



Analysis of Factors Influencing Customers Decisions in Taking Murabahah Financing at Bank Muamalat Indonesia

Mutiara Rahmah ¹, Muhlis ², Kartika Marella Vanni ³

¹²³Walisongo State Islamic University Semarang
mutiara.rm99@gmail.com

Abstract

Purpose - To study in more depth by identifying the factors that influence customer decisions in taking murabahah financing at Bank Muamalat Indonesia.

Methods - The methods used are quantitative research with data collection through distributing questionnaires.

Method - The method used in this study is qualitative, which is a research approach used to understand social phenomena in depth, from a complex and contextual perspective. In qualitative research, data is collected in a way that allows researchers to explore the feelings, thoughts, and experiences of respondents, and to understand the context in which the phenomenon occurs.

Result - The results obtained are that the margin variables, customer knowledge and financing procedures, both partially and simultaneously, have a significant positive influence on customer decisions in taking murabahah financing at Bank Muamalat Indonesia.

Implication - By understanding the factors that influence customer decisions, banks can expand the inclusion of sharia financing to unreached groups, especially in areas with low sharia financial literacy. Efficient and targeted murabahah financing can encourage the growth of the real sector and support an economy based on Islamic ethics.

Originality - Specifically examines customer decisions on *murabahah products* at Bank Muamalat Indonesia as the first Islamic bank in Indonesia using a combination of relevant and contextual variables combined with the use of actual primary data based on direct customer experience. With the hope of filling the gap in previous research that has not linked these factors comprehensively in Islamic financial institutions.

Mutiara Rahmah, Muhlis, Kartika Marella Vanni



Keywords: *Murabahah Financing, Margin, Customer Knowledge, Financing Procedure.*



Introduction

Before making a decision, a person will first identify whether something is a need or just a desire. A person tends to want an item because it is influenced by existing needs. Therefore, a person will reconsider whether the item is really to meet the need or just a desire. After recognizing their needs, customers will try to find information about the goods needed, customers also need advice from family, friends, neighbors and also advertisements. (Andriani et al., 2022) The decision to make a purchase is a person's attitude to buy or use a product, either goods or services, that they believe will satisfy them and they are willing to bear the risks that may arise. (Rosanti, 2024)

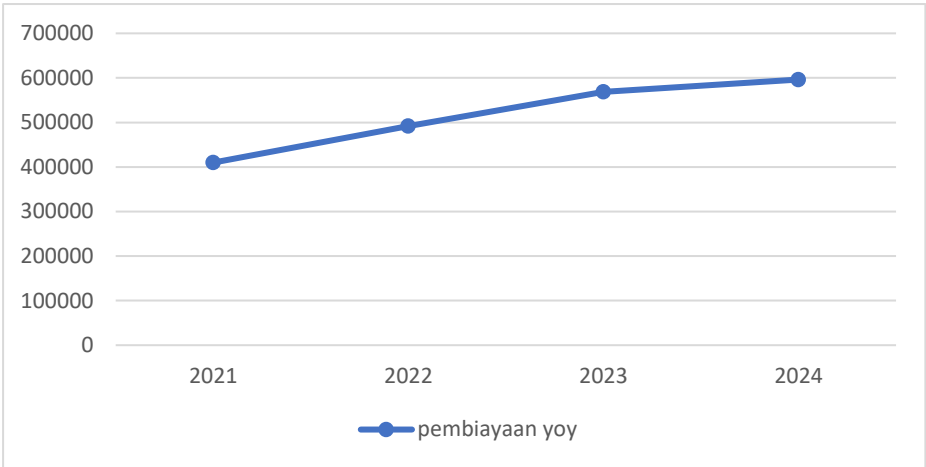
The decision-making process begins with the need to be fulfilled. Fulfillment of this need is related to several alternatives so that an evaluation is needed that aims to obtain the best alternative from the customer's perception. In this comparison process, customers need information on the amount and level of importance depending on the customer's needs and the situation they are facing. Decision-making is done by using the principle of balancing the positive and negative sides of a product (goods/services) or finding the best solution from the perspective of customers that have been used and will be re-evaluated. According to Sudaryono, there are four types of customer financing processes, namely: First, the *complex decision-making process*, which occurs if high interest involvement in decision-making occurs. Second, the *brand loyalty process*, which occurs when repeated choices occur where customers learn from past experiences and buy brands that provide satisfaction with little or no consideration process in decision-making. Third, the *limited decision-making process*, where customers usually make decisions even though they do not have high interest involvement, they only have past experience of the product. Fourth, the *inertia process*, where the level of interest is low and there is no decision-making. (Dr. Sudaryono, 2016)

Financing is a system used by Islamic banking in distributing customer funds. Financing in Islamic banking is classified into various types. Profit



sharing financing , lease financing (*ijarah*) etc. The following is the total financing based on the type of Islamic bank contract:

Figure 1. Development of Total Islamic Bank Financing



Source: official website of the financial services authority, reprocessed

The graph above shows that in general the total financing in Islamic banking has experienced an increasing trend from year to year for four periods. Starting in 2021, the total financing was 409,878 billion, in 2022 it was 491,489, in 2023 it was 568,436, and in 2024 it was 596,295.

