CUSTOMER PREFERENCE IN STORING WADIAH YAD DHAMANAH SAVINGS (Survey at Bank BRI Syariah KCP Setiabudhi)
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Abstract. This research aims to know the influence of product quality, and quality service to the customer's preferences in store savings wadiah yad dhamanah. The method used was explanatory survey with multiple linear regression test tool. The respondents of the research was Bank BRI Syariah KCP Setiabudhi Bandung. As for the sampling technique used is a sampling of saturated. The results showed a preference Bank BRI Syariah KCP Setiabudhi can be categorized and significantly higher client preferences are influenced by the variable quality of product and service quality.

Keywords: Customer Preferences, Product Quality, Service Quality

INTRODUCTION
In the MUI DSN Fatwa No. 2 of 2000 concerning general provisions savings based on contract wadiah are deposits that can be taken at any time (on call) or based on an agreement, and no compensation is required, except in the form of voluntary gifts from the bank.

It can be seen that wadiah that might be implemented in sharia financial institutions is wadiah yad dhamanah. This is used to empower assets or money deposited and Islamic financial institutions themselves are business institutions or investment institutions (Janwari, 2015).

The expansion of banking networks is market-driven the need and willingness of banks to meet the needs and potential of developing Islamic banks based on the resources and economic activities of a region as well as the patterns of attitudes and preferences of economic actors towards Islamic banking products and services (Mursyid, 2011).

Consumer behavior will be an important point in determining his choice of goods and services he likes. The development of Islamic banking is also very related to the behavior of consumers or customers in using products contained in Islamic banks to meet all their financial needs. Therefore, Islamic banking must pay attention to behavioral factors or customer preferences that will affect the progress of its products (Aliah, 2010).

In its decision making process, customers need considerations from the bank such as complete facilities, returns higher with low administrative costs, low risk levels, and attractive promotions. Currently savings products are not only used as a means of saving money, but as a means of transactions such as the use of debit facilities, ATMs, transfers, etc. (Primasthi, 2015).

Saving in Islamic banks is fairly cheap. Many Islamic banks apply free administration fees, one of which is BRI Syariah Bank. Especially for contract account holders Wadiah, this eases savers whose deposit value is small. According to Falakh (2017) a decrease in the number of customers occurred one of them due to the lack of publicity carried out by banks which resulted in ignorance of prospective customers regarding the savings product wadiah yad dhamanah.
However, with the easy and inexpensive facilities available in these savings products, the savings products at BRI Syariah Bank are still able to compete with other savings products, so this product can become a savings product that is in demand by the public.

In the picture above it can be seen that the growth of savings wadiah in BRI BRI Bank has increased significantly from 2009 to 2016. In the year 2009 savings wadiah amounted to 312,998 (in millions of rupiah), in 2010 amounted to 736,756 (in millions of rupiah), in 2011 amounted to 1,385,451 (in millions of rupiah), in 2012 amounted to 1,688,025 (in millions of rupiah), in 2013 amounted to 2,477,801 (in millions of rupiah), in 2014 amounted to 3,293,921 (in millions of rupiah), in 2015 amounted to 3,715,929 (in millions of rupiah), and in 2016 the numbersavings wadiah of BRI Syariah bankwas 4,176,761 (in millions of rupiah).

Based on data from the Financial Services Authority (OJK), in March 2017 there were 22.47 million savings accounts in Islamic banks. This figure increased 23.88% compared to the same period the previous year. In this savings account, deposits are IDR 85.84 trillion (Wisanggeni, 2017).

According to Lukita, as the Corporate Secretary at BRI Syariah said several reasons why savings products at BRI Syariah are in great demand, including having the most complete features, in addition to using ATMs, customers can make transactions using electronic banking, internet banking and mobile banking. The company also subsidizes transaction costs from customers, for example, customers take money using ATM cards at other banks’ ATM machines, then 50% will be subsidized according to certain conditions. That way customers can use all existing ATMs at a low and low cost. In addition, customers also do not incur administrative fees and are free of charge for ATM cards. In essence, customers are very spoiled with various easy transactions from low cost and complete feature facilities. Savings products at BRI Syariah have now reached more than 1.2 million customers (Nursyanti, 2016).

