The Impact of Customer Satisfaction Level on The Decision-Making Process on Customer Financing at The Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch

Moch. Sulchan
Institut Agama Islam Al-Fatimah Bojonegoro
Corresponding email: *mochsulchan@iai-alfatimah.ac.id*

ABSTRACT – The level of contentment in BMT Sidogiri is the driving force behind this research. It is important to bear in mind that other research has used various terms to characterize satisfaction levels. Still, it has not provided a specific definition of the level of satisfaction. The level of satisfaction significantly influences financing decision-making in this instance. The problem that this research aims to address is the impact of customer contentment on their financing decisions. The objective of the study is to investigate the impact of customer satisfaction on the decision-making process at Baitul Mal Wat Tanwil UGT Sidogiri Blitar. Quantitative research employs an associative approach in this investigation. Primary data was collected through the distribution of questionnaires in this study. Purposive sampling is employed in the sample data collection technique. In this investigation, 75 respondents were employed as samples. Validity and reliability testing, normality testing, and hypothesis testing comprise the data analysis methodology employed in this investigation. The analysis results indicate that customer financing decisions at Baitul Mal Wat Tanwil UGT Sidogiri Blitar are positively influenced by the level of satisfaction.

Keywords: Satisfaction Level, Decision-making

ABSTRAK – Tingkat kepuasan di BMT Sidogiri menjadi pendorong dilakukannya penelitian ini. Penting untuk diingat bahwa penelitian lain telah menggunakan berbagai istilah untuk mengkarakterisasi tingkat kepuasan, namun penelitian tersebut belum memberikan definisi spesifik mengenai tingkat kepuasan. Pengambilan keputusan pembiayaan sangat dipengaruhi oleh tingkat kepuasan dalam hal ini. Masalah yang ingin diatasi oleh penelitian ini adalah tingkat kepuasan pelanggan terhadap keputusan pembiayaan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh tingkat kepuasan terhadap proses pengambilan keputusan di Baitul Mal Wat Tanwil UGT Sidogiri Blitar. Penelitian kuantitatif menggunakan pendekatan asosiatif dalam penyelidikan ini. Data primer dikumpulkan melalui penyebaran kuesioner dalam penelitian ini. Purposive sampling digunakan dalam teknik pengumpulan data sampel. Dalam penyelidikan ini, 75 responden digunakan sebagai sampel. Uji validitas dan reliabilitas, uji normalitas, dan uji hipotesis merupakan metodologi analisis data yang digunakan dalam penyelidikan ini. Hasil analisis menunjukkan bahwa keputusan pembiayaan pelanggan pada Baitul Mal Wat Tanwil UGT Sidogiri Blitar dipengaruhi secara positif oleh tingkat kepuasan.

Kata Kunci: Tingkat kepuasan, Pengambilan keputusan

INTRODUCTION

One of the non-bank financial institutions in Indonesia is cooperatives. Article 1 of Law of the Republic of Indonesia Number 17 of 2012 concerning Cooperatives elucidates that "A cooperative is a legal entity established by an individual or a cooperative legal entity, with the separation of the assets of its members as capital to run the business, which fulfills common aspirations and needs in the economic, social, and cultural fields in accordance with the values and principles of the Cooperative." According to Article 4, cooperatives are intended to enhance the well-being of their members and society as a whole, while also serving as an integral component of the national economic order that is democratic, just, self-help, responsible, democratic, equal, just, and independent. In addition, Cooperative Members adhere to the principles of honesty, transparency, accountability, and empathy for others. Baitul Mal Wa Tamwil (BMT) is composed of two terms: baitul mal and baitul tanwil. Baitul mal is primarily focused on non-profit initiatives that aim to collect and distribute funds, including zakat, infaq, and shodaqoh, whereas baitul tanwil is an endeavor to collect and distribute funds. As an institution that supports the economic activities of local communities based on sharia, these enterprises are an inseparable component of Baitul Mal Wat Baitul Tanwil (Sudarsono, 2012).

Numerous sharia-based non-bank institutions have emerged in the present era. In general, Baitul Mal Wat Tanwil (BMT) has two equally robust backgrounds: as a Sharia financial institution and as a microfinance institution. This simplifies the process for individuals who wish to finance their business capital by borrowing funds at the micro or medium-to-medium level in accordance with sharia. Not only in terms of articulating the vision and mission, but also in terms of adhering to extant sharia regulations in the implementation of attitudes, etiquette, and contracts. The cognitive situation of the consumer regarding the equivalence or disproportion between the results obtained and the sacrifices made is referred to as customer satisfaction. The degree of consumer satisfaction, as a cognizant evaluation or cognitive assessment, pertains to the product's suitability for its intended use or its relative performance (Tjiptono, 2014).

