CHAPTER V

DISCUSSION

A. Marketing Practice at Muamalat Bank Branch Surabaya

Marketing activities in MuamalatBank branch Surabayaaim to introduce its products to enter the market as well as bringing the people to move to the Islamic banking. Promotion strategy must be conducted step-by-stepto increase the sales which oriented on raising funds, improved service quality, and increase fee-based income.

Therefore, it should be done through the attractive presentation of products and effective sales process depends on the sharpness and foresight in approaching the sale. Target promotion is the general people both Muslims and non-Muslims, so that not onlymuslims who enjoy this product.

Actually, marketing practices at Muamalat Bank branch Surabaya was run in accordance with Islamic principles. But Although, it still has differences from ideal concept. 5C principle be kept in the running of product marketing for financing. The principles are in line with the marketing concept of sharia that are described as follows¹:

1. Capital

This means that a customer is judged to have sufficient capital to conduct business activities. As well as having sufficient assets to

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¹Andika, *Interview*, Muamalat Bank branch office Sungkono, 13 Juli 2016.

secure the financing process. This became the primary gauge of the financing marketing staff in targeting prospective customers.

2. Character

A customer who is honest and has good faith in financing, do not have the background of financing problems and has a good Blchecking is an ideal customers and could be given the funding. A reliable sharia marketer will consider this before prospecting prospective customers.

3. Condition

Marketing staffs of Muamalat Bank always attentive to the business and financial condition of the prospective customers. If the businesses have a good financial reports track record. It stands to reason that these clients considered adequate for granted financing. Moreover, the marketing staff with the branch manager also directly go to the field to check the condition of the prospective customer's busines.

4. Capacity

Marketing staff of MuamalatBank also measured the ability of prospective customers before offering financing products. It can be seen through the history of financing in other banks. The more financing in another bank would add consideration for the marketing staff to offer financing products.

5. Collateral

Collateral is the final consideration and as a complement. marketing staff of Muamalat Bank also viewed warranties and conditions as well

as the completeness of the document as a condition of bail. This is in order to minimize the risk in the financing process later.

In terms of marketing products, each marketing staff hashis own strategy. Marketing practice by each marketing staff is different. It is influenced also by background of jobs, network, and different experience.

For example in retail marketing, marketing process is usually done through telemarketing and offers for customers who have savings with great numbers. Also to the customers who have deposits or savings. Financing products which offered are following to the customer's needs.

Similarly, for funding products, the marketing staffs will cooperate with the customer service staffs at any time to tell if there are customers who want to open a saving account with a specific purpose. It will be directed to open a saving account plan, ultima, as well as other savings products and according to customer needs.

As for the marketing of financial products to corporate customers is often done by the presentation of products, especially for cash management system product, which until the present day is needed by corporate customers. By opening the application in Muamalat Bank, the customers will automatically open a current account and conduct their business transactions through Muamalat Bank.

B. The Difference Between Sharia Marketing Theory and Marketing Practice at Muamalat Bank Branch Surabaya

Sharia company should develop the corporate culture according to sharia principles. The whole pattern, behavior, attitudes and rules should not be separated from the base of sharia, including the activities of marketing. The principles of sharia marketing is to create value for its stakeholders, and therefore the maketing staffsmust believe that sharia law is the fairest, most perfect, most in harmony with all forms of kindness.

Sharia marketer is promoting moral problems (moral, ethical) in all aspects of its activities. Professional sharia marketers are the marketers with the appearance of clean, neat and unpretentious, work by promoting religious values. Other privileges of sharia marketers is their universal humanistic. They do not discriminate people according to their race or social status. And all of it summarized in four dimensions sharia marketing, namely *rabbāniyyah*, *akhlāqiyyah*, *waqiyyah*, and *insāniyyah*.

In theist dimension, sharia marketer believe that Islam has arranged all aspects of life including the economy, and believes that marketing is guided by sharia principle is able to realize the benefit. Then in the ethic dimension, sharia marketer should promote good character and moral values in marketing activities, such as behaving fairly, honest, keeping promises, and not excessive in the promotion. As for the realistic dimension, sharia marketersare able to follow changes in business

conditions, able to take advantage of opportunities, build confidence and competence, as well as mobilizing all oftheir potential in marketing activities. While the humanistic dimension of sharia marketer provides the best service to all customers, be able to meet the desires and needs of consumers, establish relationships and good communication.

