

The Influence of *Ar Rahn* Contract and Marketing Strategy on Customer Satisfaction at Pt. Sharia Pawnshop Margonda Branch, Depok

Ratih Damaiyanti.

Universitas Prof. Dr. Moestopo (Beragama), Jakarta, Indonesia
damaiyanti.ratih@gmail.com

ABSTRACT

The objective of this research is to analyze the influence of the *Ar Rahn* contract and marketing strategies, transformed into the 7P Marketing Mix, on customer satisfaction at PT. Pegadaian Syariah Margonda Branch, Depok. The study involved 122 customers selected through a Simple Random Sampling technique using the Yount Table (1999) to determine the sample size. Data collection was conducted via questionnaires assessing *Ar Rahn* contract factors, marketing strategy, and customer satisfaction. Analytical tools included Classical Assumption tests, multiple linear regression, and hypothesis testing using t-statistics and F-statistics. The findings indicate that: (1) The *Ar Rahn* contract significantly influences customer satisfaction, with tvalue 47.502 > ttable 1.980 and significance value $0.001 < 0.05$. (2) The 7P Marketing Mix significantly affects customer satisfaction, with tvalue 53.298 > ttable 1.980 and significance value $0.000 < 0.05$. (3) The *Ar Rahn* contract and the 7P Marketing Mix simultaneously have a significant impact on customer satisfaction, with Fvalue 1554.974 > Ftable 3.07 and significance value $0.001 < 0.05$.

Keywords: *Ar Rahn*;
7P Marketing Mix;
Customer
Satisfaction;
Marketing Strategy

INTRODUCTION

Islamic financial institutions, including sharia pawnshops, play an important role in providing financial services based on sharia principles to the community. One of the main products offered by PT. Sharia Pawnshop is a pawn service based on *the Ar Rahn contract* which is carried out according to sharia principles. The *Ar Rahn Contract* is a form of agreement that allows customers to obtain financing with collateral for goods in accordance with sharia principles (Noor & Heradhyaksa, 2021). In addition, marketing strategies that are transformed into a 7P marketing mix are also a key component in increasing customer satisfaction.

According to Kotler and Keller (2012), a marketing mix that includes seven elements (product, price, place, promotion, people, process, and physical evidence) provides a comprehensive approach in meeting consumer needs and creating added value. Zeithaml et al. (2009) assert that good service quality not only increases satisfaction but also builds customer loyalty. Therefore, the implementation of an effective marketing mix in Islamic financial institutions is one of the important strategies in maintaining and increasing the customer base.

In the context of PT. Sharia Pawnshop Margonda Branch, Depok, the success of the institution in increasing customer satisfaction is one of the important factors in winning the competition in the Islamic finance industry. As stated by Sunyoto, manager of PT. Pegadaian Syariah Margonda Branch, most customers are millennials with a middle to lower economic level. The phenomenon of customer

growth occurs especially ahead of Eid and during school registration.

METHOD

This study uses a quantitative approach with a survey method. The number of samples was determined using *Yount's* Table (1999), which refers to the percentage of the population. Data collection was carried out through a questionnaire that assessed the factors of the *Ar Rahn contract*, marketing strategy, and customer satisfaction. According to Suranto (2022: 81), research data derived from questionnaires requires processing using several test stages, namely questionnaire instrument tests (validity and reliability), classical requirements/assumption tests (normality, homogeneity, and linearity tests), analytical tests (linear regression, t and f hypothesis tests), partial correlation tests, and determination coefficient tests. Data analysis includes classical assumption tests, multiple linear regression, as well as hypothesis testing using t-tests and F-tests, as described in the study.

RESULTS AND DISCUSSION

The regression equation in Table 1 below shows the relationship between independent variables and partially dependent variables

Table 1. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.954	1.737		-0.549	0.584
Akad Ar Rahn (X1)	0.476	0.138	0.276	3.446	0.001
Bauran Pemasaran (7P) (X2)	0.879	0.099	0.710	8.864	0.000

a. Dependent Variable: Kepuasan Nasabah (Y)

The value of the constant is -0.954, meaning that if there is no change in the variables of the *Ar Rahn Contract* and the 7P Marketing Mix (X1 and X2 values are 0), then customer satisfaction at PT. Sharia Pawnshop Margonda Branch, Depok has -0.954 units. The variables of the *Ar Rahn Contract* provided contribute positively to Customer Satisfaction, so that the larger the *Ar Rahn Contract* provided at PT. Sharia Pawnshop Margonda Branch, Depok, the level of satisfaction that customers feel has also soared. The 7P Marketing Mix implemented contributes positively to Customer Satisfaction, so that the larger the 7P Marketing Mix, the more satisfied customers feel.

