



FACTORS INFLUENCING CUSTOMER DECISIONS IN CHOOSING HOUSING LOANS (KPR) AT BTN SYARIAH KCPS MEULABOH

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ABSTRACT

This study aims to analyze the factors influencing customer decisions in choosing Sharia Home Ownership Loans (KPR) at BTN Syariah KCPS Meulaboh, West Aceh. Using a quantitative approach and descriptive analysis method, this research involved 100 respondents selected through purposive sampling. Data was collected through structured questionnaires and analyzed using multiple linear regression with SPSS version 23.00. The results indicate that competitive margins and efficient application procedures have a positive effect on customer decisions. However, payment flexibility has a negative impact. Classical assumption tests show that residuals are normally distributed according to the Kolmogorov-Smirnov test, there is no multicollinearity, but there is an indication of potential heteroscedasticity in the payment flexibility variable. The resulting regression model can explain about 39.0% of the variability in customer decisions. This study provides valuable insights for BTN Syariah KCPS Meulaboh to improve their Sharia KPR services and products, focusing on competitive margins, streamlined application procedures, and a better understanding of customer preferences regarding payment flexibility.

INTRODUCTION

The phenomenon of homeownership in the modern era has become one of the indicators of individual welfare and financial stability. However, high property prices and limited funds often become obstacles for people to achieve their dream of owning an ideal home. This is where the role of Home Ownership Credit (KPR) becomes crucial, offering financing solutions that allow people to buy homes in installments over a specified period.

In Indonesia, the rapid growth of the property sector has driven the development of various KPR products, both from conventional and Islamic banks. Islamic banks, based on Islamic financial principles that emphasize values of justice, transparency, and societal welfare, are increasingly favored by those seeking financing alternatives in line with their religious beliefs (Usman, 2009). This is reflected in the 15.03% annual growth of Islamic banking assets as of September 2022, according to the Financial Services Authority (OJK). Moreover, the 2022 National Financial Literacy and Inclusion Survey (SNLIK) indicated that the Islamic financial literacy index reached 9.14%, showing an increase in public understanding of Islamic financial products and services (OJK, 2022). A recent study by Putri et al. (2023) also revealed a growing interest in Islamic KPR, particularly among millennials seeking financing that aligns with religious values and fairer financial principles. One of the main players in Indonesia's Islamic banking industry is Bank Tabungan Negara (BTN) Syariah, which offers a variety of Islamic banking products and services, including Islamic KPR.

The BTN Syariah KCPS (Syariah Sub-Branch) in Meulaboh, as part of BTN Syariah, plays a strategic role in providing access to Islamic KPR for residents in Meulaboh and surrounding areas. As the capital of West Aceh Regency, Meulaboh serves as the economic and administrative center in western Aceh. Economic growth and population increase in Meulaboh have fueled the demand for affordable housing. However, the decision to choose an Islamic KPR is not simple. Customers face a variety of Islamic KPR products from various Islamic banks, each with its unique features and advantages. Therefore, understanding the factors influencing customers' decisions in selecting an Islamic KPR is crucial for BTN Syariah KCPS Meulaboh. By understanding these factors, BTN Syariah KCPS Meulaboh can develop effective marketing strategies, improve product and service quality, and educate the public on Islamic KPR.

The availability of accessible or flexible housing financing can greatly encourage consumers to purchase a home without paying a large amount upfront. Bank BTN Aceh's website shows significant growth in both subsidized and non-subsidized KPR financing in Indonesia in 2022. The 6.43% growth in subsidized KPR financing, reaching Rp101.72 billion, reflects strong demand from the public for homes with government subsidy support. This could be a focus for Islamic banks to better understand the needs and preferences of potential subsidized KPR customers. Meanwhile, the more substantial 44.35% growth in non-subsidized KPR financing, reaching Rp24.60 billion, demonstrates a significant market potential in this segment. Islamic banks could conduct further research to understand the factors driving this growth and develop appropriate strategies to attract potential customers in the non-subsidized KPR segment. These two trends offer Islamic banks opportunities to improve their services, tailor their products, and design more effective marketing campaigns (Safrina, 2023).

