DIGITAL ERA MARKETING STRATEGY ANALYSIS OF SYARIAH BANKING IN INDONESIA, STUDY ON E-WORD-OF-MOUTH RELATION TO PURCHASE INTENTION THROUGH BRAND IMAGE TO INCREASE SYARIAH BANKING MARKET SAHRE IN INDONESIA

Haris Kadarisman[1],

Kholil[2],

Nafiah Ariyani[3]

[1]Magister Management, University of Sahid, Jakarta, Indonesia

[2,3] Lecturer Postgraduate, University of Sahid, Indonesia

Email: hkadarisman@yahoo.com

ABSTRACT

The digital era offers many opportunities as well as threats, so every organization must analyze it carefully to improve the company's performance. The purpose of this research is to know E-Word-of-Mouth relationship to Purchase Intention to be used as marketing strategy of syariah banking in Indonesia so as to increase market share of Syariah Banking in Indonesia. Method used in this research are e-word-of-mouth variable from Hennig-Thurau et al., (2004), brand image variable from Tjokroaminoto and Kunto (2014), and variable purchase intension from Samuel and Wijaya (2008). The data retrieval technique for this research was done by distributing questionnaires (Area Jabodetabek) directly to the respondents who have been collected and also via email for those who cannot directly give their opinion (gathering in one room). Data analysis method used is test of validity and reliability, descriptive statistic test, seen from mean, median value and gra- ph, from some research variable above and inferential test to test hypothesis through data processing LISREL. The results of the study of 200 respondents showed that; e-word-of-mouth affects brand image, e-word-of-mouth affects purchase intention, brand image has an effect on purchase intention, research result indicates that e-word-of-mouth, brand image has influence to purchase intention , the results of the test obtained show consistent results or in accordance with the findings and theories of some previous studies conducted by M. Jalilvand & Samiei (2012), and Zhang, R. & Tran, T. (2009)

Keywords:
Syariah Banking, e-word-of-mouth, brand image, purchase intention, SEM (Structural Equation Modelling)

I N T R O D U C T I O N

Growth and development of the digital world in Indonesia is growing very rapidly, it can be seen from the number of Internet users in Indonesia in 2016 which reached 132.7 million users or about 51.5% of the total population of Indonesia, which amounted to 256.2 million, compared to 2015 internet users in Indonesia only amounted to 88.1 million users only or an increase of 50.62%.

Based on the demographic background of internet users in Indonesia, the majority are 35-44 years old with 38.7 million users or 29.2%. Furthermore, in the second and third rank are Internet users aged 25-34 years and 10-24 years. This indicates that most internet users in Indonesia are in productive age.

In the global context of 2017, Indonesia ranks fifth after China, India, the United States, and Brazil, as the country with the most internet users in the world. The results refer to data from the world market research institute, Internet World Stat.com, (2017).

Table 1
The Largest Internet Access Country in 2017
(In Million)

No	Country	Year
		2017
1	Cina	738,5
2	India	462,1
3	America	286,9
4	Brazil	139,1
5	**Indonesia**	**132,7**

Source: Internet world stats. www.internetworld.stats.com/top.20.

The increasing number of internet users above is directly proportional to the growing number of social media users in the country, where the current use of social media in the country is very massive, almost everybody has a mobile phone with internet facilities in it. Social media users in Indonesia are dominated by Facebook social media (71.6 million), Instagram (19.9 million), YouTube (14.5 million), and Google+ (7.9 million) and Twitter (7.2 million).

E-commerce associations throughout Indonesia reveal that Indonesians spend no less than 55% of their time accessing the internet or online, in detail Idea explains that Indonesians are 106 minutes a day using mobile phones, 80 minutes of watching TV, 59 minutes online in front of laptops, and the rest of each 28 minutes and 24 minutes spent listening to the radio and reading magazines or newspapers.

Furthermore, the following below summarizes the types of devices that are often used by the people of Indonesia to access the internet. The use of desktop computers today is almost rarely done by many people considering the ability of existing mobile phones can now be used like a computer,

APJII data in 2016 shows that internet users using mobile phones have exceeded the use of the internet from the computer. Data can be seen as follows:

Table 2
Internet User Behavior in Indonesia in 2016

No	Device Type	Number of users Internet	
		In Million	**Percentage**
1	*Mobile Phone*	63,1	47,6
2	*Mobile Phone* & Computer	67,2	50,7
3	computer	2,2	1,7
	Total	**132,6**	**100**

Source: APJII (2016)

The current banking condition is heading towards the Digital Era. Competition between banks in the service has been referred to whereby all Banks compete to help business customers Omni-channel. Today, digital banking is an early gateway to the digital era that promises an increase in customer experience from customers. Digital banking is not a business that involves 'money' but rather, a business that can value 'value'. This value not only provides functional benefits but also a holistic experience, (i.e. 'what, when and how' of benefits), that values customers in an experience-based economy.

