ABSTRACT

Banks particularly in Indonesia has now operated based on dual banking system which is Conventional Bank and Sharia Bank. Our country which has been known as the biggest moslem population in the world has the potential to grow more consumer Sharia Banking products as a mean to answer the needs of majority of moslem community.

The aim of this study is to find some uniqueness of Sharia aspects which are expected by consumer to be embedded into a Sharia Banking’s product. This study will analyze Sharia Banking Consumer perception attitudes toward Sharia funding product in Indonesia by using the sources of research data from a well known regional Sharia retail bank in Indonesia, Bank DKI Syariah which are keen to grow their funding business as much as possible.

It is a review on individual customer’s perception and expectation of a newly growth Sharia Banking trend in Indonesia that will provides comprehensive results of what aspect that Sharia Banks could consider to enhance their funding product development. With a relevant approach and methodologies this study will be useful to determine the suitable marketing strategy for Bank DKI Syariah, which subsequently can also answer the issue of what kind of funding products are more suitable for the Bank.

Along the way the outcome of this study will then can be used as general tools in reviewing the business model of any Sharia Bank in order to achieve their sustainable target of profitability and growth to boost their competitiveness in trying to win more market share.

It is always essentially important for the Bank’s management to know their Sharia Banking consumer perception and expectation as these will create a differentiator factors
between Conventional Bank and Sharia Bank products and services. The result how insignificant are determined to be useful for the Bank to gain insight of their consumer product expectation and life-style, in their effort to enhance the growth of their Sharia Banking business as well as to support the accelerations of their business in Indonesia.

Overall reviews from the thesis’s recommendation will be made based on the research outcome that has been clarified using the Bank’s actual business growth strategy as shown in their past financial performance, in line with some information gathered on the existing product plan. All evidences will then be constructed into some innovative value-creating proposition that might be useful for the Bank to define new business model and marketing strategy.

With this small research we just want to open up minds as to share some inspiring options that might change the traditional paradigm of Sharia Bank’s management to eventually make a breakout strategy that could answer the existing disadvantaged situation whereby Sharia Banks still couldn’t convince enough customers to put their money and switch their banking account from conventional Bank to Sharia Bank.

The project research’s output is expected to recommends Bank DKI Syariah as the subject of this study, to initiate any further research and review their strategic business plan by using this particular consumer perception result on the raised issues. The finding hopefully can eventually be utilized in forming new Sharia Banking product models that are more sustainable to support the industry trend to a leading position in the new economic era of Islamic finance in Indonesia.

*Key words: Consumer Expectation and Perception, Sharia Banking, Value Proposition, Innovation and Business model, Bank DKI Syariah*