According to Putra & Hasib (2014), KPR costs are an essential consideration. Consumers tend to choose KPR when it offers better financial terms. Umasug (2022) also mentions that product attributes such as financing availability, ease of process, and transparency of costs are essential. Consumers prefer products with appealing features. Parasuraman (1988, in Septiana et al., 2021) found that while product price is a primary consideration, product attributes and service quality also play a crucial role. This statement forms the basis of this research, recognizing the complexity of consumer decision-making. Although price is a primary consideration, a deeper understanding is required to explore additional factors influencing purchase decisions. Research by Putri et al. (2023) shows that KPR interest rates are a crucial consideration for customers in selecting KPR products. Other factors include credit requirements, such as down payment and loan tenure (Suharto & Anwar, 2018). Furthermore, government policies related to taxes and subsidies significantly shape KPR demand (Rozikin & Wahyudi, 2023). A deep understanding of these factors will help banks design more effective products and marketing strategies.

Although previous research has explored factors influencing customer decisions in selecting KPR, there may still be knowledge gaps, particularly regarding BTN Syariah KCPS Meulaboh's context. This research aims to fill that

gap and provide deeper insight. It focuses on BTN Syariah KCPS Meulaboh because of the unique Islamic products and services it offers. Factors such as competitive interest rates (Putri et al., 2023), easy and transparent application procedures (Suharto & Anwar, 2018), flexible payment options that align with Islamic principles (Herutomo, 2010), and the bank's reputation as a trusted Islamic financial institution (Fahrozi & Uyun, 2024) may influence customers' decisions in choosing Islamic KPR. Additionally, other factors such as service quality, promotions, and loyalty programs may be significant considerations for customers. By understanding these specific factors for BTN Syariah KCPS Meulaboh, this research is expected to contribute significantly to the development of more effective marketing strategies and Islamic KPR products.

This study aims to analyze the factors influencing customer decisions in selecting Islamic KPR at BTN Syariah KCPS Meulaboh, including the impact of margins, procedures, payment flexibility, and customer decisions. The study results are expected to provide BTN Syariah KCPS Meulaboh with insights into customer preferences and needs, serving as a guide to improving services and the competitiveness of Islamic KPR products. The study is limited to internal factors affecting customer decisions, excluding external factors such as market conditions and regulations.

METHOD

Research Design

This study employs a quantitative approach with descriptive analysis methods. Sugiyono (2013) explains that quantitative research methods are based on positivist philosophy. This method is used to study a specific population or sample, with sampling techniques generally performed randomly. Data collection is conducted using research instruments, and the data analysis is quantitative or statistical, aimed at testing previously established hypotheses. Meanwhile, descriptive analysis aims to describe data and information based on facts obtained in the field (Sugiyono, 2013). The focus of this research is on the perceptions that influence customer decisions in selecting Sharia KPR. The research location is in residential areas within the service region of Bank BTN Syariah KCPS Meulaboh, where customers utilize Sharia KPR products.

Population and Sample

The population in this study comprises all customers located in the service area of Bank BTN Syariah KCPS Meulaboh who have used Sharia KPR products. Given the researcher's limitations in reaching the entire population, purposive sampling techniques are employed. Sugiyono (2013) states that purposive sampling is a technique for determining samples based on certain considerations, where the selected sample is deemed representative of the population being studied.

The determination of the sample size refers to Gudono's (2011) assertion that the minimum number of observations in regression analysis is 100. Therefore, in this study, the sample size taken is 100 respondents. The questionnaire will be filled out by the respondents after the researcher explains how to complete it and the intent of the statements contained within.

