



The Influence and Strategy of Ar-Rum Financing as Marketing in Improving Customer Micro Business at Pt. Pegadaian Syariah Unit Kejuruan Muda

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Received: July 19, 2024	Revised: July 21, 2024	Accepted: August 28, 2024	Online: August 28, 2024
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ABSTRACT

PT. Pegadaian Syariah is a system of guaranteeing debt with owned goods. Arrum Financing Products for Micro Businesses are a solution in getting additional business capital to develop their business. This study aims to analyze the influence of Arrum Financing and Marketing Strategy in Increasing Customer Micro Businesses at Pegadaian Syariah Vocational Unit Muda partially and simultaneously. The research method used is a quantitative method involving 86 respondents. Data collection through questionnaires, observations, and documentation were then analyzed using SPSS Version 25. The results of the study showed that partially Arrum Financing had a significant effect on Increasing Customer Micro Businesses with a sig value of $0.000 < \alpha 0.01$. Partially Marketing Strategy had a significant effect on Increasing Customer Micro Businesses with a sig value of $0.000 < \alpha 0.01$. Simultaneously, Arrum Financing and Marketing Strategy show that through the F test with a significant value of 0.000 which means it has a significant effect on Increasing Customer Micro Businesses.

Keywords: *The Influence And Strategy, Of Ar-Rum, Financing As Marketing*

Journal Homepage <https://journal.vpidathu.or.id/index.php/politicae>

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How to cite:

Amalia, K. (2024). The Influence and Strategy of Ar-Rum Financing as Marketing in Improving Customer Micro Business at Pt. Pegadaian Syariah Unit Kejuruan Muda. *Cognitionis Civitatis et Politicae*, 1(4), 221-229.
<https://doi.org/10.70177/politicae.v1i4.1332>

Published by: Yayasan Pendidikan Islam Daarut Thufulah

INTRODUCTION

PT. Pegadaian Syariah is a system of guaranteeing debt with owned goods. Arrum Financing Products for Micro Businesses are a solution in getting additional business capital to develop their business. This study aims to analyze the influence of Arrum Financing and Marketing Strategy in Increasing Customer Micro Businesses at Pegadaian Syariah Vocational Unit Muda partially and simultaneously. The research method used is a quantitative method involving 86 respondents. Data collection through questionnaires, observations, and documentation were then analyzed using SPSS Version 25. The results

of the study showed that partially Arrum Financing had a significant effect on Increasing Customer Micro Businesses with a sig value of $0.000 < \alpha 0.01$. Partially Marketing Strategy had a significant effect on Increasing Customer Micro Businesses with a sig value of $0.000 < \alpha 0.01$. Simultaneously, Arrum Financing and Marketing Strategy show that through the F test with a significant value of 0.000 which means it has a significant effect on Increasing Customer Micro Businesses.

RESEARCH METHODOLOGY

The research method used in this study is quantitative. This research is a type of research whose data is in the form of numbers and analysis using statistics, and Likert scale analysis, namely a form of questionnaire that reveals the attitudes of respondents in the form of answers (statements) and each answer has its own score (Alotaibi, 2020; Basuliman et al., 2023; Demir & Nihat, 2021; Haberehner et al., 2023; Han et al., 2022; Herwin & Dahalan, 2022; Kadwa & Alshenqeeti, 2020; Luisa Mir Pozo, 2003; Mahdi et al., 2022; Nurkhodri & Dafit, 2022; Oladrostam et al., 2022; Stockert et al., 2020). The author uses this type because he wants to find the influence of the variables in the research title, namely the influence of Ar-rum financing and marketing strategies in increasing micro-businesses of customers of PT. Pegadaian Syariah Unit Kejuruan Muda. Location This research was conducted at the Office of PT. Pegadaian Syariah Unit Kejuruan Muda which is located on Jalan Medan-Banda Aceh, Sungai Liput, Kejuruan Muda, Aceh Tamiang Regency, Aceh Province.