It is crucial for a company or financial institution, such as the one in this research, to address the level of customer satisfaction. This is particularly true for companies that operate in the banking services sector and provide exceptional service. Therefore, it is imperative that the company take a significant role in ensuring that its customers are satisfied. To ensure that this

service generates a level of satisfaction among consumers, including both positive and negative satisfaction. In the financial sector, particularly banking, customer satisfaction is essential, particularly in the context of the company's existence or the realization that the company exists and offers services that can elicit a sense of comfort in customers, thereby encouraging them to continue using the company's services. Kholifah claimed in previous research that consumer satisfaction must be able to satisfy their desires, and it is also a critical factor in marketing that significantly influences the decision-making process for financing at Baitul Mal Wa Tamwil (BMT) (Kholifah, 2015).

Baitul Mal Wa Tamwil UGT Sidogiri Sukorejo Blitar is one of the numerous sharia financial institutions in East Java that is considered to be quite successful and is one of the pilot sharia financial institutions. Baitul Mal Wa Tamwil UGT Sidogiri Sukorejo Blitar is trusted by a significant number of consumers, and their assets have risen significantly over the years. The sharia system's implementation in the financing products of Baitul Mal Wa Tamwil UGT Sidogiri Sukorejo Blitar is alleged to be quite consistent. This is evident in financing agreements that are executed in accordance with Islamic sharia.

The continued existence of a company is significantly influenced by consumers in this instance. You will be able to add value to BMT and attract new customers by comprehending the aspirations and desires of consumers regarding a service. Customers who are satisfied with the service provided by BMT and who are loyal will continue to increase, resulting in a sense of satisfaction with BMT. Customer satisfaction can be quantified through the use of indicators such as product quality, price, service quality, emotional factors, and convenience (Irawan, 2022). The research will be titled " The impact of customer satisfaction level on the decision-making process on customer financing at the Baitul Mal Wa Tamwil Ugt Sidogiri Blitar Branch.," based on the aforementioned thoughts, recommendations from Nur Kholifah's previous research, and the research variables of customer satisfaction levels.

LITERATURE REVIEW

Satisfaction Level

A person's perception of the performance (or outcomes) of a product in relation to his expectations determines whether they are happy or disappointed, and this is known as satisfaction (Kotler, 1997). Customers are individuals who expect specific quality standards from us or the business, and how well we execute in this area will affect both. Guiltinan says that customer happiness results from

consumers comparing the amount of advantages they experience to what they anticipate receiving.

Irawan states that the following indicators may be used to determine customer satisfaction : (a) Product quality is the product's ability to perform its function, (b) price is the value of an object, (c) service quality is friendly and good service to consumers, (d) and convenience is service that is easy, fast and safe (Irawan, 2022).

Decision-making

Decisions, in Sudaryono's view, are choices made from two or more options (Sudaryono, 2016). Making decisions may be seen as the outcome of a mental or cognitive process that chooses one course of action from a range of feasible options. A final decision may always be made throughout any decision-making process. The result might take the form of an action or a decision-making view. Making a decision involves choosing a course of action from among two or more options. If a consumer wants to make a decision, they need to have options. The act of integrating information to assess and choose from among two or more alternative behaviors is known as consumer choice making. The decision-maker is limited to selecting one option from a range of possibilities.

Kotler and Armstrong state that customers go through five phases in order to make a purchase choice. These stages include:

<p align="center">Decision Making Stages</p>

Problem Introduction	Information Search	Evaluation of Alternatives	Decision-making	Post-Purchase Behavior

Source: Etta Mamang Sangadji in the book Consumer Behavior

Although customers may skip or reverse any of these steps for regular purchases, the buying decision process model is designed to presume that consumers will go through all five stages for each purchase they make.

METHODOLOGY

In this research method, a quantitative approach is employed because its specifications are systematic, planned, and clearly structured from the outset to the creation of the research design, including research objectives, research

subjects, research objects, samples, data sources, and methodology (Siregar, 2013). (from data acquisition to data analysis). The author employed a restricted population in this investigation due to the fact that the population size was already known. More than 300 clients of the Baitul Mal Wat Tamwil UGT Sidogiri Blitar Branch who provided financing comprised the population of this investigation. For the samples collected, the sample measurement technique in this study employed the Slovin formula of 75 samples as the premise for sampling. During the data collection process, consumers are provided with a questionnaire that must be completed in real time. In addition to data analysis techniques that employ Validity and Reliability Tests, Classical Assumption Tests, including normality tests, and Hypothesis Tests

RESULT AND DISCUSSION

Validity Test

A validity test is conducted to determine the validity and reliability of the instrument data under investigation. The results of the validation testing of a questionnaire that was distributed to customers or members at Baitul Mal Wa Tamwil UGT Sidogiri, Blitar city, are as follows. The value of validity is evident in the Corrected Item-Total Correlation.