The development of the number of customers of conventional banks in Indonesia is better compared to the development of the number of customers of syariah banks, Head of the Department of Islamic Banking Financial Services (OJK), Ahmad Buchori revealed, low sharia bank customers occur because many people think sharia banks are not complete, and as good as conventional banks.

In addition, the development of the syariah banking industry continues to be slow despite its enormous potential. One of the causes is because sharia banking products are considered still less competitive than conventional bank products. The potential of syariah banks in Indonesia is very large considering about 85 percent of Indonesia's population is Muslim majority. Ironically, the market share or market share of sharia banks in the national banking industry is still far behind with conventional banks.

One solution to the problem is the e-word-of-mouth of the customers who pour their opinions on the internet which is certainly a positive opinion about the Sharia Bank so it can be a free and powerful promotion for those who will take the decision to become customers of Bank Syariah.

Utilization of either a positive or a negative review can strengthen or weaken the brand image before a prospective customer decides to choose from the many options available. This is what will be the focus of the author in this study.

Specifically, this study would like to explain the role of purchase intention in the sharia banking industry as a result of e-word-of-mouth and brand image. Then this research also analyze each influence of e-word-of-mouth and brand image to purchase intention.

THEORETICAL BASIS

Purwarna et. al., (2017) reveals that digital technology has changed the way humans communicate, act, and make decisions. Marketing activity was not separated from the influence of digital technology. The term digital marketing has evolved from the beginning of the marketing activities of goods and services that use digital channels to a wider understanding of the process of acquiring consumers, building consumer preferences, promoting brands, nurturing consumers, and increasing sales.

The business environment faced many changes in 1953, Neil Borden for the first time introduced the term "marketing mix" in his speech at the American Marketing Association, and Jerome McCarthy (1964) defined the 4P marketing mix as a combination of all the factors that practitioners could use to meet market needs.

In this research, in order to develop marketing strategy in sharia banking industry, the researcher refers to the theory developed by Dominici, (2009) and Chen (2006) which highlights the importance of adjustment of marketing mix in the digital era to the environment and the interaction that the two researchers disclose the appropriate and relevant marketing mix in the current digital era, among others as follows: (Precision, Payment, Personalization, Push & Pull, Product, Price, Place, Promotion).

The use of social media means to do promotion is very good considering in social media a person's opinion is very influential on the purchase decision. It is very common today if someone will make a purchase of goods or services will see comments on existing social media as a reference.

With the internet then creates a new paradigm in word of mouth communication and this is the beginning of the emergence of the term e-word-of-Mouth. E-word-of-Mouth was originally called person-to-person ideas, conversations between consumers about products and services (Chatterjee, 2001; Sen & Lerman, 2007), worldwide deployment of the Internet and referred to as e-word-of-Mouth (Chatterjee, 2001; Godes & Mayzlin, 2004; Brown et al., 2007; Xia & Bechwati, 2008).

Brand image can be defined as "The influence of the power of a name, term, sign, symbol, or design, or a combination of both that tends to identify goods and services from a seller or a group of sellers and to distinguish them from competing products" (Kotler 1991).

The study of consumer behavior as a separate discipline of marketing begins when marketers realize that consumers do not always act or react as the marketing theory puts it. Although the "me too" approach is sometimes fashionable, many consumers refuse to use the same products that others use.

Purchase intention or intention to make a purchase is the intention arising from the learning process and problem solving in the prospective consumer in determining the decision to choose or use a brand or product. The learning outcomes are inseparable from the role of marketing actors who are aggressively and competitively competing in marketing approaches to attract potential customers who generally have limited information on brands in the product category (Loudon & Bitta, 1993).