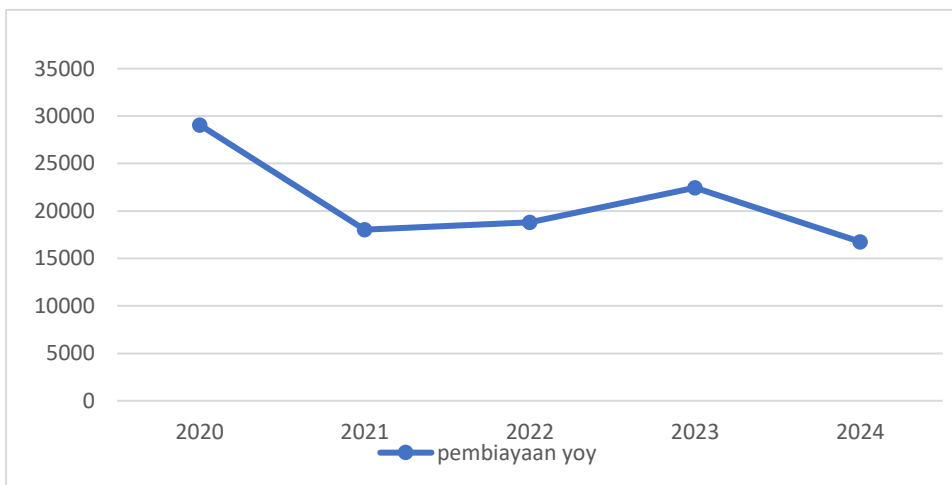
Bank Mumalat Indonesia, commonly known as BMI, is the first Islamic bank in Indonesia. BMI was established on November 1, 1991 and began operating on May 1, 1992. The establishment of BMI was initiated by the Indonesian Ulema Council (MUI) and the Association of Indonesian Muslim Intellectuals (ICMI) as well as the support of the government and several Muslim entrepreneurs. (Noor, 2006)The idea of establishing a bank based on sharia principles in Indonesia began with the issuance of a banking policy in October 1998 known as the 88 pact which provided freedom in establishing a bank, from this policy many new banks were established, but most of them were owned by China and non-Muslims, while the funds collected came from



Muslims, this is where the problem arises regarding the status of bank interest which is considered the same as usury.

Bank Muamalat Indonesia emerged due to the development of economic activities of the community that require institutions to manage money based on Islamic sharia. BMI not only provides financing and services like conventional banks, but can provide financing and services that are generally provided for use by non-bank financial institutions. The contribution given by BMI to the economy in Indonesia is also very large. The following image shows the development of financing data distributed by Bank Muamalat Indonesia.

Figure 2. Development of Bank Muamalat Indonesia Financing (in billions)



Source: official website of Bank Muamalat, data reprocessed

Based on the graph above, it can be seen that in the last five years, financing at Bank Muamalat has shown a downward trend, in 2020 the total financing was 29.077 billion, dropping drastically in 2021 with a total financing of 18.041 billion and stagnating in 2022 with a total financing of 18.822 billion. In 2023, there was an increase of 22.465 billion, but it dropped drastically again in 2024 to 16.763 billion.



Table 6. Financing Based on Contract Type

Contract	2022	2023	growth 2022	growth 2023
Murabahah	251,41	258,84	21,71%	2,95%
Musarakah	229,85	282,51	19,54%	22,89%
Mudharabah	10,77	12,45	1,51%	15,64%
Qardh	14,31	16,35	13,94%	14,26%
Ijarah	8,33	9,85	15,92%	18,27%
Istisna	3,27	4,07	20,87%	24,54%
Multijasa	1,21	1,39	30,93%	15,46%
Salam	2,14	-	-	-
Total	521,32	585,46	-	-

Source: official website of the financial services authority, data reprocessed

Financing for buying and selling is a system that implements the transfer of ownership of goods or objects where the customer will offer the goods first and then the bank will buy them, so the goods purchased are in the name of the bank. The amount of profit obtained by the bank is determined in advance based on an agreement between the two parties. (Ahadini et al., 2021) Murabahah financing is the product that is most in demand by customers, this can be seen in the table above. Where murabahah financing is ranked 1st with a nominal value of 251.41 trillion in 2022 but in the following year it decreased to 258.84 trillion.