Although the development of thecontract wadiah has increased significantly, in fact thecontract wadiah itself still feels less popular among the people. Only a part of the community knows what means Wadiah and how the procedure for using contract wadiah in the
Islamic banking sector states that it needs to be introduced further to the public regarding Islamic banking products, such as products with wadiah to support economic improvement and the benefit of the people (Ayuni, 2015).

While classical fiqh actually does not recognize the principle of wadiah yad dhamanah, or more equates the principle of wadiah yad dhamanah with qardh (accounts receivable). Though in principle this product is considered very different from the principle of wadiah (pure deposit) according to the classical fiqh muamalat (Suwandi, 2012).
conventional banks. This is also confirmed by Fitriani’s (2014) research that at least Indonesian Muslims use Islamic banks because conventional banks are more varied, making it easier for customers to access the services of these institutions to meet their needs, unlike Islamic banks that are still limited.

Therefore, it is necessary to further introduce the people in Indonesia, especially Muslims, to Islamic banking products. This is to support the development of Islamic banks, help improve healthy economies, and benefit the people. In addition, all goods consumed by Muslims must be guaranteed halal. This is in accordance with the word of Allah SWT in QS. Al-Maidah: 88

وَكُلُوْاْ مَا زَرَقُوْاْ مِنْ حَالَٰلٗ وَأَتُّفَرْ وَأَلْقُوْاْ أَنَّاً الَّذِي أَتَمَّ بِنَيْمَةٗ مُؤْمِنُونَ

means: "And eat food that is lawful and good of what God has bestowed to you, and fear Allah that you believe in Him."

According to paragraph above it can be concluded that Islam has regulated the behavior of a Muslim in meeting his needs. A devout Muslim will only choose to use products or services that are lawful in every activity. This is because he believes that everything will be accounted for in the hereafter. So that the consideration chosen will see benefit both in the world and in the hereafter (Barna, 2010).

In order to overcome the instability of the use of Islamic banking products. Especially in the preferences of consumers or customers, a study that analyzes the factors that influence customer preferences in savings savings is wadiah yad dhamanah needed.

This study uses one of the theories from Kotler & Keller (2006) which defines preference as a choice of likes or dislikes by someone towards a product, goods or services consumed. According to him, consumer preferences can be influenced by two factors, namely external and internal factors. The internal factors that influence consumer preferences are cultural, social, personal and psychological factors.

In the Primasari study (2016) using a variable in product quality and service quality of Hasanah iB savings products to measure customer satisfaction at Bank BNI Syariah. Both have a positive and significant influence on customer satisfaction. The research results from Sofhian (2016) show that there are seven factors that influence customer preferences in using products at Bank Muamalat Indonesia Tbk. Gorontalo Branch, namely sharia factors, brands and management, facilities, services, location, social, and products. Found a very dominant service factor towards customer preferences.

According to Kontot, Hamali, & Abdullah (2016) although the factor emphasis on banking products is placed on shariah compliance and ethical issues, returns high and quality service remain as the main factors to influence the decisions of their customers. Many studies reveal that the influence of religion in shaping customer behavior when making decisions to invest funds or use products contained in Islamic banking.

Based on the phenomenon described above. So from that the writer chooses the variable of product quality and service quality as the variable that influences the customer in choosing the savings product wadiah yad dhamanah. Therefore, the title raised in this study is "Customer Preferences in Savings Wadiah Yad Dhamanah (Survey at Setiabudhi KCP Bank BRI Syariah Bandung)".