RESULT AND DISCUSSION

Definition of Marketing Strategy

Marketing strategy is a set of marketing tools used by companies to achieve their marketing goals. Marketing mix is a controlled variable implemented by the company to satisfy the target group. Environmental factors analyzed in the preparation of marketing strategies are market conditions or competition, technological developments, economic conditions, government regulations and policies, socio-cultural and political conditions.

Each factor related to the implementation of company functions, including finance/spending, marketing, environmental or external factors as described above, are factors that cannot be controlled by company leaders (uncontrollable factors). While internal factors in the company field are factors that can be controlled by company leaders in general and marketing leaders in particular (controllable factors) consisting of products, prices, distribution, promotions, and services. In the big Indonesian dictionary, it is stated that the term strategy is a science for using existing resources.

Basic Concept of Marketing Strategy

The basic concept of a marketing strategy is: Market segmentation is the separation of the market into groups of buyers according to certain types of products and which require their own marketing mix. Next, positioning is a statement of the identity of a product, service, company, institution, person or even country that can produce excellence in the minds of the people who want to be achieved. Market position is the image of a

product or service that consumers want to see. The key to market position is consumer perception of the product or service.

Micro, Small and Medium Enterprises (MSMEs)

Micro, Small and Medium Enterprises (MSMEs) are productive businesses or businesses run by individuals, groups, households, or small business entities that meet the standards as micro businesses. So, it can be concluded that MSMEs are businesses managed by people from the lower middle class. Based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises (MSMEs). The business world in Indonesia is divided into micro businesses, small businesses, medium businesses and large businesses. Micro businesses are definitively individual-owned businesses while large businesses are businesses that are larger than medium businesses.

Development of Micro, Small and Medium Enterprises (MSMEs)

The development of micro and small businesses is an activity that is able to expand employment opportunities and provide economic services widely to the community and play a role in the process of equalizing and increasing community income, encouraging economic growth and playing a role in realizing national stability. Micro, Small and Medium Enterprises (MSMEs) have an important role in the economy in Indonesia.

The Influence of Arrum Financing in Increasing Customer Micro Businesses

ARRUM financing products are one of the solutions for micro businesses to obtain additional business capital. With the ARRUM product offered by Pegadaian Syariah for micro and small entrepreneurs, it is hoped that loans can be assisted to increase business, as well as increase sales turnover and income. It is known that Arrum Financing has a significance level of 0.000. From the results of the t-test on the Arrum Financing variable, it states that the significance of the t-test is less than 0.01. Based on these results, Arrum Financing has a significant effect on the Development of Customer Micro Businesses.

The Influence of Marketing Strategy in Increasing Customer Micro Business

Marketing strategy is a comprehensive, integrated, and unified plan in the marketing field that provides guidelines on activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs, and distribution (Anggia & Nadya, 2022; Canaud et al., 2019; Enikolopov et al., 2020; Gastinger & Schmidtke, 2022; Gunawan & Khairunnisa, 2023; Hasanah & Faddad SZ, 2023; Lepenioti et al., 2020; Li et al., 2022; Malecki et al., 2021;). It is known that the Marketing Strategy variable has a significance level of 0.000. From the results of the t-test on the Marketing Strategy variable, it states that the significance of the t-test is less than 0.01. Based on these results, the Marketing Strategy has a significant effect on the Development of Customer Micro Businesses.

Vision and Mission of PT. Pegadaian Syariah

Vision can be interpreted as the goal of a company or institution regarding what must be done to achieve its goals in the future, while the mission is the goal and reason why the company was founded or created.

Pegadaian Vision

As an integrated business solution, especially based on pawnshops that always become a micro market leader based on fiduciary, it is always the best to support lower-middle class businesses.

Pegadaian Mission

Carrying out other efforts in an effort to optimize resources. Providing the fastest, easiest, safest financing and always providing guidance to lower-middle class micro businesses to encourage economic growth. Ensuring equal distribution of services and infrastructure that provide convenience and comfort throughout Pegadaian in preparing to become a regional player and remain the main choice of the community.