In this study, the theory is weighted by the maximum score 5 on the likert scale scores 1-5. So the total score of the theory if you add up the total score is 100. The fourth dimension in practice in Muamalat Bank branch Surabaya based on the score of the questionnaire, the dimensions theist (*rabbāniyyah*) has a mean or average score 23. This score is gained from twelve people got score between 18-22 and thirty eight people got score between 23-25.

The ethical dimension (*akhlāqiyyah*) has an average score 22. This score comes from sixteen people whose scores between 23-25 and twenty four people got score between 18-22. The realistic dimension (*waqiyyah*) had an average score 21,3. This result is come from twenty nine people whose scores between 17-22 and eleven people got scores between 23-25.So, humanistic dimensions (*Insāniyyah*) has an average of practice score 21,7. This average score come from twenty six people whose scores between 19-22 and fourteen people got scores between 23-25.

On average scores, realistic dimension (*waqiyyah*) is the least of his scores when compared to the ideal score. Ideal score that must be met by each dimension is 25. So it can be concluded that realistic dimension

in practice is the least perfect from the other three dimensions to the shariamarketing theory. The detail explanation can be seen from the following table:

Table 3.0

Mean each dimension

Number	Dimensions	Mean
1	Theist	23
2	Ethic	22
3	Humanistic	21,7
4	Realistic	21,3

The result of the calculation by using paired t-test obtained t-count minus 10.293 with significant value 0.000 (P < 5%), so that, there is a difference between a marketing concept to practice sharia bank Muamalat branch in Surabaya based on statistic result.

"One of the things that could be the cause is some marketing staff working in Muamalat Bank branch Surabaya is relocated from conventional banks in Surabaya which their understanding of sharia economy and the values contained in it are lacking". Said one of marketing staff.

Community perceptions of the company's image and pretice managing field services often associated with human resourcefactor. Because the banking products are dealing with the customers directly. Human Resourcesplaced as a driving force, which run all the activities in an effort to meet the needs of customers.

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²Uman, *Interview*, Muamalat Bank branch office Sungkono, 10 June 2016.

So, recruiting the employees whose aware and have an educational and practical background about Islamic economy is necessary. Due to many Islamic banks today were recruiting their employees from conventional bank as well. Sharia banking is not just a system. But, it has a complex working system which differ it from other banks.

Starting from funding system, financing system, until the explanation from every staff to the customer about the products, services, and everythingwhose special characteristic of transactions in Islamic banks is maintained by Islamic banks.

The informant also revealed: "Selection is done by standard psychological test, interview, religious knowledge. And standard knowledge about banking. We also assessed in terms of friendliness. To them, Muamalat Bank held some training (for all employees muamalat). For new employees held by assistance system in advance of old employee"³

It happened because the practioners of Islamic banking was still lacking whose reliable and professional in managing Islamic banks and work on it. So it seemed natural that conventional banks have Islamic banks, Islamic banks made as a career stepping stone for them so often happens in and out employees. Even more worrying if Islamic banks as a way out to overcome the employees who stuck in a conventional career.

The relocated employees from conventional banks to the Islamic banks were not happened in Muamalat Bank only. Guntur Subagja, Chairman Indostrategic Economic Intelligence said that the conditions in

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³Nesa, *Interview*, Muamalat Bank branch office Sungkono, 3 June 2016

Muamalat Bank also occur in Bukopin Syariah, BNI Syariah, Mega Syariah, BRI Syariah, BCA Syariah, and BJB Syariah.

Some of the conventional banks that do not put the the conventional banker in their Islamic banks, usually take sharia bankers from other banks like Panin Syariah or from Mega Syariah, or Victoria Syariah Bank who took the BSM bankers. Even the pure Islamic banking like Muamalat Bank. And the shareholders even though from the majority of Middle East countries, may assume that Islamic banks only as a system, so taking the employess from conventional to lead the Islamic banks.⁴

For the first time the entire board of directors of Bank Muamalat taken from conventional bankers, including the chief executive who for the last twenty years is always from the inside. Thus it is necessary to study more to further parse the appalling conditions. Trip for a quarter century Islamic banks are still hobbled because of the lack of attention from the government.⁵

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⁴Paulus Yoga, "Mayoritas Direksi Bank Syariah dari Konvensional", http://infobanknews.com/mayoritas-direksi-bank-syariah-dari-konvensional, "accessed on" 10 April 2016.

⁵Uman, *Interview*, Muamalat Bank branch office Sungkono, 10 Juni 2016.