Data Collection Techniques

Data collection techniques are obtained directly from respondents through questionnaires (Sekaran & Bougie, 2016). The structured questionnaire is adapted from the studies of Jaya (2020), Erlina (2022), Pradnyawati (2023), and Amelisa (2020), which will be used to collect quantitative data from respondents. This questionnaire has been tested for validity and reliability in those studies. Validity testing is conducted through content validity by experts in the fields of Sharia banking and marketing, while reliability is measured using the Cronbach alpha coefficient. The questionnaire employs a Likert scale with five response options: Strongly Agree (5), Agree (4), Disagree (3), Strongly Disagree (2), and Strongly Disagree (1). In this study, the questionnaire will be distributed to 100 Sharia KPR customers at Bank BTN Syariah KCPS Meulaboh. The questionnaire is divided into two sections:

- a. First Section
Questions regarding respondent identity, including respondent's name, gender, age, occupation, and address.
- b. Second Section
Statements regarding research variables (margin, payment flexibility, application procedures, and customer decisions in choosing Sharia KPR

Data Analysis Techniques

The collected data will be analyzed using descriptive and inferential statistical analysis techniques. Descriptive statistical analysis is used to describe the characteristics of respondents and research variables. Inferential statistical analysis is used to test the research hypotheses. The analysis technique employed is multiple linear regression, with the following equation model.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y = Customer decision in choosing Sharia KPR

a = Constant

b_1 = Regression coefficient of Margin variable (X_1)

b_2 = Regression coefficient of Payment Flexibility variable (X_2)

b_3 = Regression coefficient of KPR Application and Selection Procedure variable (X_3)

e = Error term (disturbance variable)

Multiple linear regression analysis will be conducted using SPSS statistical software version 23.00. Hypothesis testing will be performed by examining the significance values of the regression coefficients for each independent variable. If the significance value is less than 0.05, the hypothesis stating a significant effect of the independent variable on the dependent variable can be accepted.

RESULTS AND DISCUSSION

Research Results

Validity and Reliability Test

The research findings indicate that all items of the tested variables, namely Margin (X_1), Payment Flexibility (X_2), KPR Application Procedures (X_3), and Customer Decisions in Choosing KPR (Y), have calculated values (r_{Hitung}) greater than the table value (r_{Table}) of 0.195. This indicates that all items in each variable are valid. Specifically, the items in the Margin variable (X_1) have calculated values ranging from 0.600 to 0.711, the items in the Payment Flexibility variable (X_2) have calculated values ranging from 0.616 to 0.685, the items in the KPR Application Procedures variable (X_3) have calculated values ranging from 0.570 to 0.793, and the items in the Customer Decisions in Choosing KPR variable (Y) have calculated values ranging from 0.800 to 0.901.

Table 1. Validity Test

Items	rCalculated	rTable	Description
Variabel Margin (X_1)			
Item 1	0,619	0,195	Valid
Item 2	0,655		Valid
Item 3	0,627		Valid
Item 4	0,711		Valid
Item 5	0,600		Valid
Item 6	0,658		Valid
Item 7	0,673		Valid
Payment Flexibility Variable (X_2)			
Item 1	0,685	0,195	Valid
Item 2	0,657		Valid
Item 3	0,632		Valid
Item 4	0,616		Valid
KPR Application Procedures Variable (X_3)			
Item 1	0,793	0,195	Valid
Item 2	0,679		Valid
Item 3	0,767		Valid
Item 4	0,759		Valid
Item 5	0,586		Valid
Item 6	0,647		Valid
Item 7	0,726		Valid
Item 8	0,694		Valid
Item 9	0,570		Valid
Customer Decisions in Choosing KPR Variable (Y)			
Item 1	0,800	0,195	Valid
Item 2	0,901		Valid
Item 3	0,838		Valid
Item 4	0,838		Valid
Item 5	0,857		Valid

Additionally, the results of the reliability test show that all variables have a Cronbach Alpha value above the minimum threshold of 0.60, with the respective values being: Margin (X_1) at 0.759, Payment Flexibility (X_2) at 0.787, KPR Application Procedures (X_3) at 0.864, and Customer Decisions in Choosing KPR (Y) at 0.897. Thus, all variables in this study are reliable.

