

**THE STRATEGIC MARKETING OF ISLAMIC BANKING INDONESIA IN
ATTRACTING INDONESIA CONSUMER**

**A thesis submitted to the College of Business in partial fulfillment of the requirements
for the degree Master of Science (Management)**

Universiti Utara Malaysia

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ABSTRACT

The main objective of this study is to examine the influenced component of marketing strategic in Islamic banking in attracting Indonesian consumer. In order to measure that, four types of component in Islamic banking marketing strategic which were 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 less intention from Indonesian peoples. Distribution variable has the most important role to influenced the customer 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 the influenced 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 respondent who use Islamic Banking products, it can be identified that all marketing mix variables positively and significantly influenced to consumer's decision altogether. Partially, product and place variable does not significantly influenced to consumer's decision. While, marketing mix variables which give significant influence to consumer's decision in choosing Islamic Banking in Indonesia are price, and promotion.

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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 study.

1.2 Background of Study

Nowadays, certain people still have a perception that Islam has 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 having some errors with our system until today. In fact, many banks closed, took over by government, and recapitulate with the high cost around IDR 635 trillion (Antonio Syafi'i, 2001).

Islamic banking is a worldwide phenomenon involving a variety of institutions and Instruments, not one "project" or institution. In the past few decades, Islamic institutions and instruments have developed in many countries, including the United States. In certain countries Iran, Sudan, and Pakistan all or most financial intermediation conforms to Islamic shariah (religious law) as defined by local authorities. All three of these countries also have banking authorities that govern the general level of charges and returns in the system and

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