Table 1

Test of Validity for the Satisfaction Level Variable Instrument

Variabel		**Corrected Item Total Corelation**	**Sign**	**Mark**	**Information**
Satisfaction Level (X)	X2.1	0,801	>	0.2272	*Valid*
	X2.2	0,829	>	0.2272	*Valid*
	X2.3	0,762	>	0.2272	*Valid*
	X2.4	0,710	>	0.2272	*Valid*
	X2.5	0,576	>	0.2272	*Valid*

Table 2

Test of Validity for Variable Instruments Used in Financing Decision Making

Variabel		**Corrected Item Total Corelation**	**Sign**	**Mark**	**Information**
	Y1.1	0,474	>	0.2272	*Valid*

Variabel		Corrected Item Total Corelation	Sign	Mark	Information
Decision-making (Y)	Y1.2	0,563	>	0.2272	*Valid*
	Y1.3	0,818	>	0.2272	*Valid*
	Y1.4	0,677	>	0.2272	*Valid*
	Y1.5	0,658	>	0.2272	*Valid*

Based on the table above, all question items or statements that commence with the satisfaction level variable (X) and customer financing decision making (Y) are valid due to the Corrected Item-total Correlation being greater than 0.2272. If the correlation for each factor is positive and the magnitude is 0.2272 or higher, the variable is considered valid or strong.

Reliability Test

Nugroho and Sayuti declare a variable to be reliable if its alpha coefficient value exceeds 0.60. Cronbach's alpha value is 0.00 to 0.20, which indicates that it is less reliable, as explained below. Cronbach's alpha value ranges from 0.21 to 0.40, indicating that it is somewhat reliable. It is quite reliable, as Cronbach's value ranges from 0.41 to 0.60. Cronbach's values range from 0.61 to 0.80, indicating that the information is reliable. Cronbach's alpha coefficient ranges from 0.81 to 1.00, indicating that it is highly dependable. The satisfaction level variable (X) and customer financing decision making (Y) reliability test results are as follows:

Table 3

Test of Reliability for the Satisfaction Level Variable Instrument

Reliability Statistics

Cronbach's Alpha	N of Items
,788	5

The Cronbach's Alpha value for the Satisfaction Level variable is 0.788, which is greater than 0.60, as indicated by the table above. Therefore, it can be inferred that the satisfaction level variable's reliability test is satisfactory.

Tabel 4

Test of Reliability for Instruments Used in Financing Decision Making

Reliability Statistics

Cronbach's Alpha	N of Items
,641	5

The Cronbach's Alpha value for the customer financing decision-making variable is 0.641, which is greater than 0.60, as indicated by the table above. Therefore, it is possible to infer that the reliability test of the variable involved in the decision-making process of customer financing is of high quality.

Asumsi Clasic Test

Normality test

The normality test is designed to determine whether the dependent variable and the independent variable in the regression model have a normal distribution. The data assumption is considered normal if the variable has a significance value of more than 0.05 in the Kolmogorov-Smirnov data normality test. The results of the normality test are as follows:

Table 5

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		75
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,19179502
Most Extreme Differences	Absolute	,085
	Positive	,068
	Negative	-,085
Test Statistic		,085
Asymp. Sig. (2-tailed)		,200[c,d]

The asymptotic value is determined by employing the One-Sample Kolmogorov-Smirnov Test table. The data utilized in this study is ordinarily distributed, as evidenced by the significant value of 0.200, which is greater than 0.05.

Hypotheses Test

Basic Correlation Analysis

Correlation analysis is employed to ascertain the degree of relationship between the independent variable (X) and the dependent variable (Y) and to ascertain whether the relationship is positive or negative. The Pearson Product Moment correlation technique was employed to conduct a straightforward correlation analysis. The significance value and Pearson Correlation value are indicators of the correlation between the independent and dependent variables. The SPSS 25.0 for Windows program will be employed to conduct a basic correlation analysis in this study. If the significance level (Sig.) exceeds 0.05, the null hypothesis (Ho) is accepted. Conversely, if the Sig. value is less than 0.05, the null hypothesis (Ho) is rejected. In order to interpret correlation coefficients, the subsequent guidelines are provided:

Table 6

Findings of a Simple Correlation Analysis: The Relationship Between Financing Decision Making and Satisfaction Level