Table 2. Results of the Test of the *Ar Rahn Contract Variable* on Customer Satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.098	0.201		0.489	0.626
Akad Ar Rahn (X1)	1.288	0.027	0.974	47.502	0.000

a. Dependent Variable: Kepuasan Nasabah (Y)

The results of the study in Table 2 show that the *Ar Rahn contract* has a significant influence on customer satisfaction with a calculation of $47,502 > \text{table of } 1,980$ and a significance value of $0.001 < 0.05$. This shows that the clarity and conformity of the contract with sharia principles contributes positively to customer satisfaction.

Table 3. Results of the Test of 7P Marketing Mix Variables on Customer Satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-0.527	1.810		-0.291	0.771
Bauran Pemasaran (X2)	1.213	0.023	0.980	53.298	0.000

a. Dependent Variable: Kepuasan Nasabah (Y)

The results of the 7P marketing mix in Table 3 have a significant effect on customer satisfaction with a calculation of $53,298 > \text{table of } 1,980$ and a significance value of $0.000 < 0.05$. A strategy that includes aspects of the product, price, place, promotion, people, process, and physical evidence provides a positive customer experience.

Table 4. Test Results of the F Variable of the *Ar Rahn* Akad Marketing Mix 7P on Customer Satisfaction

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	62112.433	2	31056.217	1554.974	0.001 ^b
Residual	2376.690	119	19.972		
Total	64489.123	121			

a. Dependent Variable: Kepuasan Nasabah (Y)

b. Predictors: (Constant), Bauran Pemasaran (X2), Akad Ar Rahn (X1)

In Table 4, simultaneously, the *Ar Rahn contract* and the 7P marketing mix had a significant influence on customer satisfaction with a $F_{\text{cal}} \text{ of } 1554.974 > F_{\text{table}} \text{ of } 3.07$ and a significance value of $0.001 < 0.05$. The combination of sharia compliance and effective marketing strategies can significantly increase customer satisfaction.

CONCLUSION

Based on the research findings, it can be concluded that both the *Ar Rahn Contract* and the 7P marketing mix have a positive and significant influence on customer satisfaction at PT. Sharia Pawnshop Margonda Branch, Depok. The regression test results indicate that an increase in the implementation of the *Ar Rahn Contract*, in accordance with sharia principles, contributes to higher customer satisfaction. Additionally, the 7P marketing mix, which includes product, price, place, promotion, people, process, and physical evidence, also provides a positive customer experience. Thus, the more effective the marketing strategy applied, the higher the level of customer satisfaction.

Simultaneously, the combination of adherence to sharia principles in the *Ar Rahn Contract* and the implementation of the 7P marketing mix strategy has been proven to significantly impact customer satisfaction. This is demonstrated by the F-test results, where the calculated F-value is significantly higher than the table value, along with a very low significance level. Therefore, proper management of these factors can serve as an effective strategy for PT. Sharia Pawnshop in enhancing customer loyalty and satisfaction while strengthening its competitiveness in the Islamic financial services industry.