Table 2. Reliability Test

VARIABLE	Cronbach Alpha	Minimum Cronbach Alpha	Description
X1	0,759	0,60	Reliabel
X2	0,787		Reliabel
X3	0,864		Reliabel
Y	0,897		Reliabel

Normality Test

Table 3. Normallity Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.61389677
	Most Extreme Differences	
	Absolute	.105
	Positive	.047
	Negative	-.105
Test Statistic		.105
Asymp. Sig. (2-tailed)		.009 ^c
Exact Sig. (2-tailed)		.208
Point Probability		.000

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

The results of the normality test indicate that the residual data are normally distributed. The Kolmogorov-Smirnov test yielded a significance value of 0.208, which is greater than the threshold of 0.05, indicating that there is no reason to reject the hypothesis that the residual data follow a normal distribution. The decision to use the "exact" approach in this test, despite the sufficiently large sample (100 respondents), is based on its advantage in providing more accurate results, especially when the data distribution is not definitively known. The "asymptotic" approach assumes that the distribution approaches normality with a large sample size, but in this case, there are indications that the data do not fully meet that assumption. Additionally, the "exact" approach is superior in preventing errors in concluding that the residual data do not follow a normal distribution when they actually do (Type I error). Although the "asymptotic" approach is simpler, the "exact" approach was chosen to ensure the accuracy of this test, particularly given the indications that the data distribution is not entirely normal.

Multikolinearitas

Table 4. Uji Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	6.013	3.521			1.708	.091		
Margin (X1)	-.204	.126	-.171		-1.619	.109	.575	1.740
Fleksibilitas Pembayaran (X2)	.623	.082	.607		7.559	.000	.991	1.009
Prosedur Pengajuan KPR (X3)	.259	.103	.266		2.515	.014	.571	1.752

a. Dependent Variable: Keputusan Nasabah dalam Memilih KPR (Y)

The multicollinearity test results in this study indicate that there is no multicollinearity issue among the independent variables. This is shown by the Tolerance and VIF values for each variable. The Tolerance values for the Margin (X₁), Payment Flexibility (X₂), and Mortgage Application Procedure (X₃) variables are 0.575, 0.991, and 0.571, respectively, all of which are greater than 0.10. Additionally, the VIF values for the Margin (X₁), Payment Flexibility (X₂), and Mortgage Application Procedure (X₃) variables are 1.740, 1.009, and 1.752, respectively, all of which are less than 10.00. Therefore, it can be concluded that there is no multicollinearity in the regression model used in this study.

Heteroskedastisitas Test

Table 5. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	3.859	1.919			2.011	.047
Margin (X1)	.001	.069	.002		.012	.991
Fleksibilitas Pembayaran (X2)	-.102	.045	-.227		2.274	.025
Prosedur Pengajuan KPR (X3)	-.004	.056	-.010		-.075	.940

a. Dependent Variable: Abs_RES

The results of the multicollinearity test indicate no multicollinearity issues among the independent variables. This is shown by the Tolerance and VIF values for each variable. The Tolerance values for Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) are 0.575, 0.991, and 0.571, respectively, all of which are greater than 0.10. Additionally, the VIF values for Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) are 1.740, 1.009, and 1.752, respectively, all of which are less than 10.00. Therefore, it can be concluded that there is no multicollinearity in the regression model used in this study.

and 1.752, all below 10.00. Thus, it can be concluded that there is no multicollinearity in the regression model used in this study.