LITERATUR REVIEW
Consumer Preferences

According to Kotler & Keller (2006) preference is also defined as the choice of likes or dislikes by a person towards a product, goods or services consumed. Preference theory can be used to analyze the level of satisfaction for consumers, for example if someone wants to consume or use a product or service with limited resources then he must choose an alternative so that the use value or utility obtained reaches optimal.
According to the research of Bank Indonesia (2000) preference indicators consist of:

1. Relative
   Advantages The relative profit in question is the share of the profit sharing of sharia banks compared to the conventional bank interest rates, as well as the use of sharia principles.
2. Compatibility
   compatibility is the respondent's perception of Islamic banks and the suitability of the profit sharing system.
3. Complexity
   Complexity is a picture of how much Islamic banking has a universal dimension involving economic and social aspects.
4. Triability / Observability
   Triability is the level of information seeking about Islamic banking.

Savings

Savings is an action recommended by Islam, because it means that a Muslim is required to prepare himself for his future and to face certain events that we do not yet know (Ayuni, 2015). There are verses in the Quran that indirectly instructs Muslims to prepare for tomorrow:

\[
\text{安然} \text{ их} \text{ دين لي تركوا من خلفهم ذريه ضعفا خافوا عنهم فليقولوا الله وليقولوا قولنا سددا}
\]

means: "And let fear of Allah those who suppose to leave behind their children weak children, whom they are worried about. Therefore let them fear God and let them say the right words. " (Surah An-Nisa: 9).

According to the Banking Act No. 10 of 1998 saving is a deposit whose withdrawal can only be carried out according to certain agreed conditions, but cannot be withdrawn by check, bill, demand deposit or other similar tools (Kasmir, 2004). According to the Sharia Banking Act Number 21 of 2008, savings are deposits based on agreement wadiah or investment in funds based on mudharabah or other contracts that do not conflict with sharia principles which can be withdrawn according to certain agreed terms and conditions, but cannot be withdrawn by check, bilyet giro, or other similar tools (Al-Arif, 2012).

Legal Foundation

1. Al-Quran
   
   إنَّ اللهَ يَأْمُرُكُمْ أَنْ تُؤْنُواَ الْأَمَالُ إِلَى أَهْلِهَا وَإِذَا حَكَمْتُمْ بَيْنَ الْأَنْسَانِ أنْ تَحْكَمْوا بِالْحَكِيمَةِ إِنَّ اللهَ بَعِيدُ مَا يَخطَّبُ مَا إِنَّ اللهَ كَانَ سَمِيعًا بَصِيرًا
   
   means: "God sent you to convey the message (deposit) to the right to accept and ( tell you) if you set a law between people so that you can determine justly. Surely Allah gives you the best teaching. Verily, Allah is ever Hearing, Seeing." (Surat an-Nisa: 58).
2. Hadits
   
   Abu Hurairah narrates that the Messenger of Allah at said, "Convey the mandate (mandate) to those who have the right to receive it and do not repay treason to those who have betrayed" (Narrated by Abu Daud and according to Tirmidhi this Hadith Hasan, while Imam Hakim categorizes Sahih.
3. Ijma’
   
   The leaders of Islamic scholars throughout the ages have carried out ijma (consensus) oncontract wadiah this because humans really need it in muamalah life (Ash-Shiddieqy, 2001).
4. Hukum di Indonesia
   
   In Indonesia there have been found several products related to wadiah this because in legislation and in the form of fatwas issued by the National Sharia Council (DSN) of the Indonesian Ulema Council. In banking law regulated in Law No. 21 of 2008 concerning savings (Al-Arif, 2012). Whereas in the MUI DSN Fatwa which talks about Wadiah is the MUI DSA Fatwa No.36 / DSN-MUI / X / 2002 concerning SWBI (Certificate Wadiah Bank
Indonesia), which can be utilized by Islamic banks to overcome their excess liquidity (Hasan, 2009).

