

CHAPTER II

GENERAL OVERVIEW OF BANK SYARIAH INDONESIA AND RESPONDENT PROFILE

2.1 History and Development of Indonesian Sharia Banks

With the establishment of PT Bank Syariah Indonesia Tbk (BSI), which was formally established on February 1, 2021, or 19 Jumadil Akhir 1442 AH, the banking sector in Indonesia made history. At the State Palace, President Joko Widodo personally opened Indonesia's biggest Islamic bank.



Figure 2. 1 PT Bank Syariah Indonesia Tbk

Source: <https://www.bankbsi.co.id/>(2024)

After PT Bank BRI Syariah Tbk, PT Bank Syariah Mandiri, and PT Bank BNI Syariah merged, BSI was created. On January 27, 2021, the Financial Services Authority (OJK) formally granted permission for the three Islamic bank firms to consolidate by issuing letter Number SR-3/PB.1/2021. Additionally, President Joko Widodo officially welcomed BSI on February 1, 2021. PT Bank Mandiri (Persero) Tbk holds 50.83% of the shares in BSI, followed by PT Bank Negara Indonesia (Persero) Tbk (24.85%) and PT Bank Rakyat Indonesia (Persero) Tbk (17.25%). The remaining individuals individually own less than 5% of the company. By combining the strengths of the three Islamic banks, this merger offers better

financial capacity, a wider reach, and more comprehensive services. BSI is encouraged to compete on a worldwide scale by the government's commitment through the Ministry of SOEs and the synergy with the enterprise.

Under the motto "Harmonizing Sharia Values into Everyday Life," BSI is still a key player in developing Indonesia's Islamic banking sector and promoting economic expansion. Its founding demonstrated Indonesia's dedication to incorporating sharia principles into standard banking services and represented a major step in fortifying the nation's financial system.

2.2 Bank Syariah Indonesia Logo, Vision and Mission

2.2.1 Logo



Figure 2.2 PT Bank Syariah Indonesia Tbk

Source: <https://www.bankbsi.co.id/>(2024)

1. Shape and Design: The logo's general form and design are frequently contemporary and dynamic, signifying creativity and forward-thinkingness. This illustrates BSI's dedication to providing clients with modern financial solutions based on Sharia law.
2. Colors: Generally speaking, the color scheme stands for growth, dependability, and trust. While complementing hues like gold or blue may communicate excellence and reliability, green, which is frequently employed in Islamic branding, represents prosperity, harmony, and devotion to Sharia rules.

3. **Typography:** The font style is usually neat and businesslike, representing the bank's activities' transparency and clarity. Arabic motifs or symbols may also be included, signifying the bank's Islamic roots.
4. **Symbolism:** To highlight the bank's ties to Islamic principles and Indonesian identity, the logo may use abstract components or themes derived from Islamic art, geometry, or cultural history. These components demonstrate how tradition and modernity can coexist in the provision of financial services.

2.2.2 Vision

According to https://ir.bankbsi.co.id/vision_mission.html accessed on (29 November 2024) the vision of Bank Syariah Indonesia is to become Top 10 Global Islamic Bank. This vision reflects BSI's goal to become the industry leader in Indonesia's Islamic banking sector while increasing its competitiveness and influence internationally. By providing creative, ethical, and inclusive financial services that are in line with sharia principles, the bank hopes to foster trust while promoting financial empowerment and economic growth for all facets of society.

2.2.3 Mission

According to https://ir.bankbsi.co.id/vision_mission.html accessed on (29 November 2024) the mission of Bank Syariah Indonesia is committed to providing access to comprehensive sharia financial solutions across Indonesia, aiming to serve over 20 million customers and secure a position among the top five banks in the country by 2025, with assets exceeding IDR 500 trillion and a book value of IDR 50 trillion. By ranking among the top five most profitable banks in Indonesia, attaining a return on equity (ROE) of 18%, and keeping a high valuation with a price-to-book (PB) ratio of 2, BSI hopes to establish itself as a premier organization

that provides outstanding value to its shareholders. Additionally, by emphasizing employee development, enabling communities through its operations, and cultivating a performance-driven culture, BSI aims to be the employer of choice and a source of pride for Indonesia's top talents. BSI is committed to promoting sustainable growth and advancing Indonesia's economy and society, with strong values at its heart.