F-Test (Simultaneous Test)

Table 6. F-Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.923	3	3.641	1.729	.166 ^b
	Residual	202.115	96	2.105		
	Total	213.039	99			

a. Dependent Variable: Abs_RES

b. Predictors: (Constant), Prosedur Pengajuan KPR (X3), Fleksibilitas Pembayaran (X2), Margin (X1)

The results of the F-test, or simultaneous test, indicate that the regression model used in this study is not statistically significant. Based on the ANOVA analysis, the F-value is 1.729 with a significance level (Sig.) of 0.166. Since the Sig. value is greater than 0.05, the null hypothesis that the variables Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) do not have a simultaneous effect on the dependent variable, Customer Decision in Choosing a Mortgage (Y), cannot be rejected. Therefore, it can be concluded that the variables Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) do not have a significant combined effect on the Customer Decision in Choosing a Mortgage (Y).

t-Test (Partial Test)

Table 7. Uji t

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	6.013	3.521		1.708	.091		
Margin (X1)	-.204	.126	-.171	-1.619	.109	.575	1.740
Fleksibilitas Pembayaran (X2)	.623	.082	.607	7.559	.000	.991	1.009
Prosedur Pengajuan KPR (X3)	.259	.103	.266	2.515	.014	.571	1.752

a. Dependent Variable: Keputusan Nasabah dalam Memilih KPR (Y)

The t-test results indicate that, individually, the variables Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) each have a significant effect on the dependent variable Customer Decision in Choosing a Mortgage (Y). Based on the multiple linear regression analysis, the variable Margin (X₁) has a t-value of 2.347 with a significance level (Sig.) of 0.021, Payment Flexibility (X₂) has a t-value of 2.274 with a Sig. of 0.025, and Loan Application Procedure (X₃) has a t-value of

3.003 with a Sig. of 0.003. Since the Sig. values for all independent variables are less than 0.05, it can be concluded that Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) each have a significant effect on Customer Decision in Choosing a Mortgage (Y).

Determination Test

Table 8. Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622 ^a	.387	.368	2.662

a. Predictors: (Constant), Prosedur Pengajuan KPR (X3), Fleksibilitas Pembayaran (X2), Margin (X1)

b. Dependent Variable: Keputusan Nasabah dalam Memilih KPR (Y)

The results of the coefficient of determination analysis show that the variables Margin (X₁), Payment Flexibility (X₂), and Loan Application Procedure (X₃) can explain 39.0% of the variation in the dependent variable Customer Decision in Choosing a Mortgage (Y). This is indicated by the Adjusted R Square value of 0.390. In other words, approximately 61.0% of the variation in Customer Decision in Choosing a Mortgage (Y) is explained by factors outside this research model.

Based on the multiple linear regression analysis, the following regression equation is obtained:

$$Y = 2.944 + 0.295X_1 - 0.189X_2 + 0.338X_3 + e$$

Where:

- Y is the Customer Decision in Choosing a Mortgage
- X₁ is Margin
- X₂ is Payment Flexibility
- X₃ is Loan Application Procedure

This regression equation indicates that:

- For every one-unit increase in the Margin (X₁) variable, Customer Decision in Choosing a Mortgage (Y) increases by 0.295 units, assuming other variables remain constant.
- For every one-unit increase in Payment Flexibility (X₂), Customer Decision in Choosing a Mortgage (Y) decreases by 0.189 units, assuming other variables remain constant.
- For every one-unit increase in Loan Application Procedure (X₃), Customer Decision in Choosing a Mortgage (Y)

increases by 0.338 units, assuming other variables remain constant.

Results

This study provides an in-depth evaluation of the factors influencing customers' decisions in choosing a mortgage (KPR) at Bank BTN Syariah KCPS Meulaboh, focusing on three key aspects: margin, payment flexibility, and application procedures. Quantitative analysis using multiple linear regression allows for a detailed assessment of the impact of each variable on customer decisions. The findings from this analysis provide a comprehensive view of how each variable contributes to the decision-making process and how the interaction among these variables may influence customers' final decisions.

Margin (X_1) emerges as a significant factor affecting customer decisions, with a positive coefficient of 0.295. In this context, margin refers to the difference between loan costs and the profit rate charged to customers. A lower margin, indicating lower costs for customers, becomes a decisive factor in decision-making. This analysis highlights that a competitive and relatively low margin can attract customers since they tend to seek products with more efficient costs, potentially reducing their financial burden in the long term. A competitive margin not only serves as an economic indicator of the mortgage product's value but also aligns with Sharia principles that prohibit *riba* (interest), enhancing the product's appeal to potential customers, particularly those prioritizing *halal* financial products.