Reni Furwanti in her research found that selling price has a significant influence while margin does not have a significant influence on customer decisions. This indicates that the selling price applies generally to customers so that if the selling price increases, customer interest will also increase and vice



versa. While in determining the margin level, it is more directed at the customer's personality which makes the treatment of each customer different. The two things above, namely selling price and margin, are determining factors in determining the selling price, therefore they are indicators that customers consider in making financing decisions. (Furwanti, 2020) Asep Suryanto and Adah Sa'adah stated that the decision to take financing by customers is motivated by various things, namely the image of the company's environment, reference groups, customer needs, personal work support, and customer perceptions regarding the sharia of Islamic financial institutions. (Suryanto & Sa'adah, 2019)

Research by Annisah Dina Muthi'ah and Aqidah Asri Suwarsi stated that customer needs have a significant positive effect on murabahah financing decision-making, customer income does not have a significant effect on murabahah financing decision-making, customer knowledge has a significant positive effect on murabahah financing decision-making, while customer perception does not have a significant effect on murabahah financing decision-making. The quality of financing products is generally unknown to customers, therefore it is better to improve the product brand image, especially in terms of product quality and service quality so that customers continue to finance. (Muthi'ah et al., 2017.)

Duduh Sujana in his research stated that murabahah financing agreement and profit margin have a significant influence on customer purchasing decisions. Facts in the field show that the level of public literacy about financing agreements and profit margins is good regarding murabahah financing. (Sujana, 2018). Meanwhile, research by Nurul Dewi Andriani et al. states that customer knowledge and religiosity do not have a significant influence on financing decision making while profit margin has a significant influence on financing decision making. This shows that the calculation of margins does not burden customers so that the level of customer trust is increasing in making financing decisions. (Andriani et al., 2022)

Based on the description above, it is known that the total financing trend in Islamic banking has increased from year to year. However, it is different



from the total financing trend experienced by Bank Muamalat Indonesia which tends to decrease with murabahah financing being the favorite financing in Islamic banks. In addition, there is a gap in ideas between researchers and each other so that further study is needed regarding what factors are considered by customers in making murabahah financing decisions at Bank Muamalat Indonesia.

Literature Review

Theory of Planned Behavior (TPB)

This theory is the most commonly used theory when associated with a person's decisions in the financial field. TPB was developed by Icek Ajzen as an extension of the Theory of Reasoned Action. This is one of the most widely used models to explain how attitudes, social norms, and perceptions of self-control influence a person's intentions and behavior. Individual decisions are influenced by several factors, namely

- a. *Attitude* (attitude towards behavior), a person's belief that the behavior has positive or negative results, accompanied by an evaluation of the value of those results.
- b. *Subjective norm* (social/environmental influence), The level of social pressure to perform or not perform a behavior.
- c. *Perceived behavioral control* (perception of self-control over actions), Perception of the ease or difficulty of carrying out the behavior. (Fishbein, M., & Ajzen, I., 1975).

Margin

Margin is the profit or gain obtained by the bank from the results of sales transactions with the buyer. (S. Basu, 2004) According to Sudarsono in his book entitled Economic Dictionary, that margin is an amount of money deposited from the total price of securities that have been ordered by the buyer to the receivables for the receivables guarantee from the possibility of loss.



(Sudarsono, 2007) According to Adi Warman Karim, margin is the difference in the price of income from goods that are resold with the condition of a certain profit or percentage with payments set per year, if calculated daily in a year 360 days and if calculated per month as much as 12 months. (Karim, 2010) Based on the explanation above, it can be concluded that margin is a percentage of the difference between the selling price and the purchase price, the amount of which has been determined at the time of making a financing agreement on both parties with a return in the form of installments every month until the specified time limit.

Decree of the Minister of State for Cooperatives and Small and Medium Enterprises No: 91/Kep/M.KUMI/IX/2004 and fatwa of DSN MUI No. 04/DSN-MUI/IV/2000 concerning murabahah that the determination of margins and profit sharing in the sharia system is greatly influenced by the following factors: (Ahmad, 2008)

a. Types of goods

The profit margin for popular items will definitely be higher than for ordinary items.

b. Comparator

By looking at the percentage or margin level, we can find out whether the margin difference is still competitive or not.

c. Partner's reputation in previous financing

Reputation with previous creditors, such as the stipulations and smoothness of installment payments, can show the level of margin that has been set, whether the margin is sufficient or too high.

d. Measuring instrument

Apart from the above, you must have a measuring tool or formula that can balance income and operational expenses.

