers (selebgram) and local news/information portals through paid promotions and endorsements. The cafe also uses

paid features on Facebook Ads, Instagram Ads, and TikTok Ads to target users based on age and location. However, based on Manja Space's financial reports from 2020 to 2022, the cafe experienced a significant decline in sales year after year.

Recent studies highlight the importance of promotion in influencing purchase decisions. Utami (2025) found that promotional media has a positive and significant effect on purchase decisions, with promotion proving more dominant than price. Gunawan (2024) confirmed that promotion significantly affects consumer purchase decisions at Alfamidi Keadilan Rawa Denok. Pramardini et al. (2024) on Shopee marketplace found that promotion significantly influences purchase decisions with a large contribution. Anggraeny et al. (2022) also stated that Instagram social media promotion has a significant impact on purchase decisions.

Based on this background, this study was conducted to analyze the influence of price and promotion on consumer purchase decisions at Manja Space Cafe, Sintang Regency. This research is expected to provide practical contributions to the management of Manja Space Cafe in designing more effective marketing strategies, as well as to contribute theoretically to enriching the literature on consumer behavior in the cafe industry in Indonesia, particularly in the relatively understudied Sintang Regency.

LITERATURE REVIEW

Price

Price is an important element in product marketing and serves as the primary consideration for prospective consumers. As defined by Kotler and Armstrong (2023: 439), price is the amount of money charged for a product or service, or the sum of values that consumers exchange for the benefits of having or using that product or service. According to Kotler and Armstrong (2023: 62), price can be measured through several indicators: (1) Price list price information clearly stated on the menu or directly on the offered product; (2) Discount a price reduction given directly to consumers, generally applicable when purchases are made in large quantities over a specified period; and (3) Price allowance a fund refund from the supplier to the buyer that effectively reduces the product cost at a later stage, which may take various forms such as volume-based deductions, product combination discounts, or storage incentives.

Promotion

Promotion is a means of offering a specific product or brand, expanding sales, and cultivating customer loyalty toward that brand. It constitutes a core component of the marketing mix, which consists of four elements: price, product, promotion, and place. Kotler and Armstrong (2023: 76) defined promotion as the activity of communicating the benefits of a product and persuading target consumers to purchase the product. Furthermore, Kotler and Armstrong (2023: 439) identified five primary dimensions of promotion: (1) Advertising encompasses various forms of media including broadcast, print, online, mobile, outdoor, and others; (2) Sales promotion includes discounts, coupons, product display arrangements, demonstrations, and the organization of various events; and (3) Personal selling demonstrated through sales presentations with emphasis on product knowledge, participation in trade shows, and the implementation of incentive programs.

Purchase Decision

Purchase decision is a fundamental aspect of consumer behavior that reflects the complex decision-making process undertaken before a consumer makes a purchase transaction. According to Kastori (2024), a purchase decision is an individual activity directly involved in the decision to purchase a product offered by a seller. Kotler and Armstrong (2023) define purchase decision as the stage in the buyer decision process at which the consumer actually buys the product. This process involves the consumer recognizing a problem, searching for information about a specific product or brand, and evaluating how well each alternative can solve the problem, ultimately leading to the purchase decision. Kotler and Keller (2016) in Kiswanto et al. (2023) identified five main stages: (1) problem recognition; (2) information search; (3) evaluation of alternatives; (4) purchase decision; and (5) post-purchase behavior.

Conceptual Framework

This study is guided by a conceptual framework illustrating the relationships among variables. Both Price (X1) and Promotion (X2) are independent variables posited to have partial and simultaneous effects on Purchase Decision (Y) as the dependent variable. Prior studies consistently support these relationships across various sectors in Indonesia and internationally.