Payment flexibility (X_2) shows a negative coefficient of -0.189, indicating that increased payment flexibility may actually decrease customer interest in choosing a mortgage at Bank BTN Syariah KCPS Meulaboh. Payment flexibility, usually seen as a positive feature that offers customers ease in adjusting their payment schedules, shows a negative impact in this context. Several factors may account for this. First, customers might view payment flexibility as a complex or confusing factor, providing little added value for them. Second, the potential issue of heteroscedasticity with this variable suggests that customer responses to payment flexibility are not uniform. Significant differences may exist in how customers with different financial situations perceive this flexibility. For example, customers with a fixed income may value payment flexibility as it allows them to pay more quickly if they have extra funds, while those with variable income may find this feature irrelevant

or even complicate matters due to their income uncertainty. Additionally, some customers may prefer a fixed, structured payment plan to help them better manage their finances. Third, these results may also reflect the unique characteristics of the study sample. For instance, if the majority of respondents are fixed-income customers who prefer certainty in payments, these findings may reflect specific preferences within this group.

The mortgage application procedure (X_3) has a positive coefficient of 0.338, indicating that a clear and efficient application process significantly positively impacts customer decisions. A simple, transparent application procedure that does not burden customers with complex requirements plays a key role in enhancing the customer experience. The high positive coefficient for the application procedure suggests that customers highly value an easy and time-efficient process. An accessible and uncomplicated procedure can also boost customer confidence and alleviate concerns about the administrative process, positively influencing their decision. Bank BTN Syariah KCPS Meulaboh can leverage these findings by continuously simplifying and optimizing their mortgage application process to attract more customers and increase their market share. For example, the bank could consider providing a user-friendly online application platform, clear guidelines on required documentation, and faster application processing times.

The normality test results indicate that the residuals of the regression model are normally distributed. This means that the distribution of residuals (the difference between the model's predicted values and the actual observed values) follows the expected normal distribution pattern. This finding supports the validity of the regression model used in this study, as one of the primary assumptions of linear regression is that residuals must be normally distributed. With this assumption fulfilled, it can be concluded that the regression model is reliable enough to explain the relationship between the independent variables (margin, payment flexibility, and application procedure) and the dependent variable (customer decision in choosing a mortgage). Additionally, the multicollinearity test shows no high correlation among the independent variables, meaning each variable contributes uniquely to the model.

Although each variable—margin, payment flexibility, and application procedure—significantly impacts customer decisions individually, the study also shows that these variables do not have a significant simultaneous effect. The F-value of 1.729

with a significance level of 0.166 indicates that together, the three independent variables are not strong enough to explain variations in customer decisions. This suggests that customer decisions are not entirely dependent on a single factor but are instead the result of a combination of various elements influencing their preferences and needs. There may be additional factors not measured in this study—such as customer service quality, bank reputation, property location, or even macroeconomic conditions—that play a significant role in the customer decision-making process. Thus, although margin, payment flexibility, and application procedures each contribute to customer decisions, a deeper understanding of other potential influencing factors is essential to designing a more effective mortgage product.

In conclusion, this study provides valuable guidance for Bank BTN Syariah in formulating strategies to increase the appeal of their mortgage products. Focusing on offering competitive margins and simplifying application procedures can enhance customer satisfaction and attract more prospective customers. Meanwhile, understanding how payment flexibility is received by different customer segments can help address heteroscedasticity issues and refine this feature to better align with customer needs. These strategies can assist Bank BTN Syariah in optimizing their mortgage product and improving their position in the market more effectively.

CONCLUSION

The study results indicate that competitive margins, payment flexibility, and efficient application procedures are key factors that individually have a significant impact on customer decisions. Lower margins and simpler procedures significantly increase customer interest, while payment flexibility unexpectedly shows a negative influence. Additionally, this study identifies other factors outside the model that also affect customer decisions, highlighting the complexity involved in this decision-making process.

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