Correlations		Satisfaction Level	Decision-making
Satisfaction Level	Pearson Correlation	1	,790**
	Sig. (2-tailed)		<,001
	N	75	75
Decision-making	Pearson Correlation	,790**	1
	Sig. (2-tailed)	<,001	
	N	75	75

The correlation analysis results in the table above indicate a positive correlation between the level of satisfaction (X) and financing decision making (Y). This implies that the variable Y increases in proportion to the value of the variable X. Conversely, the variable's value decreases as it decreases. Ho is declined and Ha is admitted due to the fact that the significance value is less than 0.05 (0.001 < 0.05). This implies that there is a substantial correlation between the satisfaction level variable and the process of making financing decisions. The variable level of satisfaction with financing decision-making is strongly correlated, as the value of r = 0.790 falls within the range of 0.61 to 0.80.

Determination Test

Tabel *7*

Results of the Variable Determination Test: Satisfaction with the process of making financing decisions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,790ª	,624	,614	,507
a. Predictors: (Constant), Satisfaction Level				

The correlation coefficient value in column R is 0.790, and the square value of the correlation coefficient in column R Square is 0.624, as indicated by the determination analysis calculations in the aforementioned table. The coefficient of determination is 62.4%, calculated as 0.624 multiplied by 100%. The magnitude of the influence of the level of satisfaction on financing decision making, which is 62.4% and 37.6%, is influenced by other factors that are not included in this research model. This conclusion can be drawn.

Analysis

The results of the research conducted by the researchers indicate that the level of satisfaction significantly influences the decision-making process of customers at the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch. The findings of this investigation were acquired through the distribution of questionnaires to numerous respondents or consumers of the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch. In the previous point or chapter four, the results of the satisfaction level variable at Baitul Mal Wa Tamwil UGT Sidogiri that was tested were discussed. The level of gratification has a substantial impact on the decision-making process of customers at the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch, as demonstrated by numerous research studies. Additionally, these substantial findings are substantiated by numerous theories and prior research. (Kholifah, 2015) elucidated from her research that customer satisfaction is necessary to satisfy their desires and is also a critical factor in marketing that significantly influences financing decision-making.

In this instance, the level of contentment significantly influences the decision-making process at Baitul Mal Wa Tamwil in an indirect manner. Additionally, there are additional variables that contribute to the decision-making process, including the financing product. The level of customer satisfaction will be

diminished if the financing product fails to meet the customer's expectations or requirements. Every year, the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch conducts a revision and introduces new products to address consumer concerns. In his book, Adiwarman (Karim, 2008) elucidates that the quantity of customers has a significant impact on service sector companies, as customers are a source of revenue for these organizations. A company's customers will experience satisfaction as a result of its exceptional service. The cognitive situation of the consumer regarding the equivalence or disproportion between the results obtained and the sacrifices made is referred to as customer satisfaction. The level of customer satisfaction is a conscious assessment of whether the performance of a financing product is relatively good or poor, or whether the product in question is suitable for the customer's expectations or usage, as indicated by the theoretical explanation above.

The level of satisfaction experienced by customers with Baitul Mal Wa Tamwil is directly proportional to the quality of service provided by the employees, as the satisfaction is ethereal but can be perceived by customers. Consequently, the employees of Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch may experience an increase in trust as a result of the satisfaction their clients experience. The level of satisfaction will establish a high level of trust in BMT, which will encourage consumers to continue making financing decisions with BMT. The contentment level indicators are categorized as follows: (1) Price, (2) Product Quality, (3) Service, and (4) Convenience. The findings of this study are consistent with numerous theories and prior research conducted by Nur Kholifah, which demonstrate that Baitul Mal Wa Tamwil's customer satisfaction level has been satisfactorily addressed and has a beneficial impact on consumers, particularly in the context of financing decisions. This demonstrates that consumers have a genuine trust in Baitul Mal Wa Tamwil's ability to satisfy their requirements.

CONCLUSIONS

The hypothesis testing results for two of the satisfaction level variables, which were conducted using four question items and five indicators, are as follows: The Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch's decision-making process is influenced by the level of satisfaction, as evidenced by Product Quality, Price, Service Quality, and Convenience. This is demonstrated by the fact that the contentment level value has a greater impact on the decision to conduct financing at the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch.

Conversely, a decrease in satisfaction will result in a reduction in the influence of the organization on consumer decision-making. It is possible to infer that the financing decision-making process at the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch can be influenced by a high satisfaction level value.

It is anticipated that this research will be beneficial for the advancement of knowledge, particularly in the context of the impact of satisfaction levels on the decision-making process of financing at the Baitul Mal Wa Tamwil UGT Sidogiri Blitar Branch. It will also be useful for theoretical contributions and as reference material in future research.

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