In the SWBI there should be no compensation required, except in the form of giving voluntary (athiya) from Bank Indonesia and DSN-MUI Fatwa No. 63 / DSNNUI / XII / 2007 concerning SBIS (Bank Indonesia Syariah Certificate). Provisions regarding SWBI are regulated in PBI No. 6 / 7 / PBI / 2004 concerning SWBI. However, since March 31, 2008 SWBI has been replaced by another instrument, namely the Bank Indonesia Sharia Certificate (SBIS) based on PBI No. 10/11 / PBI / 2008 concerning SBIS (Ulfasari, 2017).

**Wadiah Yad Dhamanah Savings**

*Wadiah* can also be interpreted as a deposit from one party to another, both individuals and legal entities that must be guarded and returned whenever the requester wishes. The purpose of the agreement is to maintain the safety of the goods from loss, destruction, theft, etc. (Primasthi, 2015).

*Wadiah yad dhamanah* is a deposit where the recipient of the deposit is the recipient of trust, which is also the guarantor of the security of the goods deposited. The following is the savings scheme *wadiah yad dhamanah*:

1. **Goods**

2. **Benefit**

3. Revenue sharing

**Picture 1**

*Wadiah Yad Dhamanah Work Scheme*

Source: Antonio (1999)

The concept of *wadiah yad dhamanah*, the party receiving the deposit may use and use the deposited money or goods. The bank in this case gets profit sharing from users of funds. Banks can provide incentives to requester in the form of bonuses. The principle *wadiah* commonly applied in sharia financial institutions is to use *wadiah yad dhamanah*, in which the party entrusted is responsible for the integrity of the assets so that it can use the safekeeping assets (Karim, 2004).

**Product Quality**

Quality is a quality standard where each product Quality according to Kotler and Armstrong (2006: 299), namely, "product quality is a product that performs its function, it includes the product's several durability, reliability, precision, ease of operation and repair, and other valued attributes ".

According to DSN Fatwa No. 02 / DSN-MUI / IV / 2000, Indicator savings products *wadiah yad dhamanah* used in this study are:

a. Characteristically deposits
b. Savings can be taken at any time (oncall) or by agreement

c. No remuneration is required, except in the form of the provision (‘athiya’) which is voluntary from the bank

d. Safe from criminal acts (Wahyudi, 2010).

Service Quality

Parasuraman (1985) defines service quality is "Service quality is a measure of how well the service level delivered matches customer expectations. Delivering conforming quality service means to customer expectations on a consistent basis." (Parasuraman, 1985: 42).

The indicators for measuring service in banks according to ethics customer service, among others (Kasmir, 2008):

a. Availability of friendly and courteous employees
b. Availability of good facilities and infrastructure
c. Responsible to each customer from the beginning to completion
d. Able to serve quickly and precisely
e. Able to communicate
f. Provide guarantee of confidentiality for each transaction
g. Having good knowledge and ability
h. Trying to understand customer needs
i. Able to give trust to customers

3. Research Method

Subjects in this study were customers of BRI Syariah bank KCP Setiabudhi No. 146 Bandung, because BRI Syariah Bank has a strategic location so that it can facilitate research.

The method used in this study is explanatory research. The research design that will be used by researchers is descriptive causality. Based on the results of interviews with Supervisor Bank BRI Syariah KCP Setiabudhi that customers of savings Wadiah Yad Dhamanah the active accounted for 87 customers.

The determination of the number of samples to be used in this study by sampling saturation or census. Therefore, the number of samples in this study amounted to 87 customers. The scale used in this research instrument is a numerical scale.

Test this validity using the corrected item-total correlation. One method for testing reliability can be done using alpha method.

This study uses normality, multicollinearity, and heteroscedasticity tests and to ensure that the data produced is normally distributed. Data analysis with multiple linear regression, and hypothesis testing from t test, f test, and determinant coefficient with computer program SPSS 22.0 for windows.