Reference

- Achmad, Yusnedi. (2015). *Gadai Syariah*. Yogyakarta: Deepublish (Grup Penerbitan CV Budi Utama).
- Amrin, Abdullah. (2007). *Strategi Pemasaran Asuransi Syariah*. Jakarta: Grasindo.
- Amilia, Suri dan Ayu Novianti. (2016). Pengaruh Bauran Pemasaran terhadap Kepuasan Konsumen pada Warung Kanasha di Kota Langsa. *Jurnal Manajemen dan Keuangan*, 5(1), 459-460.
- Artika, Tia dan Oliva S. Nelwan. (2018). "Pengaruh Strategi Pemasaran, Kualitas Pelayanan dan Nilai Nasabah terhadap Kepuasan Nasabah pada PT. Bank Capital Indonesia TBK Cabang Wisma Kodel." *Jurnal STEI Ekonomi* 27 (01), 80-99.
- Fatihudin, Didin & Anang Firmansyah. (2019). *Pemasaran Jasa: Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan*. Yogyakarta: Deepublish.
- Hala, Yusriadi. (2021). Pengaruh Pembiayaan Rahn terhadap Tingkat Kepuasan Nasabah pada Pegadaian Syariah Makassar. *JEMA: Journal of Economic, Management and Accounting Adpertisi*, 1 (3).
- Hidayat, Anwar. (2013). Uji Normalitas dan Metode Perhitungan (Penjelasan Lengkap). Retrieved from <https://www.statistikian.com/2013/01/uji-normalitas.html>
- Iffah, Jauhara Zakiyah, Liza Fibrianti, dan Yuni Astuti. (2023). Pengaruh Bauran Pemasaran (4P) terhadap Minat Menggunakan Produk Tabungan Emas pada Pegadaian Syariah. *Wadiah: Jurnal Perbankan Syariah*, 7(2), 143-162.
- Ilahi, Andi Alfianto Anugrah, Serli Serang, dan Suriyanti. (2023). Pengaruh Bauran Pemasaran Terhadap Kepuasan Nasabah Di PT. Pegadaian Cabang Sidrap. *SEIKO: Journal of Management & Business*, 6 (2), 328-338.
- Karniati. (2022). *Pengaruh Islamic Marketing Mix PT. Pegadaian dalam Meningkatkan niat berutang dan Keputusan Gadai*. (Doctoral thesis, Universitas Islam Negeri Alauddin Makassar). Retrieved from https://repositori.uin-alauddin.ac.id/22064/1/Karniati_80500219029.pdf
- Kurniawan, Arief Rakhman. (2014). *Total Marketing: Segala Hal tentang marketing & Bagaimana menjadi Sales Handal*. Yogyakarta: Kobis.
- Larasati, Diani Ajeng dan Tony Seno Aji. (2019). Pengaruh Marketing Mix-7P terhadap Kepuasan Nasabah BRI Syariah Kantor Cabang Malang. *Jurnall Ekonomi Islam*, 2 (3), 42-53.
- Misno, Abd. (2022). *Fiqh Muamalah Al-Maaliyah: Hukum Ekonomi dan Bisnis Syariah*. Yogyakarta: Bintang Semesta Media.
- Morissan. (2010). *Periklanan: Komunikasi Pemasaran Terpadu*. Jakarta: Kencana.
- Natanael, Yonathan dan Sufren. (2014). *Belajar Otodidak SPSS Pasti Bisa*. Jakarta: PT. Elex Media Komputindo.
- Noor, Afif dan Bagas Heradhyaksa. (2021). *Hukum Lembaga Keuangan Syariah NonBank di Indonesia (Jilid 2)*. Semarang: Mutiara Aksara.
- Nurbanatra, Romadzuhri dan Muhamad Nafik H.R. (2016). Usaha Meminimalkan Risiko Pembiayaan pada Pegadaian Syariah. *Jurnal Ekonomi Syariah Teori dan Terapan*, 3 (8), 615-624.
- Puspaningrum, Astrid. (2017). *Kepuasan dan Loyalitas Pelanggan: Kajian Perilaku*

- Pelanggan Hypermarket. Malang: Media Nusa Creative.
- Rodoni, Ahmad dan Abdul Hamid. (2008). Lembaga Keuangan Syariah (Cetakan Pertama). Jakarta: Zikrul Hakim.
- Ruhaniah, Nia, Hendri Tanjung, Hilman Hakiem. (2022). Pengaruh Promosi, Kualitas Pelayanan, dan Implementasi Syariah terhadap Minat Masyarakat Menggunakan Jasa Pegadaian Syariah. *El-Mal|Jurnal Kajian Ekonomi & Bisnis Islam*, 5(1), 60-70.
- S, Burhanuddin. (2010). Aspek Hukum Lembaga Keuangan Syariah (Cetakan Pertama). Yogyakarta: Graha Ilmu.
- Shukla, A., Mishra, A.& Dwivedi, Y.K. (2024) Expectation Confirmation Theory: A review. In S. Papagiannidis (Ed), TheoryHub Book. Available at <https://open.ncl.ac.uk> / ISBN: 9781739604400
- Soemitra, Andri. (2019). Hukum Ekonomi Syariah dan Fiqh Muamalah di Lembaga Keuangan dan Bisnis Kontemporer. Jakarta: Kencana.
- Subekti, Rahayu. (2023). Pengguna Aplikasi Pegadaian Syariah Meningkat. *Republika Online*. Retrieved from <https://ekonomi.republika.co.id/berita/rpuuom502/pengguna-aplikasi-pegadaian-syariah-meningkat>
- Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Suranto. (2022). Penelitian dengan Program SPSS. Semarang: Mutiara Aksara.
- Surepno. (2018). Studi Implementasi Akad Rahn (Gadai Syariah) pada Lembaga Keuangan Syariah. *Tawazun: Journal of Sharia Economic Law*, 1 (2), 174-186.
- Suryanto, Mikael Hang. (2017). Metode Riset & Analisis Saluran Distribusi: Model dan Pengukuran Kepuasan Pelanggan Saluran Distribusi. Jakarta: PT. Grasindo.
- Tjiptono, Fandy dan Anastasia Diana. (2015). Pelanggan Puas? Tak
- Yudhistira. (2023). 7 Contoh Media Promosi yang Efektif untuk Pemasaran Bisnis. Retrieved from <https://www.bhinneka.com/blog/contoh-media-promosi-adalah/>