

The Influence of Return and Trust on Society Interest in Saving at BMT El Ihsan Bandungbaru

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Abstract: This research aims to examine the influence of return rate and trust on society interest in saving at BMT El Ihsan Bandungbaru. There was a partial influence between return systems on interest in saving at BMT El Ihsan Bandungbaru. Referring to the T-test output, it could be seen that the significance value of the variable X1 to Y was $0.000 < 0.05$ and the value of t_{count} was $7.459 > t_{table}$ was 1.663, with the magnitude of the determination coefficient indicating that 0.404 or 40.4% where X1 influence Y by 40.4%. There was a partial influence between trust on interest in saving at BMT El Ihsan Bandungbaru. Referring to the T-test output, it could be seen that the significance value of the variable X2 to Y was $0.000 < 0.05$ and the t_{count} value was $4.552 > t_{table}$ was 1.663, with the magnitude of the determination coefficient indicating that 0.202 or 20.2% where X2 influence Y by 20.2%. There was a simultaneous influence between return system and trust on the interest in saving at BMT El Ihsan Bandung Baru. Referring to the F-test output, it could be seen that the significance value for the influence of X1 and X2 simultaneously on Y was $0.000 < 0.05$ and the F_{count} value was $42.351 > F_{table}$ 3.96, with the magnitude of R^2 indicating that 0.511 or 51.1% where X1 and X2 influence Y by 51.1%. Based on these studies, it was known that the level of return and trust had a positive influence on society interest in saving at BMT El Ihsan Bandung baru.

Keywords : Return, Trust, Interest in Saving, BMT

I. INTRODUCTION

The emergence of sharia-based financial institutions is an interesting phenomenon to observe. An economic system based on the sharia system has become a new trend among the community. The existence of Islamic financial institutions namely Baitul Maal wa-Tamwil (BMT) in recent years has attracted the attention of the public. Likewise what happened in Pringsewu regency. There are 16 (sixteen) BMT institutions carrying out operational activities in the area.

The presence of BMT in the society is a symbol of the strength of a populist economy based on sharia. It cannot be denied that the number of sharia-based financial service institutions has made competition between institutions even tighter. The current high competition is marked by the number of products issued by financial institutions with the aim of meeting customer needs. In addition, the value of a financial product will be felt by customers through the benefits that the product can offer when compared to other financial products. As a result of this inability to face the competition, finally some BMT institutions start to become inactive and some stop operating. The latest data from the Cooperatives and Trade

Office states that some of listed BMT have started to become inactive.

The characteristics of the Islamic financial system that operate based on the principle of fair return provide an alternative to mutually beneficial financial system for the society. It is a natural attitude when a customer determines or chooses an institution that will give positive effect to customers and provide convenience also benefits simultaneously. Each customer will look at certain factors from the institution when considering the financial institution to be chosen, besides that the customer also considers the quality of service in addition to the products provided. This is because the important value of service considering the financial institution is a professional service.

BMT El Ihsan located in the Adiluwih sub-district area is a sharia financial institution that offers financial service products, especially for the society of Adiluwih sub-district and its surroundings.

Based on the background and problem identification, the focus of this study is to find out: 1. the influence of return rates on society interest in saving at BMT El Ihsan Bandungbaru. 2. The influence of trust on society interest in saving at BMT El Ihsan Bandungbaru.

II. RESEARCH METHOD

This research uses descriptive correlational method. Descriptive research will provide an overview of the problem through analysis using a scientific approach in accordance with the actual situation.

The research approach used in this research is quantitative. Sugiono (2013: 13) states that quantitative research methods are research that uses a specific population and sample, sampling techniques are carried out uncertainly, data analysis is statistical, and data collection uses research instruments that have the aim of testing hypotheses.

Conceptual Definition: a. Return Rate (X1) is a form of alternative financing scheme, which has very different characteristics than interest. The ratio is the amount of the part that is the right of the customer compared to the bank in the process of return distribution (Bank Indonesia, 2014: 42). b. Society Trust (X2) is an important component of maintaining a sustainable relationship between all parties involved in the business. c. Society Interest in Saving (Y) is the desire of the society to set aside money in a media that is collected in order

to achieve certain targets so that later it can be used to fulfill their needs and desires (Bank Indonesia, 2014: 132).

III. RESULTS AND DISCUSSION

From the results of instrument analysis on 84 respondents, in the return system variable (X1), the items analyzed were 5 items, and then the Cronbach's alpha calculation obtained a value of 0.103. Furthermore, on the trust variable (X2), there were 5 items analyzed, and then the Cronbach's alpha calculation obtained a value of 0.237, and on the interest in saving variable (Y), there were 5 items analyzed, then Cronbach's alpha was obtained at 0.596. From the results of this analysis, the alpha value of all variables were greater than $r_{table} = 0.214$. This shows that each instrument had a reliability value that meets the requirements and was declared reliable.