RESULTS AND DISCUSSION

The results of the reliability validity test can be seen in the following table:

<table>
<thead>
<tr>
<th>No</th>
<th>Variabel</th>
<th>No.Item Valid</th>
<th>No. Item Tidak Valid</th>
<th>Koefisien Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Customer Preferences</td>
<td>1-9</td>
<td>3,4</td>
<td>0,70</td>
</tr>
<tr>
<td>2.</td>
<td>Product Quality</td>
<td>10-15</td>
<td>**</td>
<td>0,75</td>
</tr>
</tbody>
</table>

Page | 16
3. Service Quality

** 0.83

Table 1. Customer Preferences in Savings Wadiah Yad Dhamanah

<table>
<thead>
<tr>
<th>Range</th>
<th>Category</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>3535</td>
<td>High</td>
<td></td>
</tr>
<tr>
<td>1566 ≤ X ≤ 2610</td>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>X &lt; 1566</td>
<td>Low</td>
<td></td>
</tr>
</tbody>
</table>

Table 1. Describing customer preference categories in savings wadiah yad dhamanah in the high category. This is known from the results of data processing of 87 respondents totaling 3535 points.

Table 2. Customer Preferences in Saving Wadiah Yad Dhamanah Savings based on Respondents Response

<table>
<thead>
<tr>
<th>Range</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>X &gt; 35</td>
<td>High</td>
<td>76</td>
<td>87.3%</td>
</tr>
<tr>
<td>21 ≤ X ≤ 35</td>
<td>Medium</td>
<td>11</td>
<td>12.7%</td>
</tr>
<tr>
<td>X &lt; 21</td>
<td>Low</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Based on Table 2. It can be seen that the majority of respondents were in the high category, 87.3%. This can be caused by customers feeling benefited in savings wadiah yad dhamanah seen from the facilities and features of savings products in Islamic banks that greatly help customers in the effectiveness of transactions, saving in Islamic banks there is no usury or bank interest, savings customers in Islamic banks are not only Muslims, and savings savings wadiah yad dhamanah at BRI Syariah Bank is also beneficial for business development. In practice economic activities are prohibited from violating sharia rules, such as gharar, ikhtikar, bay'ajasy, riba, maysir, and risywah. This is consistent with those disclosed in the word of Allah Surah Al-Imran: 130:

\[
\text{ﺗُﻔۡﻠِ} \text{ﻟَﻌَﻠﱡԿُﻢۡ} \text{ﯨٰﺍ} \text{ﻭَﺗﱠﻘُﻮﺍْ ﻣﱡﻀَٰﻌَﻔَﺔٗ} \text{ﺃَﺿۡﻌَٰﻔٗﺎ} \text{ﭑِ} \text{ﺗَﺄۡﻛُﻞُﻮﺍْ} \text{ﻻ} \text{ءَ} \text{اﻣَﻨُﻮﺍْ} \text{ٱﻟﱠﺬِﻳﻦَ} \text{ﻳَٰٓﺄَﻳﱡﻬَﺎ} \text{٠٣٠} \text{ﺤُﻮﻥَ}
\]

Meaning: "O people - those who believe, do not consume usury doubled and fear ye to God that you may have good fortune. (Surat al-Imran: 130).

In measuring the quality of savings products wadiah yad dhamanah using indicators consisting of deposits, savings on call, there are no rewards that are implied except 'athiya (voluntary giving), and safe from criminal acts. The results of the research found in the field are as follows:
Table 3. Product Quality at Savings Wadiah Yad Dhamanah

<table>
<thead>
<tr>
<th>Range</th>
<th>Category</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>X &gt; 2175</td>
<td>High</td>
<td>2931</td>
</tr>
<tr>
<td>1305 ≤ X ≤ 2175</td>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>X &lt; 1305</td>
<td>Low</td>
<td></td>
</tr>
</tbody>
</table>

Table 3. Describes customer preference categories in saving savings wadiah yad dhamanah is in the high category. This is known from the results of data processing 87 respondents totaling 2931 points.

