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## Strategy Innovation of Hajj Savings Product: an Effort to Maintain Customer Loyalty at BMT Fauzan Aziima Parepare

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### Abstract

The purpose of this research is to describe the product innovation strategy for Hajj savings at BMT Fauzan Aziima and efforts to maintain customer loyalty. The type of research used is a field study conducted directly at BMT Fauzan Aziima, Parepare city. This research is a qualitative research that describes the research results from the data obtained. The data source used is primary data obtained directly and supplemented with secondary data that supports the research. Data collection techniques used were interviews with institutions and interviews with customers, as well as data from the literature. The data analysis technique used in this study is descriptive qualitative, which describes the strategies undertaken by BMT Fauzan Aziima in innovating hajj savings products and efforts to maintain customer loyalty. The results of this study show BMT Fauzan Aziima's product innovation, namely the Hajj Savings Product. BMT Fauzan Aziima didn't just sit there. BMT Fauzan Aziima uses a strategy, namely by visiting prospective customers directly, such as going directly to the field to promote products to each prospective customer. Increased loyalty of hajj customers at BMT Fauzan Aziima Parepare City This can be proven by the increase in customers from 2015 to 2017 of 18.06%. By innovating products will increase public interest in saving at BMT. Product innovation as an effort to attract more customers and become a differentiator from conventional products.

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### Introduction

Recently, there have been many financial institutions, both banks, and non-banks, that are formal in nature and operate in rural areas. Generally unable to reach the strata of society from the lower middle class. As a result, loan sharks emerged by applying very high-interest rates in their operations. In addition, the community also requires good and safe financial services according to Sharia principles and fosters public interest in investing excess funds from their needs. To overcome phenomena like this, it is necessary to have financial institutions that are able to be

a middle way and provide solutions in transactions of people's economic activities that are free of interest (*usury*). (Karim, 2008)

The growth of sharia microfinance institutions, several components in BPRS grew above 10 percent. Financing growth grew by 17.1 percent. The remaining operating results amounted to 403.5 percent. The role of Islamic financial institutions in achieving SGDs increases income and community efforts to bring prosperity. Through access to finance, both in the form of providing easy access to capital and the introduction of investment products, people can increase their income. (Trimulato and Nuringsih, 2019) The pattern of financial technology (fintech) is very good for the development of sharia micro-financial institutions such as BMT and BPRS. All existing fintech forms can be applied, such as crowdfunding, peer-to-peer, payment, and BMT and BPRS can serve as an intermediary for people who want to invest in sharia-compliant instruments/businesses. (Trimulato, 2019)

Based on achieving mutual benefit, the Baitul Mal Wat Tamwil (BMT) was born, namely an integrated independent business center whose contents are bayt al-mal wa al-tamwil with activities to develop productive businesses and invest in improving the quality of economic activities of the middle to lower class society. by among others encouraging saving activities by supporting the financing of economic activities. (Soemitra, 2009)

In general, the contracts that underlie the validity of savings at BMT are wadi'ah contracts and mudharabah contracts based on Fatwa of the National Syariah Council No. 02/DSN-MUI/IV/2000 and No.3/DSN-MUI/IV/2000 dated 01 April 2000. Wadi'ah deposits are funds deposited that can be withdrawn at any time by their owners or members by issuing some sort of securities, transferor bookkeeping or transfer and other orders. And the wadi'ah contract consists of wadi'ah Amanah and wadi'ah Yad Amanah. Meanwhile, mudarabah deposits are deposits from the owner of the funds, which can be withdrawn according to a pre-agreed agreement. Mudharabah savings are based on an agreed ratio. The types of mudharabah deposits can be developed into various variations, for example mudharabah savings, qurban savings, education savings, walimah savings, hajj savings, aqiqah savings, holiday savings. (Mannan, 2012)