The margin indicators are as follows: (P. Kotler, 2002)



- a. Not burdensome, the margin set by the bank does not burden customers in carrying out financing.
- b. Competitive advantage, having a competitive advantage due to low margins.
- c. Different characteristics, the selling price set has different characteristics from conventional financing.
- d. Facilitates Calculations, the set margin makes it easier for customers to calculate prices.
- e. Comparably, the administration set is proportional to the size of the loan.

Customer Knowledge

Knowledge is all information known and stored in the mind of the customer. In general, knowledge is all information stored in a person's memory. But in the context of customers, knowledge refers to all information relevant to the role of the customer, including experiences and products or services owned by the customer. Knowledge can be understood as a collection of information stored in memory. (Dwiastuti, 2012) Knowledge is the result of "knowing" and this process occurs after someone senses a particular object. Sensing occurs through the five human senses, namely: sight, hearing, smell, taste and touch. Most human knowledge is obtained through the eyes and ears. Therefore, consumer knowledge will influence purchasing decisions.

Consumer knowledge affects behavioral patterns, the level of knowledge that consumers have determines how well consumers process information, make considerations, and make decisions. In terms of offering goods or services, the information that the public has about the goods or services will affect consumer behavior in purchasing the goods or services. There are several types of knowledge, including the following:

- a. Product knowledge



Product knowledge is consumer knowledge of a product to be purchased, so that the information obtained from a product will be various information. Product knowledge is divided into three, namely:

1. Knowledge of product attributes
2. Knowledge about product benefits
3. Consumer knowledge of the product

b. Purchasing knowledge

Purchasing knowledge includes knowledge about where to buy a product, about how to buy it and also knowledge of distribution channels, and also includes various pieces of information that consumers have that are related to obtaining the product.

c. Usage knowledge

A product will provide benefits if the product has been used or consumed by consumers. Knowledge of use includes information contained in memory on how the product can be used from something needed to actually use the product.

Knowledge also includes all information about how the product is used and what is needed. The knowledge variable has six indicators as follows:(Nasir, 2016)

- a. Know, Knowing means remembering material that has been studied previously.
- b. Understanding (Comprehension), Understanding is the ability to explain correctly and interpret correctly.
- c. Application, Application is the ability to use learned material in real situations.
- d. Analysis, Analysis is the ability to describe material into components.
- e. Evaluation, Evaluation is the ability to assess an object.



Financing Procedures

Financing is funding provided by one party to another party to help planned investments by themselves or institutions. In other words, financing is funding issued to help planned investments. (Ulpah, 2020) Financing based on sharia principles is the activity of providing funds and goods from the bank to customers in accordance with an agreement that requires customers to return the borrowed funds after a certain period of time with profit sharing that is based on sharia principles such as mudharabah, murabahah, musyarakah and ijarah. (Supriyadi, 2003)

Financing procedures are a description of the nature or method for carrying out financing activities. The difference with a program is that a program states what must be done, while a procedure talks about how to carry it out. Every bank customer who is involved in financing must go through a healthy financing procedure, including financing approval procedures, administrative procedures, and financing supervision procedures. (Rusdan dan Antoni, 2018)

The principle of financing analysis is used as a guideline in making a decision based on the 5C formula, including: (Hamonangan, 2020)

- a. *Character*, This means the personality and character of the customer applying for financing.
- b. *Capacity*, This means the customer's ability to run a business and also to repay the loan.
- c. *Capital*, This means the amount of capital required by the borrower, because the greater the funds involved by the borrower, the greater the bank's trust.
- d. *Collaborative*, This means that the collateral owned by the borrower will be given to the bank.
- e. *Condition*, This means the condition of the borrower's business in the future.



In the book Mudrajat Kuncoro in Widhiani and Oktriawan, it is stated that the indicators for financing procedures are as follows:(Wawan Oktriawan Wawan, 2021)

- a. Financing Realization is the bank's approval to disburse the applicant's financing request, in accordance with previously agreed agreements.
- b. Ease of procedure is the ease of obtaining financing, meaning that the bank makes it easy for borrowers to take out financing or the bank makes it easier for people to access cheap funds in the form of financing.
- c. The speed of implementation is the speed in taking financing at the bank. Because with a satisfactory speed of implementation will make customers come back to take financing on another day.

Requirements are interpreted as conditions when a customer wants to take out financing. Requirements must be met between the bank and the customer.