RESEARCH METHODS

The data retrieval technique for this research was done by distributing questionnaire and quantitative. The variables of this study consist of three variables, namely: 1) e-word-of-mouth described in dimensions:

support platform, expressing positive emotions, economic incentives, helping the company, concern for other, 2) brand image include: of brand association, strength of brand association, uniqueness of brand association and variable purchase intention. Questioner is divided directly to the respondents who have been collected in a space and also via email for those who cannot directly give their opinion (gathering in one room). Data analysis method used is the test of validity and reliabity, descriptive statistic test, seen from the average value, from some research variables above and inferential test to test the hypothesis through data processing LISREL

The data used in this study is the primary data, i.e. data collected directly by the researcher to answer the problem or research objectives. The population in this study are Conventional Bank customers. Non-probability sampling method with sampling technique that is purposive sampling.

The data collected are samples from selected populations based on several criteria, namely: (1) Never use products from syariah banking, and (2) Have read the syariah banking product reviews through internet. The research model used as the formula of the problem is:

Figure 1 Research Model
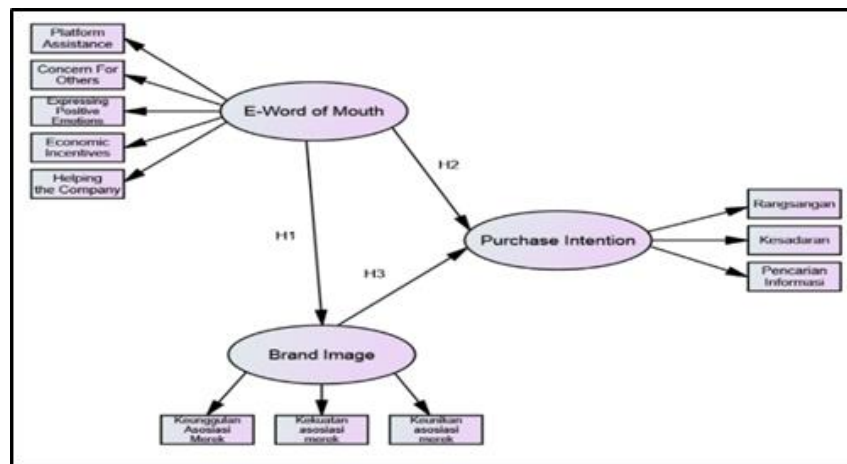
Hypothesis to be tested can be formulated, as follows:
H1: There is a positive e-word-of-mouth relationship to the brand image.
H2: There is a positive e-word-of-mouth relationship to purchase intention.
H3: There is a positive relationship of brand image to purchase intention.

RESEARCH RESULT

The results of this study statistically can be said to have a response rate of 100%, so from 200 questionnaires distributed, 200 can be processed. Demographic analysis of 200 respondents is briefly summarized in Table 3.

Table 3. Demographic Profile of Respondents

Demographic	Respondent	Respondent
Gender:	44,0% Man	56,0% Woman
Have Syariah Banking	100% No	0,00 % Yes
Age	44,5% usia 26-35 years	50,0% usia 36-50 years
Education	68,5% Bachelor Degree	22,5% Postgraduate
Ever read syariah banking before	100% Yes	0,00 % No
media online ever used	64,0% Facebook	16,0% Instagram
Income	48,5% (3-5 million)	46,0% (>5 million)
Work	74,0% Employee	22,0% Entrepeneur

Source: SPSS processed data

The result of descriptive analysis of each research variable shows different mean values. According to Malhotra (2010) the determination of the range of mean values obtained by dividing the scale range to the desired category. Then the mean value of the variables can be grouped into categories high, medium, and low. The results of the analysis as follows:

Table 4
Descriptive Statistical Test Results Research

No	Variable	Mean	Std. Deviation	Category
1	e-Word-of-Mouth	4,91	0,87	High
2	Brand Image	4,90	0,91	High
3	Purchase Intention	4,93	0,93	High

From standard deviation data shows that the data distribution is close to the average value that exists

Table 5
Results of Hypothesis Testing Research

Note :			T Value	Regression Weight	Decision
H1	e-Word-of-Mouth	→ brand image	10.65	0.81	Have a positive effect
H2	e-Word-of-Mouth	→ purchase intention	3.81	0.31	Have a positive effect

Note :				*T Value*	*Regression Weight*	*Decision*
H3	*brand image*	→	*purchase intention*	7.37	0.69	Have a positive effect