Multiple Linear Regression Testing

This analysis aims to determine the direction of the relationship between independent and dependent variables to predict the value of the dependent variable if the value of the independent variable increases or decreases. The results of the multiple linear regression test in this study can be seen in the following table:

Table 1. Multiple Linear Regression Test Coefficients^a

Mode	Unstandardized Coefficients Beta	Standard Error	Standardized Coefficients Beta	T	Sig
Constant	2.340	1.761		1.328	.188
Arrumm Financing	.294	.078	.337	3.757	.000
Marketing Strategy	.488	.094	.465	5.189	.000

From the SPSS output results above, it can be concluded that the results of multiple linear regression of 2 independent variables (X) against 1 dependent variable (Y) are as follows:

$$Y = 2.340 + 0.337 X_1 + 0.465 X_2 + e$$

A constant of 2.340 means that there is no influence of Arrum Financing and Marketing Strategy in Increasing Micro Customer Businesses, so the value of Increasing Micro Customer Businesses is 2.340. The Arrum Financing variable has a value of 0.337, which means that if there is an increase in the Arrum Financing variable unit, the Micro Customer Business will increase by 33.7%.

The Marketing Strategy variable has a value of 0.465, meaning that if there is an increase in the Marketing Strategy variable unit, the Micro Customer Business will increase by 46.5%. The marketing mix is a combination of variables or activities that are the core of the marketing system. Or in other words, the marketing mix is a collection of variables that companies can use to influence consumer responses Resources to implement certain policies. In general, the definition of strategy is a way to achieve long-term goals. Strategy in business can be in the form of geographic needs, diversification, acquisition, product development, market penetration, employee rationalization, divestment, liquidation and joint venture.

Financing Contract

Arrum products have two contracts in transactions that are used as *ijab* and *Kabul*, namely *rahn* and *ijarah* contracts. In general, the operational mechanism of *rahn* and *ijarah* contracts in *arum* products is described in the formulation below (Aryadiningrat et al., 2023; Casaló et al., 2020a; Falade et al., 2022; GÜMÜŞTAŞ & BİRANT, 2022; Hernawati & Mulyani, 2023; Jones & Schreier, 2023; Jun et al., 2022; Lagemann et al., 2024; Li et al., 2022; Man et al., 2022; Nightingale et al., 2022; Pernantah et al., 2021; Pratiwi, 2022). Through the *rahn* contract, the customer hands over movable goods and then the pawnshop stores and maintains them in a place provided by the pawnshop. The *ijarah* contract is a contract for the transfer of usufructuary rights to goods or services through payment of rent without being followed by the transfer of ownership of the goods themselves. Through this contract, it is possible for the pawnshop to collect rent for the storage of movable goods belonging to customers who have made the contract.

Arrum Financing Indicators

The following is an explanation of the Arrum Financing indicators, namely Trust is a person's willingness to rely on another party involved in the exchange because he has confidence in the other party. Contract (Agreement). A contract is a contract or agreement made between a financial institution and the customer/partner. Risk Every fund channeled/invested by a financial institution always contains the risk of not returning the funds. Financing risk is the possibility of loss that will arise because the funds channeled cannot be returned. Time Period Is the period of time required by the customer to repay the financing that has been provided by the financial institution. Remuneration is funds channeled by a financial institution, so the customer pays a certain amount according to the agreement agreed between the financial institution and the customer.

CONCLUSION

Based on data analysis and discussion on the influence of Arrum Financing and Marketing Strategy in Increasing Micro Business of Customers of PT. Pegadaian Syariah Unit Kejuruan Muda, the following conclusions can be drawn: Partially, Arrum Financing has a significant effect in Increasing Micro Business of Customers with a sig value of $0.000 < \alpha (0.01)$, which means that hypothesis H1 is accepted. Partially, Marketing Strategy has a significant effect in Increasing Micro Business of Customers with a sig value of $0.000 < \alpha (0.01)$, which means that H2 is accepted. Simultaneously, Arrum Financing and Marketing Strategy show that through the F test (Simultaneous Test) with a significant value of $0.000 < 0.01$, then according to the basis for decision making in the F test, it can be concluded that hypothesis H3 is accepted and H0 is rejected. This means that Arrum Financing and Marketing Strategy simultaneously have a significant effect in Increasing Micro Business of Customers.

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