Customer Decision

According to Asep and Sa'adah, consumer purchasing decisions are purchases of the most preferred products. However, there are two factors that can arise between the intention to buy and making a purchasing decision that may change the intention. The first factor is the attitude of others, and the second factor is an unexpected situation. (Asep Suryanto dan Adah Sa'adah, 2019)According to Peter and Olson, consumer decision making is a problem-solving process that is directed at the target. It is even clearer to state that the core of decision making is the integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. (Mamang Sangadji, 2013)According to Kotler, the decision to buy taken by the buyer is actually a collection of a number of decisions. Of the various factors that influence consumer factors in making purchases of a product or service, consumers usually always consider quality, price and products that are already



known to the public before consumers decide to buy. Every decision to buy has a structure of seven components. These components are :(P. Kotler, 2003)

- a. Decision on product type
- b. Decisions about product form
- c. Decisions about brands
- d. Decision on sale
- e. Decision on product quantity
- f. Decision about the time of purchase
- g. Decision about payment method

In the decision to buy goods, consumers often involve several parties in the exchange or purchase process. Generally there are five types of roles that a person can play. Sometimes these five roles are held by one person, but often these roles are played by several people. According to Colin and Richard, there are five individual roles in making a decision, namely:(P. dan G. A. Kotler, 2016)

- a. Initiator: an individual who has the initiative to purchase a particular item or who has a need or desire but does not have the authority to do so themselves. Or a person who proposes the idea of purchasing a product or service.
- b. People who influence (influencers): people who influence the decision to buy intentionally or unintentionally.
- c. Decision maker: the person who decides whether to buy or not, what to buy, how to buy, when and where to buy.
- d. Buyer: the person who makes the actual purchase.
- e. User: the person who uses the product or service.

According to Kotler and Armstrong, decisions can be measured using five indicators, namely:

- a. Problem introduction



The purchasing process takes place when consumers realize that there is a problem or need triggered by internal and external factors.

b. Information search

When consumers already know and understand their problems or needs, consumers will be motivated to seek information to solve existing problems or needs.

c. Alternative evaluation

When consumers get various information, consumers will evaluate the advantages and disadvantages of murabahah financing to overcome the problems they are facing.

d. Buying decision

Consumers decide to take out murabahah financing as the right choice.

e. Post-purchase behavior

Consumer opinion to determine satisfaction or dissatisfaction of products that have been purchased and decided by consumers. If satisfied then there is an opportunity to take financing again and will tend to recommend to others. But if consumers are disappointed will take negative actions.

Murabahah

Murabahah is one of the muamalah contracts in the form of buying and selling. Etymologically, murabahah comes from Arabic, namely *Ar Ribhu*, which means profit or additional obtained from the results of buying and selling transactions. Meanwhile, according to the terminology of sharia economic law experts, murabahah is explained as buying and selling at an initial price plus a number of profits that have been agreed upon together. (Abdurrahman Masykur, 2017) Based on the sale and purchase contract, the bank buys goods needed by the customer and then sells them to the customer concerned at the acquisition price plus the agreed profit margin.

Murabahah is defined by the fuqaha as the selling price is the same as the purchase price of the goods with the addition of a mark-up or profit margin.



The characteristic of murabahah is that the seller must inform the buyer about the purchase price of the product and also inform the profit added to the cost.(Wiroso, 2005)

The verse of the Quran regarding the murabahah contract is written in Surah Al-Baqarah verse 275 which reads:

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ
قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ
فَأَنْتَهَى فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ ۖ وَمَنْ عَادَ فَأُولَٰئِكَ أَصْحَابُ النَّارِ ۖ هُمْ فِيهَا خَالِدُونَ

“Those who consume usury cannot stand except as one who staggers because of a devil who has possessed him. That is because they say that buying and selling is the same as usury. Whereas Allah has permitted buying and selling and forbidden usury. Whoever is reminded by his Lord (regarding usury), then he stops until what he has acquired becomes his and his affair is with Allah. Whoever repeats (usury transactions), those are the people of the Fire. They will abide therein forever.” (QS Al- Baqarah: 275)

There are several things that must be present first so that the contract is considered valid and also binding. Some of these things are the pillars of buying and selling. The majority of scholars have determined that there are 4 pillars of buying and selling including:(Afandi, 2016)

- a. *Ba'i* (seller)
- b. *Jupiter* (buyer)
- c. *Mabi'* (traded goods)
- d. *Price* (price of goods)
- e. *Ijab Qabul* (acceptance)

The sale and purchase will be considered valid if it has met the specified conditions. The conditions of murabahah are as follows:(Ghazaly, 2016)

- a. The conditions for entering into a contract (ba'i and mustrai) are legal and not under duress.



- b. Goods sold (mabi'i) do not include goods that are unlawful in terms of type or quantity.
- c. The price of goods (tsaman) must be stated transparently and the method of payment clearly mentioned.
- d. The handover statement (ijab qabul) must be clear by specifically mentioning the parties who entered into the agreement.