Table 4. Product Quality at Savings Wadiah Yad Dhamanah based on Respondents Response

<table>
<thead>
<tr>
<th>Range</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>X &gt; 30</td>
<td>Tinggi</td>
<td>64</td>
<td>73,5</td>
</tr>
<tr>
<td>18 ≤ X ≤ 30</td>
<td>Sedang</td>
<td>23</td>
<td>26,5</td>
</tr>
<tr>
<td>X &lt; 18</td>
<td>Rendah</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4. Describes the quality category of savings products wadiah yad dhamanah in the high category of 73.5%. This is due to the understanding of each customer regarding sharia rules found in the savings Wadiah Yad Dhamanah account is very good. In the high category, it can be explained that customers are very fond of saving savings in Islamic banks and customers are able to make choices to save savings at BRI Syariah Bank in order to meet their needs and desires.

In this study researchers used indicators consisting of the availability of friendly and courteous employees, the availability of good facilities and infrastructure, responsible to each customer from the beginning to completion, able to serve quickly and accurately, able to communicate, guarantee confidentiality every transaction, have good knowledge and ability, trying to understand customer needs, and being able to provide trust to customers. The results of the research found in the field are as follow:

Table 5. Service Quality at Savings Wadiah Yad Dhamanah

<table>
<thead>
<tr>
<th>Range</th>
<th>Category</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>X &gt; 4350</td>
<td>High</td>
<td>5004</td>
</tr>
<tr>
<td>2610 ≤ X ≤ 4350</td>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>X &lt; 2610</td>
<td>Low</td>
<td></td>
</tr>
</tbody>
</table>

Table 5. describes the category of customer preferences in savings savings wadiah yad dhamanah in the high category. This is known from the results of data processing of 87 respondents totaling 5004 points.
Table 6. Describes the quality category of savings products wadiah yad dhamanah in the category high at 93.1%. This is due to the services provided by employees to customers who save the savings Wadih Yad Dhamanah very well. In the high category, it can be explained that the customer really likes his service, so that the customer is able to make his choice to save savings at BRI Syariah Bank as a form of customer loyalty to BRI Syariah Bank.

Uji Normalitas

Gambar 1. Grafik Probability Plot Residual

Based on the picture above, the points in the image spread along the diagonal line, so that the data in this study can be said to be normally distributed.

Uji Multikolinearitas

Tabel 8. Hasil Uji Multikolinearitas

<table>
<thead>
<tr>
<th>Model</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td></td>
</tr>
<tr>
<td>X1</td>
<td>0,749</td>
</tr>
<tr>
<td>X2</td>
<td>0,749</td>
</tr>
</tbody>
</table>

Based on the table above shows that the data in this study have fulfilled the requirements that there is no multicollinearity, so that it can be used for the next stage.

Uji Heterokedastisitas
Based on the picture above states that the points that spread above and below number 0 on the Y axis without forming a specific pattern can be concluded that the results of this study did not occur heteroscedasticity.

Research Hypothesis Testing

Table 7. Summary of Regression Analysis Effect of Product Quality and Service Quality on Customer Preferences in Saving Savings

<table>
<thead>
<tr>
<th>M</th>
<th>R</th>
<th>( R^2 )</th>
<th>( F_{table} )</th>
<th>B</th>
<th>SE</th>
<th>( \beta )</th>
<th>( t_{table} )</th>
<th>( t_{hitung} )</th>
<th>( P )</th>
<th>Keputusan</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 1</td>
<td>0,661</td>
<td>0,437</td>
<td>3,11</td>
<td>(1,663)</td>
<td>0,000</td>
<td>Menerima Ha</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td></td>
<td>7,930</td>
<td>4,845</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Menerima Ha</td>
</tr>
<tr>
<td>X1</td>
<td></td>
<td>0,564</td>
<td>0,104</td>
<td>0,512</td>
<td>5,413</td>
<td>0,000</td>
<td></td>
<td></td>
<td></td>
<td>Menerima Ha</td>
</tr>
<tr>
<td>X2</td>
<td></td>
<td>0,238</td>
<td>0,096</td>
<td>0,235</td>
<td>2,483</td>
<td>0,015</td>
<td></td>
<td></td>
<td></td>
<td>Menerima Ha</td>
</tr>
</tbody>
</table>