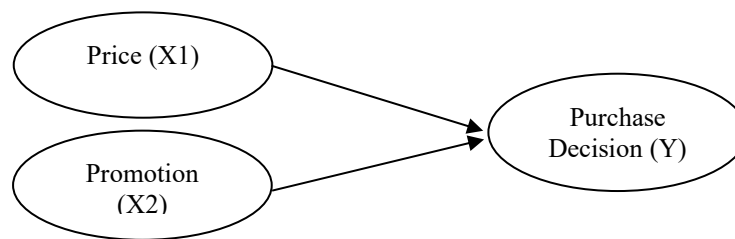


Figure 2.
Conceptual Framework
Source: Processed Data, 2026

The relationship between price and purchase decision is supported by Septadiana and Suprihhadi (2024) at Bandeng Juwana Tidar Surabaya, Nadila and Rosento (2024) at Depo Air Minum Biru Meruyung Depok (t-statistic = 6.059, sig. = 0.000 < 0.05, contribution = 96.2%), and Negara et al. (2023) at Rumah Coffee & Community Hub. Gracia et al. (2024) at Giordano Living World Alam Sutera also confirmed a positive and significant effect of price on purchase decisions.

Regarding promotion, Rahman and Sarah (2024) confirmed that promotion significantly influences purchase decisions in fashion at TikTok Shop. Pramardini et al. (2024) found that promotion's contribution to purchase decisions on Shopee marketplace reached 72.8%, far exceeding the 8.4% contribution of price, reinforcing that in competitive markets, promotion is a more determinant factor. Gunawan (2024) and Anggraeny et al. (2022) similarly confirmed the significant influence of promotion, including social media promotion on purchase decisions.

RESEARCH METHOD

This study employed an associative method to explain the relationships and influences among variables, with data collected through questionnaires, interviews, and observation. Secondary data were obtained from Manja Space Cafe documents such as business licenses, financial reports, price lists, and organizational structure. The study population comprised all consumers who purchased food and beverages at the cafe, with a sample of 100 respondents selected using purposive sampling specifically, consumers above 18 years of age who make independent purchase decisions. The research variables consisted of Price (X1) and Promotion (X2) as independent variables, and Purchase Decision (Y) as the dependent variable, measured using a Likert scale.

Data analysis techniques used in this study include: (a) Validity testing using product-moment correlation; (b) Reliability testing using Cronbach's Alpha; (c) Normality testing using the One-Sample Kolmogorov-Smirnov test; (d) Multiple linear regression analysis with the equation $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$, where Y = Purchase Decision, α = constant, β_1 and β_2 = regression coefficients, X1 = Price, X2 = Promotion, ϵ = error; (e) Correlation coefficient (r); (f) Coefficient of determination (R^2); (g) Partial test (t-test) at significance level 0.05; and (h) Simultaneous test (F-test). All analyses were conducted using SPSS software to measure the strength of the relationship among variables.

Table 2.
Correlation Coefficient Interpretation

Interval Koefisien	Relationship Level
0,00 – 0,199	Very Low
0,20 – 0,399	Low
0,40 – 0 599	Enough
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: Ridwan (2010: 228)

Table 2 above describes the correlation values obtained and then interpreted according to the coefficient intervals shown in the table, ranging from very low to very strong relationships. Correlation values close to 1 indicate a stronger relationship between variables, while values close to 0 indicate a weaker relationship. Therefore, this table serves as a guideline to explain the results of the associative analysis used in this study to identify how strongly prices and promotions influence consumers' purchasing decisions at Manja Space Cafe.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on the analysis, the majority of respondents were aged 18–23 years (54%), female (57%), with a final education level of senior high school/equivalent (60%), working as entrepreneurs/self-employed (31%), and with an income of less than IDR 2,000,000 (36%).