Methods

The research method used in this study is quantitative. Quantitative research is a study that collects data using research instruments, data analysis is quantitative/statistical in nature with the aim of testing the hypothesis. (Sugiyono, 2015) The population in this study were all murabahah financing customers of Bank Muamalat Indonesia. The number of samples in this study was 85 respondents.

The data collection technique used in this study is using a questionnaire. Data collection is carried out in the form of closed questions where the questionnaire has provided alternative answers to each question item. In the implementation of filling in later respondents are only asked to choose one answer that is suitable for the situation experienced. The scale of measurement of the questionnaire is using a five-answer Likert scale.

Results and Discussion

Validity Test

If the calculated r value is greater than the r table using a significance level of 5%, then each statement is considered valid. From the results of the Validity Test conducted totaling 19 question items, it shows that the calculated r value is $> r$ -table, so it can be concluded that the results of the validity test are valid.

Reliability Test

Reliability test is intended to measure a questionnaire which is an indicator of a variable. Reliability is measured by Cronbach's alpha statistical test by comparing the Alpha value with its standard. The reliability of a variable is said



to be good if it has a Cronbach's alpha > 0.60 . The results of the study showed that the Cronbach alpha value for each variable was greater than 0.6 so it can be concluded that the entire variable instrument used to find respondent data in this study was declared reliable and produced consistent answer values.

Normality Test

Test Normality is used to determine whether the independent variables, namely margin, customer knowledge and financing procedures and the dependent variable, namely customer decisions, are normally distributed. Based on the results of the normality test, it is known that the significance value is $0.200 > 0.05$. So it can be concluded that the residual value is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the variance of the residuals or other observations in the regression model. Heteroscedasticity causes the regression model to be inefficient and inaccurate. In this test, it is identified by the significance value between the independent variable and the absolute residual which is greater than 0.05, meaning that there are no symptoms of heteroscedasticity. Based on the results of the study, it is known that the margin level variable (X1) has a significance value of 0.871, which is more than 0.05. The customer knowledge variable (X2) has a significance value of 0.765, more than 0.05. Then the financing procedure variable (X3) has a significance value of 0.939, more than 0.05. So it can be concluded that there are no symptoms of heteroscedasticity for the three variables used in the study.

Multicollinearity Test

Multicollinearity test is used to determine whether there is multicollinearity, can be seen from the tolerance and VIF values. Multicollinearity is not found in the data when the tolerance value is > 0.10 and $VIF < 10$. Based on the results of the multicollinearity test above, it can be seen



that the margin level variable (X1) has a tolerance value of 0.592 and a VIF value of 1.689. The customer knowledge variable (X2) has a tolerance value of 0.610 and a VIF value of 1.640. The financing procedure variable (X3) has a tolerance value of 0.614 and a VIF value of 1.629. Based on these results, it is concluded that the three independent variables get tolerance values > 0.10 and VIF values < 10 , meaning that each variable does not experience symptoms of multicollinearity.

Multiple Linear Regression Test

The relationship between the independent variable and the dependent variable, either partially or simultaneously, can be determined using multiple linear regression tests.

$$Y = a + B_1X_1 + B_2X_2 + B_3X_3 + e$$

$$Y = 4.086 + 0.101 + 0.184 + 0.699 + e$$

The results of the multiple linear regression test processed using SPSS 22 can be concluded as follows:

- a. The constant value (α) is 4,086. It can be concluded that when the independent variables, namely margin level (X1), customer knowledge (X2) and financing procedures (X3) do not exist, the dependent variable of the murabahah financing customer decision is 4,086 basis points.
- b. The regression coefficient value of the margin variable (X1) is 0.101. This means that every 1 unit increase in the margin level variable will increase the decision to take murabahah financing by 0.101 basis points.
- c. The regression coefficient value on the customer knowledge variable (X2) is 0.184. This means that every 1 unit increase in the customer knowledge variable will increase the decision to take murabahah financing by 0.184 basis points.



The coefficient value of the financing procedure variable (X3) is 0.699. This means that every 1 unit increase in the financing procedure variable will increase the decision to take murabahah financing by 0.699.

Coefficient of Determination (R Square)

A number that shows how much percentage of the independent variable can explain the dependent variable. The higher the coefficient of determination, the better the independent variable is in explaining the dependent variable. The following is a table of the results of the determination coefficient test (R^2):

Table 2. Determination Coefficient Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.896 ^a	.802	.795	1.12906

Source: Primary Data Processed by SPSS 22

Based on the output above, it shows that the determination coefficient (R Square) is 0.802 and the adjusted determination coefficient (R^2) is 0.795. It can be concluded that the margin variables (X1), customer knowledge (X2) and financing procedures (X3) can explain the financing decision variable (Y) with a value of 0.795 or 79.5% and the remaining 20.5% is influenced by other factors outside this study.