Based on the above table it can be seen regression equation for this study are as follows.

\[ Y = 7,930 + 0,564X_1 + 0,238X_2 + e \]

Testing the hypothesis with this \( f \) test is carried out with a significance level of 5% or 0.05. The value of \( f \) table is known when the significance level is 5%, \( k = 4 \), and \( n = 87 \) \( (k-1 = 3-1 = 2, \text{ and } nk = 87-3 = 84) \) is 3.11. Based on the results of the \( f \) test that the value of \( f \) count 32,642> 3,11 with a significance level of 0,000 <0,05, it can be concluded that the linear regression model that is estimated to be feasible is used to explain the effect of Product Quality and Service Quality on Customer Preferences.

The estimated value of \( R^2 = 0.437 \), meaning that the contribution of independent variables on the dependent variable 43.7% and the remaining 56.3% influenced by other factors outside the research model. These variables as explained earlier in chapter II that consumer or customer preferences can be influenced by external and internal factors of the consumer itself such as cultural, social, personal, and psychological factors that can also influence consumers in choosing a product or certain services.

It can also be concluded that the results of the \( t \) test are as follows:

a. Product quality variables have \( t \) count \((5.413)> t \) table \((1.663)\), meaning to accept Ha or reject Ho. The level of significance is 0,000 <0,05 so that X1 has a significant effect on the
dependent variable Customer Preference (Y). Thus the hypothesis formulation is to accept Ha:

b. The service quality variable has t count (2.483) > t table (1.663), meaning to accept Ha or reject Ho. The significance level is 0.015 < 0.05 so that it has a significant effect on variable Y. Thus the hypothesis formulation is to accept Ha:

Discussion Between Product Quality and Customer Preferences

Based on the results of research that product quality is in the high category. The hypothesis test results conclude that there is a positive and significant influence between product quality on customer preferences. The results of this study indicate that the relationship between product quality and customer preferences is in the same direction. If the quality of products owned by BRI Syariah Bank is getting higher, then the customer's preference in saving wadiah yad dhamanah savings will also be higher.

This is in accordance with previous research Primasari (2016) concluded that there is an influence between the quality of Hasanah iB savings products has a positive and significant effect on customer satisfaction at Bank BNI Syariah KCP Ungaran. According to Johan (2010) in his research, product variables have a positive influence on preference but not significantly on customer preferences. Nunung's research (2015) also mentions that his research was seen simultaneously and partially to have a significant effect on the customer preferences of iB Maslahah savings products at the Tasikmalaya KC Bank BJB Syariah West Java. The conclusion is that there is a positive influence between product quality and customer preferences in saving wadiah yad dhamanah savings.

Discussion Between Service Quality (X2) and Customer Preference (Y)

Based on the results of the study that service quality variables are in the high category. The hypothesis test results conclude that there is a positive and significant influence between service quality on customer preferences. If the service quality owned by BRI Syariah Bank is getting higher, then the customer's preference in saving wadiah yad dhamanah savings will also be higher.

In Sofhian's (2016) study at Bank Muamalat which showed that service variables had dominant influence on saver customer preferences at Bank Muamalat Indonesia, Bashir's (2014) study of Islamic banks in Brunei Darussalam was based on service quality factors. The conclusion is that there is a positive influence between product quality and customer preferences in saving wadiah yad dhamanah savings.

CONCLUSION

Based on research conducted on customers who save wadiah yad dhamanah savings, the majority of customers have a high preference for saving their savings at BRI Syariah Bank because the main purpose of saving in Islamic banks is to avoid interest/usury, make halal transactions, to obtain treasure, and benefits for business development or in other economic activities.

Product quality has a positive and significant influence on customer preferences. This means that the higher the quality of a product, the better the customer's preferences. Service quality has a positive and significant influence on customer preferences. This means that the higher the quality of service, the better the customer's preferences.

REFERENCES