Product innovation is needed in BMT to attract customers. Currently, the products offered to the public are relatively fixed, and sometimes BMTs are not able to capture economic and business trends in the community. This arises from various reasons. First, there is concern that it is not in accordance with sharia. Second, understand BMT products just as they exist. The freedom to innovate products that comply with sharia requires BMT's efforts to continue to exist in society. Therefore, it is necessary to develop a strategy so that the BMT can develop, namely: a. improve the quality of human resources through training, b. understand the business strategy of sharia business aspects, c. expanding the

network of cooperation between BMTs and other sharia financial institutions that have the same vision and mission in running the economy according to sharia, d. supervision is carried out in BMT operations to determine the level of health of BMT, e. sharia-based product innovation, f. support from community leaders/religious leaders in socializing the existence of BMT. (Al Arif, 2011)

Marketing strategy is a fundamental tool planned to achieve banking goals by developing a sustainable competitive advantage through the markets entered and marketing programs used to serve these target markets. In marketing a product or service produced by a company, it must first determine who will be the target market, then followed by developing a strategy for determining a competitive position with other companies that have decided on the same market as their target market. (Syaifudin, 2020; Syarif et al, 2022)

Islamic financial institutions in Indonesia are widespread, ranging from Islamic banks, Islamic cooperatives, Islamic mutual funds, Islamic capital markets, Islamic pawnshops, and so on. At this Islamic financial institution, all contracts used are in accordance with Islamic economic principles which are mutually beneficial. The savings products consist of general sharia savings, al-aroma in haj savings, al-Hashanah umrah savings, Eid al-Fitr savings, qurban savings, student care institution savings, mudharabah term savings, and plus term mudharabah savings. Based on an analysis of Islamic law, the practice of mudharabah at BMT Sidogiri has fulfilled the pillars and conditions of mudharabah. (Ayu et al., 2019)

Baitul Maal Wat Tamwil (BMT) is an economic institution whose journey is based on sharia principles and cooperative principles. in its implementation, many people use BMT services in the form of savings and the savings are Hajj and Umrah savings, Tamara Savings, Zakat Savings, Qurban Savings, and Education Savings for students and female students. The conclusion is that it is hoped that people who want to save or borrow funds for their business are better off using the services of BMT. (Muktadin & Muhammad Dwi Julianggara, 2021)

Several innovative strategies carried out by BMT in empowering micro businesses can be carried out: 1). Increase the distribution of productive financing such as easyarabah financing or musyarakah financing, 2). Providing assistance, counseling and supervision of micro-enterprises, 3). Carrying out development of the knowledge and skills development of micro-entrepreneurs, 4) innovating products according to the needs of the community, 5) improving services to the community or micro-entrepreneurs, and 6) eliminating the dependence of members or micro-entrepreneurs on moneylenders. (Mardayulis, 2015)

BMTs generally carry out various ways to attract and make people interested in securing money in their respective BMTs, one of the many efforts being made is through service and product innovation. Product innovation or service innovation is generally held by every institution and organization including BMT as a way to increase or retain customers. In a BMT, innovation is one of many

methods that can increase people's interest in saving or retain customers to keep saving. Factors that trigger customer interest to be willing to save at BMT are not only from product innovation, but from other factors as well. But in fact what BMT is generally doing today is innovating in terms of products and services. (Firdaus, 2017)

Hajj Savings is a form of savings product offered by banks, besides aiming to raise funds from the public it is also intended to make it easier for people who wish to perform the pilgrimage but do not yet have enough money to pay for the Hajj Organizing Fee (BPIH). Namely by setting aside their income for savings or depositing it in a bank in the form of a Hajj Savings account. Here the factor with the highest percentage of influence is the religiosity factor with an influence of 36.7%. Meanwhile, the factor with the lowest percentage of influence is the location factor with an influence of 10.6%. (Irfani et al., 2020)

BMT Fauzan Azhiima as a sharia microfinance institution located in the city of Parepare, South Sulawesi, in carrying out marketing strategies, especially savings products, can provide the best service and is also able to maintain customer trust. The marketing strategy used is the marketing mix so as to increase the amount of customer deposits. (Anggriani, 2020)

Hajj savings are savings for members who plan to perform the pilgrimage. These deposits are managed using the principle of mudharabah mutlaqah. Mudharabah mutlaqah contract, in which the fund manager is fully authorized to channel the funds to any business that is expected to be profitable without being bound by time, place, type, company and customer. This type of contract is applied to savings and time deposits. (Karim, 2008)