Simultaneous Test (F)

The F (Simultaneous) test is used to simultaneously test whether variable X has an effect on variable Y. The simultaneous test is seen from the ANOVA output of multiple linear regression results by comparing F count with F table. The formula for determining F table uses the first degree of freedom or horizontally to the side $Df1 = (K-1)$ which is $4-1 = 3$, and the second degree of



freedom $Df_2 = (nk) = 85 - 3 = 82$, seen in the f distribution table, the value of 82 in column 3 is 2.72. The following are the results of the test with SPSS 22:

Table 3. F Test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	419,050	3	139,683	109,576	.000 ^b
	Residual	103,256	81	1.275		
	Total	522,306	84			

Source: Primary data processed by SPSS 22

The calculated F value is $109.576 > F_{table} 2.72$, so it can be concluded that simultaneously or together the independent variables of margin level, customer knowledge and financing procedures have a significant influence on customer decisions in taking financing.

Partial Test (t)

The t-test is used to determine whether the independent variable partially has a real effect on the dependent variable. The significance value used in this test is 0.05.

Table 4. t-Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	4.086	.988		4.137	.000
Margin	.101	.031	.209	3.247	.002
Customer Knowledge	.184	.047	.245	3.876	.000
Financing Procedures	.699	.075	.590	9.353	.000

Source: Primary data processed by SPSS 22



Based on testing with SPSS, the following conclusions can be drawn:

- a. In this test, the margin variable shows a $t_{\text{count result}} 3.247 > t_{\text{table}} 1.989$ with a significance value of $0.002 < 0.05$, then the margin level variable (X1) has a significant positive effect. So it can be concluded that there is a positive and significant effect of the margin level variable on the decision to take murabahah financing. This is because the calculation of the margin level in Islamic banking is considered not to burden customers, therefore it affects the high level of public trust in making decisions to take financing at Islamic banks.
- b. Customer knowledge variable (X2) with $t_{\text{count result}} 3.876 > t_{\text{table}} 1.989$ and significance value $0.000 < 0.05$, then customer knowledge variable has positive and significant influence on murabahah financing decision. It is known that the facts in the field show that customers generally already have good level of knowledge related to murabahah financing so that it will influence customer decision in financing decision.
- c. Financing procedure variable (X3) with $t_{\text{count result}} 9.353 > t_{\text{table}} 1.989$ and significance value $0.000 < 0.05$, then the financing procedure variable has a positive and significant influence on the decision to take murabahah financing. This shows that in conducting financing analysis, Islamic banking already has appropriate and clear procedures so that it will influence customer decisions in making financing decisions.

Conclusion

Based on the results of the analysis and discussion on the influence of margin levels, customer knowledge and financing procedures on customer decisions to take murabahah financing at Bank Muamalat Indonesia, it can be concluded that the margin variable (X1) has a positive and significant effect on customer decisions to take murabahah financing at Bank Muamalat KCU Semarang. This is evidenced by the t-test with a significance value of $0.002 < 0.05$ and a t-count value of 3.247 greater than t-table 1.989. The customer



knowledge variable (X_2) has a positive and significant effect on customer decisions to take murabahah financing at Bank Muamalat KCU Semarang. This is evidenced by the t-test with a significance value of $0.000 < 0.05$ and a t-count value of 3.876 greater than t-table 1.989. And the financing procedure variable (X_3) has a positive and significant effect on customer decisions to take murabahah financing at Bank Muamalat KCU Semarang. This can be seen from the t-test with a significance value of $0.000 < 0.05$ and a calculated t value of 9.353 which is greater than the t-table of 1.989.

Factors such as bank reputation, profit margin, ease of process, and sharia compliance have a significant impact on customer decisions. This needs to be the focus of marketing and service strategies to encourage an increase in the amount of financing. It must also be adjusted to the principles of fairness and risk-sharing with the target of strengthening the productive financing sector.

References

- Abdurrahman Masykur. (2017). *Execution of Murabahah Contract Case Decisions* (1st ed.). Supreme Court.
- Afandi, MY (2016). *Fiqh Muamalah and its Implementation in Islamic Financial Institutions*. Logung Pustaka.
- Ahadini, FM, Turmudi, A., Fataron, ZA, University, J, State, I., & Semarang, W. (2021). *Ulumuddin: Journal of Islamic Sciences*. https://jurnal.ucy.ac.id/index.php/agama_islam
- Ahmad, S. (2008). *BMT Towards Modern Cooperatives*. ISES.
- Andriani, ND, Maknuun, L., & Ulumudin, MI (2022). The Influence of Customer Knowledge, Religiosity and Profit Margin on Murabahah Financing Decisions at BPRS Lantabur Tebuireng, Mojokerto Branch. *ISTIKHLAF: Journal of Economics, Banking and Sharia Management*, 3 (2), 41–51. <https://doi.org/10.51311/istikhlaf.v3i2.329>
- Asep Suryanto and Adah Sa'adah. (2019). Analysis of Customer Decision Making for Murabahah Financing at BMT Daarut Tauhiid Bandung.