Table 2.
Respondent Characteristics

No	Description	Amount Respondent	Percentage
1	Age		
	18 - 23	54	54 %
	24 – 29	29	29 %
	30 – 35	8	8 %
	36 – 41	4	4 %
	42 - 47	5	5 %
2	Gender		
	<u>Male</u>	43	43 %
	<u>Female</u>	57	57 %
3	Education		
	Junior High School	5	5 %
	Senior High School	60	60 %
	Diploma (D1 – D4)	7	7 %
	Bachelor's Degree (S1)	27	27 %
	And Others	1	1 %
4	Job		
	Civil Servants (PNS)	15	15 %
	Army/Police	2	2 %
	Private Employees	28	28 %
	<u>Entrepreneur</u>	31	31 %
	And Others	24	24 %
5	Earnings		
	< IDR 2.000.000	36	36 %
	IDR 2.000.000 – 2.999.999	33	33 %
	IDR 3.000.000 – 3.999.999	15	15 %
	IDR 4.000.000 – 4.999.999	10	10 %
	> IDR 5.000.000	6	6 %

Source: Processed Data, 2026

Validity Test

Table 3.
Validity Test Results for Price, Promotion, and Purchase Decision Variables

No	Question Items	Pearson Correlation			R Table 5%	Information
		Price	Promotion	Purchase Decision		
1	Question 1	0,778	0,796	0,708	0,196	Valid
2	Question 2	0,798	0,752	0,729	0,196	Valid
3	Question 3	0,795	0,759	0,743	0,196	Valid
4	Question 4		0,801	0,765	0,196	Valid
5	Question 5		0,814	0,694	0,196	Valid
6	Question 6			0,756	0,196	Valid
7	Question 7			0,679	0,196	Valid
8	Question 8			0,601	0,196	Valid
9	Question 9			0,616	0,196	Valid
10	Question 10			0,697	0,196	Valid
11	Question 11			0,766	0,196	Valid
12	Question 12			0,644	0,196	Valid
13	Question 13			0,747	0,196	Valid
14	Question 14			0,778	0,196	Valid
15	Question 15			0,773	0,196	Valid
16	Question 16			0,769	0,196	Valid
17	Question 17			0,687	0,196	Valid
18	Question 18			0,761	0,196	Valid
19	Question 19			0,741	0,196	Valid
20	Question 20			0,65	0,196	Valid

Source: Processed Data, 2026

Table 3 presents the validity test results for the Price, Promotion, and Purchase Decision variables. All questionnaire items produced Pearson correlation values exceeding the r-table value of 0.196 at a 5% significance level, confirming that all items are valid.

Reliability Test

Table 4.
Reliability Test Results for Price, Promotion, and Purchase Decision Variables

No	Variable	Cronbach's Alpha
1	Price (X1)	0,700
2	Promotion (X2)	0,842
3	Purchase Decision (Y)	0,950

Source: Processed Data, 2026

Table 4 presents the reliability test results. All variables obtained Cronbach's Alpha values above 0.6, specifically: Price (X1) = 0.700, Promotion (X2) = 0.842, and Purchase Decision (Y) = 0.950, confirming that all variables meet the reliability requirements.

Normality Test

Table 5.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,19818831
Most Extreme Differences	Absolute	,082
	Positive	,063
	Negative	-,082
Test Statistic		,082
Asymp. Sig. (2-tailed)		,092 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed Data, 2026

The One-Sample Kolmogorov-Smirnov normality test results are shown in Table 5. The significance value of $0.092 > 0.05$ indicates that the residuals are normally distributed and the assumptions for parametric statistical testing are satisfied.

Multiple Linear Regression Analysis

Table 6.
Multiple Linear Regression Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,904	,178		5,078	,000
	X1	,192	,055	,235	3,516	,001
	X2	,606	,057	,709	10,598	,000

a. Dependent Variable: Y

Source: Processed Data, 2026

The multiple linear regression results are presented in Table 6. Based on the coefficients table, the regression equation obtained is:

$$Y = 0.904 + 0.192X_1 + 0.606X_2$$

This equation indicates: (1) The constant ($\alpha = 0.904$) represents the baseline purchase decision value when price and promotion are both zero; (2) The price coefficient ($\beta_1 = 0.192$) indicates a positive effect every one-unit increase in price is associated with a 0.192-unit increase in purchase decision; and (3) The promotion coefficient ($\beta_2 = 0.606$) indicates a

positive effect every one-unit increase in promotion is associated with a 0.606-unit increase in purchase decision.