The purpose of regression analysis, not only for measuring the strength of the relationship between two or more variables but also shows the direction of the relationship between the dependent variable and the independent variable (Ghozali, 2013: 96). The regression analysis results were in the form of coefficients for each independent variable. This coefficient was obtained by predicting the value of the dependent variable with an equation. The regression coefficient was calculated with two objectives at once: to minimize the deviation between the actual value and the estimated value of the dependent variable based on existing data (Tabachnick, 1996).

The research was conducted using independent variable regression analysis which was structured to determine the influence of the return rate (X1) and society trust (X2) on the interest in saving at BMT (Y).

Society interest in saving at BMT El Ihsan Bandungbaru were influenced by return rates offered. Society in general finds out about the return rates that will be obtained through information between friends. In addition, there were also those who know the return rate of BMT El Ihsan Bandungbaru from employees when they were doing promotions.

There was a partial influence between the return systems on the interest in saving at BMT El Ihsan Bandungbaru. Referring to the T-test output, it could be seen that the significance value of the variable X1 to Y was $0.000 < 0.05$ and the value of t_{count} was $7.459 > t_{table}$ was 1.663, with the magnitude of the determination coefficient indicating that 0.404 or 40.4% where X1 influenced Y by 40.4 %.

The level of trust (Trust) had a very significant influence as a factor that influenced society interest in saving at BMT El Ihsan Bandungbaru. The level of society trust and interest in saving at BMT El Ihsan had a positive relationship, which means that if society trust increases, it will increase interest in saving. Trust will emerge if the society in this case was a customer of BMT El Ihsan who was guaranteed a sense of security when saving their money at the institution.

The results of the study found that the independent variables (return rate (X1) and trust (X2) with the dependent variable (interest in saving (Y) have a strong relationship. This occurs because the return system and trust were quite dominant in influencing the interest in saving. In addition to the quality of services provided, the marketing strategies used or the product attributes of the financial institutions being offered need to be considered in increasing customers interest in saving at BMT. In addition, BMT must consider providing excellent service quality.

There was a partial influence between trusts on society interest in saving at BMT El Ihsan Bandungbaru. Referring to the T-test output, it could be seen that the significance value of the X2 variable to Y was $0.000 < 0.05$ and the value of t_{count} was $4.552 > t_{table}$ was 1.663, with the magnitude of the determination coefficient indicating that 0.202 or 20.2% where X2 influenced Y by 20.2 %.

The study found that the independent variable (return rate (X1) and trust (X2) had a significant influence on the dependent variable (interest in saving (Y). These findings occurred because the return system and trust were dominant in encouraging a customer made savings account at a sharia financial institution management.

There was a simultaneous influence between the return system and trust on the interest in saving at BMT El Ihsan Bandungbaru. Referring to the F-test output, it could be seen that the significance value for the influence of X1 and X2 simultaneously on Y was $0.000 < 0.05$ and the F_{count} value was $42.351 > F_{table}$ 3.96, with the magnitude of R^2 indicating that 0.511 or 51.1% where X1 and X2 influence Y by 51.1%.

BMT must competes the return rate to other BMT on an ongoing basis, because the customer considered the return rate in determining whether they will save or not in a BMT or BMT management had to spend a lot of money to promote to the society that their managed BMT had an interesting return system.

IV. CONCLUSION AND SUGGESTION

The rapid development and growth of BMT in Indonesia has become one of the solutions in helping the growth and development of society economy. Maintaining the survival of BMT depends on the ability of BMT to provide superior, fast and precise service to customers. To achieve this goal, BMT must be able to create new valuable service products to get potential customers in the society. The return system was a system in which an agreement or joint bond was made in conducting business activities. In this business, an agreement was made for sharing the return between the two parties or more.

Based on the conclusions in the study, the authors suggest:

Society must have sufficient knowledge to save money in non-bank Islamic financial institutions. This can be done by reading a lot or listening to information about non-bank

Islamic financial institutions. Generally, this information is shared by the authorities through electronic media and social media. This is to anticipate the increasing number of cases of fraud victims on behalf of Islamic financial institutions with a large return rate.

The development of non-bank Islamic financial institutions that are good enough should further improve services at BMT El Ihsan Bandungbaru to the society and customers. The resulting financial products should be more diverse and in accordance with the current development conditions by utilizing technology-based applications. In addition, it is also expected that the BMT El Ihsan Bandungbaru can provide regular socialization about non-bank Islamic financial institutions to the society.

In future research, it is expected that it can examine other factors that influence society interest in saving at non-bank Islamic financial institutions. This is intended so that the

management of non-bank Islamic financial institutions can further improve the quality of service to the society in general and to customers in particular.

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