- Journal of Islamic Economics* , 4 (1).
- Dr. Sudaryono. (2016). *Marketing Management Theory and Implementation* . CV Andi Offdet.
- Dwiastuti, R. et al. (2012). *Consumer Behavior Science* . UBPress.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research* . Addison-Wesley
- Furwanti, R. (2020). Selling Price And Margin Level: Customer Preferences In Using Murabahah Financing Products Of Bmt As'adiyah Sengkang. *BANCO: Journal of Management and Islamic Banking* , 2 (1), 95–106.
<https://doi.org/10.35905/banco.v2i1.1331>
- Ghazaly, AR (2016). *Fiqh of Muamalat* . Kencana Prenadamedia Group.
- Hamonangan. (2020). Analysis of the Application of the 5C Principle in Financing Distribution at Bank Muamalat KCU Padangsidempuan. *Scientific Journal of Management, Economics, and Accounting* , 4 (2).
- Karim, A. (2010). *Islamic Banking Fiqh and Financial Analysis* . Raja Grafindo Persada.
- Kotler, P. (2002). *Marketing Management* . Prenhallindo.
- Kotler, P. (2003). *Marketing Management* . Erlangga.
- Kotler, P. and GA (2016). *Principles of Marketing* (12th ed.). Erlangga.
- Mamang Sangadji, E. and S. (2013). *Consumer Behavior : A Practical Approach Accompanied by a Collection of Research Journals* . Andi.
- Muthi'ah, AD, Aqidah, D., & Suwarsi, A. (2017). *The Influence Of Customer Personal Factors Towards The Decision Making Of Murabahah Financing Product In Bmt Umy* .
- Nasir, MM and M. (2016). General Public and Santri Community Knowledge of Islamic Banks: Case Study of Bandar Baru Settlement, Banda Baro District, North Aceh Regency. *Journal of Economic Management and Business* , 17 (1), 43–60.
- Noor, Z. (2006). *Bank Muamalat A Dream, Hope, and Reality: The Phenomenon of the Rise of Islamic Economics* . Bening Publishing.



- Rosanti, F. (2024). Pengaruh Financial Attitude Dan Financial Literacy Terhadap Risiko Financial Distress. *Khuzaini Indonesian College of Economics (STIESIA) Surabaya* .
- Rusdan and Antoni. (2018). Sharia Bank Financing Procedures. *EL-HIKAM Journal of Islamic Education and Studies* , 2 , 284.
- S. Basu. (2004). *Guidelines for the Implementation of Sharia Financial Services Cooperative Business Activities* . State Minister Of Cooperatives And Small And Medium Enterprises Of The Republic Of Indonesia Number: 91/Kep/M.KUKM/IX/2004," Guidelines for the Implementation of Sharia Financial Services Cooperative Business Activities.
- Sudarsono. (2007). *Dictionary of Economics, Money and Banking* . RinekaCipta.
- Sugiyono. (2015). *Quantitative, Qualitative, and R&D Research Methods* . Alfabeta.
- Sujana STIE Ekuitas Bandung, D. (2018). The Effect Of Murabahah Financing Agreement And Profit Margin Of Tapak Ib Mortgage On The Purchase Decision Process Of Btn Syariah Customers, Bandung Branch. In *Al Amwal* (Vol. 58, Issue 1).
- Supriyadi, A. (2003). Financing System Based on Sharia Principles (A Legal Review of Financing Practices in Islamic Banking in Indonesia. *Al Mawarid* .
- Suryanto, A., & Sa'adah, A. (2019). Analysis Of Murabahah Financing Customer Decision Making At Bmt Daarut Tauhiid Bandung. In *Jurnal Ekonomi Syariah* (Vol. 4, Issue 1).
- Ulpah, M. (2020). The Concept of Financing in Islamic Banking. *Madani Syari'ah* , 3 (2).



Wawan Oktriawan Wawan. (2021). The Effect Of Hajj Arrum Financing Procedures On The Increase In The Number Of Customers (Case Study at the Purwakarta Branch Office of Pegadaian (Persero) Syariah Veteran). *Shar-E: Journal of Sharia Legal Economic Studies* , 7 (2).

Wiroso. (2005). *Murabahah Sale and Purchase* . UII Press.