Correlation Coefficient (R) and Coefficient of Determination (R²)

Table 7.
Correlation Coefficient (R) Results
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,898 ^a	,807	,803	,20022

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Processed Data, 2026

Table 7 presents the Model Summary results. The correlation coefficient (R) value of 0.898 indicates a very strong relationship between the price and promotion variables and the purchase decision variable. The coefficient of determination (R²) value of 0.807 shows that the price and promotion variables jointly explain 80.7% of the variation in purchase decisions, while the remaining 19.3% is explained by other factors not examined in this study.

Partial Test (t-test)

Referring to Table 6, the t-test results indicate: (1) The influence of price on purchase decision produced a significance value of $0.001 < 0.05$, so H_0 is rejected and H_a is accepted confirming that price has a significant partial influence on purchase decisions at Manja Space Cafe; and (2) The influence of promotion on purchase decision produced a significance value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted confirming that promotion has a significant partial influence on purchase decisions at Manja Space Cafe.

Simultaneous Test (F-test)

Table 8.
F-test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16,216	2	8,108	202,258	,000 ^b
	Residual	3,889	97	,040		
	Total	20,105	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Processed Data, 2026

Based on Table 8, the significance value of $0.000 < 0.05$ means H_0 is rejected, and H_a is accepted, confirming that price and promotion simultaneously have a significant influence on purchase decisions at Manja Space Cafe, with an F-statistic of 202.258.

Discussion

The finding that price significantly affects purchase decisions is consistent with prior research by Febriana (2026), Gufron and Safitri (2024), Nadila and Rosento (2024), and Negara et al. (2023). This confirms that pricing that is affordable and aligned with the value perceived by consumers is a crucial factor in the cafe industry. When consumers feel the price corresponds to the benefits received, it encourages them to make a purchase.

Similarly, the significant influence of promotion on purchase decisions aligns with findings by Utami (2025), Gunawan (2024), Pramardini et al. (2024), and Anggraeny et al. (2022). Promotional activities including discounts, loyalty programs, event marketing, and social media campaigns are effective strategies to attract cafe consumers. With a regression coefficient of 0.606 compared to 0.192 for price, promotion proves to be the more dominant variable, consistent with findings that promotion exerts a more dominant influence than price in competitive markets.

CONCLUSION

Based on the data analysis conducted, this study found that price has a positive and significant effect on consumer purchase decisions at Manja Space Cafe, Sintang Regency (sig. = 0.001 < 0.05). This indicates that the more affordable and appropriate the pricing relative to product quality, the higher the likelihood that consumers will decide to make a purchase.

In addition, promotion has a positive and significant effect on consumer purchase decisions (sig. = 0.000 < 0.05). The more intensive and attractive the promotional activities, the higher the likelihood of consumers making a purchase. The coefficient of determination ($R^2 = 0.807$) indicates that price and promotion together explain 80.7% of the variation in purchase decisions, while the remaining 19.3% is attributable to other factors not examined in this study.

Based on the research findings, several recommendations are offered: (1) Manja Space Cafe management should maintain affordable pricing strategies suited to the purchasing power of the primary consumer segment (aged 18–23 years, income below IDR 2,000,000) through bundling packages and happy hour programs; (2) Given that promotion is the most dominant variable, management should intensify social media promotional activities through @manjaspace more systematically, including optimizing paid features such as Instagram Ads and TikTok Ads; and (3) Management should design digital customer loyalty programs such as stamp cards or purchase point systems to recover the sales decline of 2020–2022. Future researchers are encouraged to add variables such as product quality, service quality, cafe atmosphere, and location, and to expand the research scope to other regions in West Kalimantan.

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