2.2.4 Company Location

Location of Bank Syariah Indonesia according to <https://www.bankbsi.co.id/> accessed on November 29th 2024, is located at The Tower Building Head Office, Jl Gatot Subroto No.27 Karet Semanggi Village, Setiabudi District, South Jakarta 12930

2.3 Bank Syariah Indonesia Tagline

Often employed in marketing applications, a tagline is a succinct phrase that captures the essence of a product. The slogan has a lot of memorable and catchy terms. According to <https://www.bankbsi.co.id/> accessed on November 29th 2024, The tagline of Bank Syariah Indonesia (BSI) is "Harmonizing Sharia Values into Everyday Life." This reflects BSI's commitment to integrating Islamic principles seamlessly into modern banking services, making them accessible and beneficial for customers in their daily lives.

2.4 Bank Syariah Indonesia Products

To meet the needs of both individual and business clients, Bank Syariah Indonesia (BSI) provides a range of banking products that adhere to sharia principles. These are a few of the primary goods that BSI offers.

Table 2.1 BSI Product Categories

No	Product Category	Product
1.	Saving Products	<ul style="list-style-type: none"> • BSI Tabungan Easy Wadiah • BSI Tabungan Easy Mudharabah • BSI Tabungan Bisnis
2.	Financing Products	<ul style="list-style-type: none"> • BSI Deposito Syariah • BSI Tabungan Haji dan Umrah
3.	Digital Bank Services	<ul style="list-style-type: none"> • BSI Mobile • BSI Net Banking

Source : <https://www.bankbsi.co.id/>

2.5 BSI Mobile Product Features

A feature-rich mobile banking app called Bank Syariah Indonesia (BSI) Mobile was created to make sharia-compliant financial transactions easier. The app's many features make it simple for users to handle their money. The BSI Mobile app has the following main features:

Table 2.2 BSI Product Features

No	Product Features	Features
1.	Account and Transaction management	<ul style="list-style-type: none"> • Check Balances and Transaction History • Fund Transfer • Scheduled and Recurring Transfers
2.	Payment Purchases	<ul style="list-style-type: none"> • Bill Payment • Purchase Services • QRIS Payments
3.	Saving and Investments	<ul style="list-style-type: none"> • Open New Accounts • Tabungan Haji/Umrah Management • Deposits and Investment
4.	Gadai and Financing	<ul style="list-style-type: none"> • Apply for Financing

No	Product Features	Features
		<ul style="list-style-type: none"> • Gadai Emas • Pay Installments
5.	Lifestyle Features	<ul style="list-style-type: none"> • Zakat, Infaq, and Shadaqah • Hajj and Umrah Service • Sharia-compliant Service
6.	Security and Convenience	<ul style="list-style-type: none"> • Biometric Login • Card Management • Transaction Notifications • E-money Linking
7.	Additional Features	<ul style="list-style-type: none"> • Currency Exchange Rates • Branch and ATM Locator • Digital Financial Literacy

Source : <https://www.bankbsi.co.id/>

2.6 Respondents Characteristics

The selection of respondents in this research used purposive sampling technique. The respondent requirements are people aged 17 years or more, live in Cilegon City and have used BSI Mobile in the past a year. The identity of the respondent is described to understand the actual conditions in the field. The respondents needed for this research were 150 people by filling out an online questionnaire from Google Form. The characteristics of respondents in this study were clarified according to occupation, domicile, last education, age, gender, and time of product use.

2.6.1 Characteristics of Respondents Based on Gender

This classification of respondents according to gender shows the distribution of respondents' gender in the area to be studied which is Cilegon city.

Table 2.3. presents characteristics of respondents by gender.

Table 2.3 Characteristics of Respondents Based on Gender

No	Gender	Frequency	Percentage
1	Female	99	66
2	Male	51	34
TOTAL		150	100

Source: processed primary data, 2024

The table above shows the distribution of respondents' gender. It can be seen that the majority of respondents are female about 99 respondents (66%) and male about 51 respondents (34%).