Sources: SPSS processed data

Figure 2
Full Structural Model Results

Chi-Square=440.78, df=374, P-value=0.00980, RMSEA=0.030
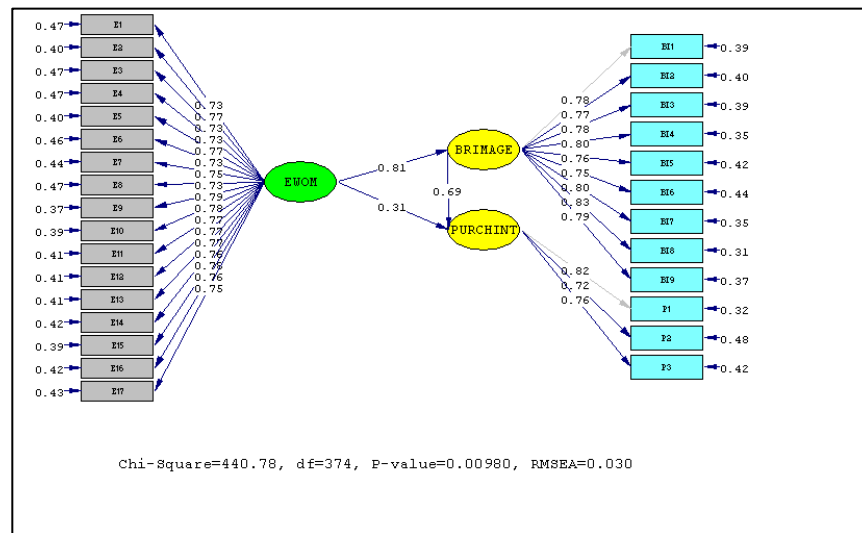
Source: Lisrel data processing results

CONCLUSION

The conclusion in this study aims to answer some of the problems formulated by the researchers on the description in the previous chapter, referring to the results of research analysis, it can be concluded from the data processing in the table above, following some results or decisions in this study:

1. The e-Word-of-Mouth variable has a positive and significant effect on the brand image with the weight of influence of 0.81. The respondents felt the ease in obtaining information about sharia banking products through online media,

and they assess online media is an appropriate means to share information of Islamic banking products, as well as respondents get various information about sharia banking products related to promo info, product package, product quality, and these are believed to trigger respondents to help publicize the products of sharia banking. As such, they have a positive impact on their associated judgments that Islamic banking products can be trusted, attractive, varied, and of high quality. In addition, in the eyes of respondents, Islamic banking also has the

benefits of competing, reliable, and has a unique concept and distinctive characteristics that are different from other banking products.

2. The e-Word-of-Mouth variable has a positive and significant effect on purchase intention with the weight of influence of 0.31. The respondents considered that online media is an appropriate means to share information on sharia banking products, as well as respondents get various information on sharia banking products related to promo info, product package, product quality, and those things are believed to trigger respondents to help publish banking products sharia, and feel the ease in obtaining information about sharia banking products through online media. Some of these factors have an impact on increasing their interest to visit sharia bank and interested to buy sharia banking products in the future.

3. Brand image variables have a positive and significant impact on purchase intention with the weight of influence of 0.69. The respondents considered that online media is an appropriate means to share information on sharia banking products, as well as respondents get various information on sharia banking products related to promo info, product package, product quality, and those things are believed to trigger respondents to help publish banking products sharia, and feel the ease in obtaining information about sharia banking products through online media. Some of these factors have an impact on increasing their interest to visit sharia bank and interested to buy sharia banking products in the future.

Social media is utilized not only as a medium for disseminating information on sharia banking products but also can be utilized as additional channel from call center,

so operator / admin in control of all social media can give real-time feedback to answer various questions related to product, services, promos, complaints, suggestions, and so on.

SUGGESTION

Based on the results of the conclusions and benefits of the research that has been described in the previous sub-chapter, the authors propose some suggestions or recommendations that are applicable that can be implemented in connection with the results of research and also specifically to improve the quality of marketing strategies in the context of Islamic banking, following:

a. To improve and develop sharia community in cyberspace, sharia banking companies must utilize various news websites and other online media to interact / communicate by forming an online discussion forum facilitated by the company. Thus, it can be a way of sharia banking in Indonesia to exchange product information (two-way communication), as well as various services to potential consumers. Two-way communication that occurs, proven to increase consumer purchase intentions, and form a positive image of the company.

b. Referring to the results of this study, shows that social media Facebook is most often used by respondents in this study. Thus, companies that exist in the sharia banking industry in Indonesia, should be more focused and invest in various activities online promotion through social media Facebook.

c. Improving the quality of content and articles needs to be done. It is intended that the content of content distributed through social media, official websites,

and other online media can provide viral effects where the content can be disseminated by the public and there is a positive interaction with the content.

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