

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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ABSTRACT

Background. PT. Pegadaian Syariah offers Arrum Financing products as a solution to help micro business actors get additional business capital. This product is expected to help the development of micro businesses, especially with the support of effective marketing strategies. Increasing micro businesses is one of the main goals in providing easy access to capital and in accordance with sharia principles, which is expected to have an impact on the growth of Sharia Pawnshop customers.

Purpose. This study aims to analyze the influence of Arrum financing and marketing strategies on the increase of micro business customers in PT. Sharia Pawnshops of Young Business Units, both partially and simultaneously.

Method. This study used a quantitative method involving 86 respondents. Data collection is carried out through questionnaires, observations, and documentation. The collected data was analyzed using SPSS version 25 software. The statistical tests carried out include partial tests (t-test) and simultaneous tests (F-test) to assess the influence of each variable.

Results. The results of the study show that partially, Arrum Financing has a significant influence on the increase in customer micro businesses with a significance value of $0.000 < \alpha 0.01$. In addition, marketing strategy also has a significant influence on the increase in micro businesses with a significance value of $0.000 < \alpha 0.01$. Simultaneously, Arrum financing and marketing strategy, based on the F test, showed a significant influence on the increase in micro enterprises with a significance value of 0.000.

Conclusion. Arrum financing and marketing strategies partially and simultaneously have a significant influence on the increase in customer micro businesses in PT. Sharia Pawnshop. This shows that both financing and marketing strategies play an important role in supporting the development of micro businesses in the institution.

KEYWORDS Ar-Rum Financing, Micro Business Marketing, Sharia Pawnshop

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INTRODUCTION

Pegadaian in Indonesia was initially established on April 1, 1901 during the Dutch East Indies government. In its journey from time to time, Pegadaian has changed its status several times, namely as a State Company (PN) since January 1, 1961, then based on PP. No. 7/1969 it changed to a Service Company (PERJAN), then based on PP. No. 10/1990 which was updated with PP. No. 103/2000 then changed to a Public Company (PERUM). Until in 2011,



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based on Government Regulation of the Republic of Indonesia Number 51 of 2011 dated December 13, 2011, the legal form of the pawnshop changed to a Limited Liability Company (Ervina & Wahab, 2019).

Pegadaian Syariah continues to develop products owned by Pegadaian in the form of financial services which are needed by the community. One of them is the Arrum product which is intended for financing micro and small businesses for the needs of developing a business with an

installment repayment system and using a motorcycle BPKB or car BPKB guarantee, where the pawned vehicle remains with its owner so that customers find it easier to run the business being run and without any difficult requirements. The requirements are: KTP (Husband and Wife), Photocopy of Electricity Bill for the last 3 months and Water, Photocopy of Vehicle BPKB and STNK and Business Certificate from all places (the pawned vehicle must be in your own name, if not your own name then there must be a power of attorney from the vehicle owner). Arrum Financing

Products for micro businesses are a solution for micro or small businesses in getting additional business capital, in order to develop a business that is being pioneered. And this Arrum product does not burden its customers. Arrum products are present in accordance with the nature of the needs of small traders who need easy and fast sources of financing. Easy here means without any requirements that make it difficult for customers, fast disbursement of funds without having to wait for a long time, and the process used is quite flexible by using sharia principles which can be reassuring because it is free of usury (Novriansyah, 2019).

The development of business in this global era is increasing, marked by increasing competitive business competition. Companies will make various efforts to face competition that is getting tighter every day. Especially for entrepreneurs who are faced with increasingly tight developments in information technology. The tougher the business competition, the shorter the life cycle of goods and services offered, and the increasing demands of consumer tastes for the products and services offered. PT. Pegadaian Syariah Unit Kejuruan Muda provides loans to the wider community to participate in the success of government programs in an effort to improve the welfare of the lower middle economic class through one of the financing products provided to Micro, Small and Medium Enterprises (MSMEs) the name of this product is Ar-Rahn for Micro Enterprises (Ar-Rum BPKB).

The Arrum product here is financing that uses two contracts, namely the rahn contract and also the ijarah contract. What is meant by the rahn contract here is that the customer provides movable goods, then Pegadaian Syariah stores and maintains them in a place that has been provided. While the ijarah contract is a contract for the transfer of rights to use goods and services through wage or lease financing without being followed by the transfer of ownership of the goods. Micro, Small and Medium Enterprises (MSMEs) are one of the sectors that were able to survive during the economic crisis in 1998, when dozens of large companies went bankrupt. Where MSMEs play an important role in the economic milestones in Indonesia. MSMEs are unable to manage their businesses well due to several factors, one of which is the marketing aspect, actors have limited access to market information so that product marketing is less competitive in the global market. This needs to get attention from all parties so that MSMEs are able to survive in the face of global competition, considering that MSMEs are able to save the economy from the economic crisis (Ivanka Mira Nur Aini & M. Ruslianor Maika, 2022).

The country through micro businesses where micro businesses can employ many workers so that they can reduce the unemployment rate in Indonesia. Micro, Small and Medium Enterprises

(MSMEs) can make a big contribution to state revenue. Where MSMEs emerge through their role as the largest business actors in determining the workforce so that they can reduce and also increase economic growth. The role of MSMEs in the economy in Indonesia has a significant contribution to the formation of Gross Domestic Product (GDP). MSMEs must continue to develop in order to equalize the economy and welfare for the entire community. The existence of this business contribution cannot be separated from the problems faced in its marketing. The activities of the Small and Medium Enterprises (MSMEs) sector do not always run smoothly, there are several obstacles that hinder the economic growth of MSMEs and can even cause MSMEs to go bankrupt. The main obstacle faced by MSMEs is the problem of capital. The MSME sector in Indonesia has not received good access to banking financing, banks are only able to distribute around 60 to 70%. Based on the description above, it encourages the author to conduct research with the title (Paranggi & Setiyowati, 2023) “ the influence and strategy of ar-rum financing as marketing in improving customer micro business at pt. pegadaian syariah unit kejuruan muda”

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. 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 (Cherniaieva, 2021).

RESULTS 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 (Hsb & Hasibuan, 2019).

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 (Yunara, 2019).

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 (Praxis, 2022).

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. 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 (Ningrum & Widyaningsih, 2023).

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:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.340	1.761		1.328	.188
	Pembiayaan Arrum	.294	.078	.337	3.757	.000
	Strategi Pemasaran	.488	.094	.465	5.189	.000

Table 1. Multiple Linear Regression Test Coefficientsa

Dependent Variable: Increasing Micro, Small and Medium Enterprises.

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% (Jatmiko, 2022).

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. 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 (Pangaila et al., 2020).

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.

AUTHORS' CONTRIBUTION

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

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