2.6.2 Characteristics of Respondents Based on Age

Age is one of the aspect that can affect the level of maturity of individuals in thinking, acting, and showing habits, which in turn can affect the respondents' responses. Respondents according to age show the age trend of respondents in table 2.4

Table 2.4 Characteristics of Respondents Based on Age

No	Age	Frequency	Percentage
	18 - 20 years	18	12.00
1	21 - 23 years	40	26.66
1			
2			
3	24– 26 years old	25	16.66
	27 – 29 years old	14	9.33
4	>29 years old	53	35.33
TOTAL		150	100

Source: processed primary data, 2024

Table 2.4. shows that from the 150 consumers who are using BSI Mobile, the majority are aged 21-25 years old with a total of 63 respondents (42%) and then aged >35 years old with a total of 28 respondents (18.67%) and aged 26 -30 years old with 26 respondents (17.33%). This shows that the majority of BSI Mobile consumers in Cilegon city are aged 21-25 years old.

2.6.3 Characteristics of Respondents Based on Domicile

This classification of respondents according to administrative regions shows the distribution of respondents' domiciles in the area to be studied which is Cilegon city. Table 2.5. presents characteristics of respondents by domicile

Table 2.5 Characteristics of Respondents Based on Domicile

No	Domicile	Frequency	Percentage
1	Cilegon City	47	31.33
2	Serang City	35	23.33
3	Pandeglang Regency	18	12.00
4	Lebak Regency	26	17.34
5	Tangerang Regency	24	16.00
	TOTAL	150	100

Source: processed primary data, 2024

Table 2.5 shows that the majority of respondents domicile is in Cilegon city with a total of 47 respondents (31.33%) and then respondents domicile in the Serang city with a total of 35 respondents (23.33%) and continued by respondents domicile in the Legak Regency with 26 respondents (17.34%). This shows that the majority of respondents domicile in Cilegon City.

2.6.4 Characteristics of Respondents Based on Last Education

In carrying out this research, final education is also required. This is because education can be a difference in people's tastes in using products. So this can influence consumer interest. Table 2.6. presents the respondent's last education.

Table 2.6 Characteristics of Respondents Based on Last Education

No	Level of education	Frequency	Percentage
1	Middle School	2	1.33
2	High School	71	47.33
3	Bachelor	69	46
4	S2/S3	8	5.4
TOTAL		150	100

Source: processed primary data, 2024

The majority of respondents have a high school or equivalent education with a total of 71 respondents (47.33%) and then Bachelor with a total of 69 respondents (46%). It could be said that the majority of respondents have a high school education.

2.6.5 Characteristics of Respondents Based on Occupation

The type of work can influence a person's interest in deciding on purchasing product. It's all because every job has its own and different needs. This occupation can also affect a person's income, so it will affect expenses. Table 2.7. presents the respondent's occupation.

Table 2.7 Characteristics of Respondents Based on Occupation

No	Occupation	Frequency	Percentage
1	Student	42	28
2	Private employees	95	63.33
3	Civil servants	6	4
4	Self-employed	7	4.67
TOTAL		150	100

Source: processed primary data, 2024

The table above shows that the majority of respondents work in the private sector, as many as 95 respondents (63.33%), and then 42 respondents (28%) are students. It can be concluded that the majority of respondents work in private sector.

2.6.6 Characteristics of Respondents Based on Length of Time as a Customer BSI

Length of time as a customer can show the respondent's loyalty to BSI. The following is the length of time a customer has been a BSI customer. Table 2.7. presents the length of time as a Customer BSI Mobile.

Table 2.8 Characteristics of Respondents Based on Length of Time as a Customer BSI

No	Time period	Frequency	Percentage
1	≤ 1 year	20	13.33
2	> 1-3 years	51	34
3	> 3 years	79	62.67
TOTAL		150	100

Source: processed primary data, 2024

The table above shows that the majority of respondents have been customers of Bank Syariah Indonesia for a period of >3 years about 79 respondents (62.67%). This can be concluded that respondents have experience in being customer of BSI.

2.6.7 Characteristics of Respondents Based on Length of Use of BSI Mobile

The length of BSI Mobile usage shows consumer loyalty to BSI Mobile.

Based on the total respondents, this category is divided as in table 2.9 below this

Table 2.9 Characteristics of Respondents Based on Length of Use of BSI Mobile

No	Time period	Frequency	Percentage
1	≤ 1 year	11	7,33
2	> 1-3 years	90	60
3	> 3 years	49	32.67
TOTAL		150	100

Source: processed primary data, 2024

Based on the table above, the duration of use of BSI Mobile by the majority of respondents is more than 1-3 years as many as 90 people or 60%. This indicates that respondents have experience using BSI Mobile.