Hajj is a sacred activity whose implementation is required by Allah SWT for Muslims who have achieved istitho'ah (capable). It is called a holy activity because the series of activities is worship. Hajj is also referred to as the peak of worship which symbolizes obedience and total surrender both physically, materially and spiritually. Hajj is an activity of visiting the Baitullah (kabbah) to perform the pilgrimage in a certain way, place, time or period. The purpose of this particular method is ikhram, standing at Arafah, tawaf and sa'i. (Dirjen Bimas, 1998)

To develop these products, customer loyalty also needs to be obtained because a loyal person will be a very valuable asset for the organization. Loyal customers have a low tendency to switch products, and will continue to use them. With the loyalty of customers, it is very profitable for the company, this is intended so that its products are still in demand by the community and make the company continue to run as expected. Without customer loyalty, the company will fail. Marketers or entrepreneurs must know this customer loyalty, maybe even have to continue to increase customer loyalty by providing the latest innovations. If these marketers or entrepreneurs know about the loyalty of their customers, then they

can easily apply the right business strategy in order to be more satisfying and maintain loyalty. (Hapsari, 2015)

BMT Fauzan Azhiima's product innovation is a haj savings product from a service perspective. BMT Fauzan Azhiima didn't just sit there. BMT Fauzan Azhiima uses a strategy, namely by visiting prospective customers directly, such as going directly to the field to promote products to each prospective customer from house to house with the main target being the market (traders) and the target community in the lower economic class. With innovation, the level of customer loyalty continues to increase by 18.06%.

With the support of loyal customers, BMT is expected not only to be able to actively select and reach potential customers, but also to face increasing market share competition. Loyalty is an important aspect of marketing, so to achieve customer loyalty, companies must be able to integrate marketing strategies in order to achieve *superior value*. (Hapsari, 2015)

Hajj savings products are funds entrusted by members, prospective members, BMTs and or their members to BMTs in the form of savings and time deposits. The savings products at BMT Fauzan Aziima are mudharabah savings, qurban savings, education savings, walimah savings, aqiqah savings, holiday savings. Currently, the product that BMT Fauzan Aziima innovates is Hajj savings. Hajj savings are BPIH (Hajj Travel Expenses) savings, where this deposit can be in the form of an individual or group, withdrawals can be made at the time of Hajj registration and can be used as collateral for financing. (Hale, 2018)

BMT requires strategic planning in order to retain its customers in the midst of financial institution competition. The purpose of this study is to determine the savings product innovation strategy in an effort to maintain customer loyalty at BMT Fauzan Aziimah, Parepare City. To find out customer loyalty for hajj savings at BMT Fauzan Azhiima Parepare City.

Product innovation strategy is a duty and responsibility for a company, both companies engaged in services and trade. Product innovation is aimed by the company so that customers remain loyal to the products offered, besides that product innovation is also aimed at increasing the company's competitive advantage. (Hidayat, 2011) Strategy is the result of setting direction to management in terms of people about the resources in the business on how to identify the conditions that provide the best advantage to help win the market competition. (Dirgantoro, 2001)

Product innovation is the result of new product development by a company or industry, either existing or not, or something that can be seen as a functional product advancement that can bring the product one step ahead compared to competing products. Schumpeter (1934) defines innovation as the process of making a commercial product from copyright. The definition of a product in this case includes goods and services. If the product has an advantage that is seen as

added value for consumers. The development of new products and their more effective strategies often determines the success and survival of a company, but this is not an easy job. New product development requires effort, time, and ability including the high risk and cost of failure. (Dewi, 2006)

Customer loyalty actually comes from brand loyalty which reflects customer loyalty to a particular brand. Customer loyalty is a behavior related to a product, including the possibility of renewing brand contracts in the future, how likely customers are to change their support for the brand, and how much the customer wants to increase the positive image of a product. If the product is not able to satisfy the customer, then they will react by way of exit (the customer states to stop buying the brand or product) and voice (the customer expresses direct dissatisfaction with the company). (Aryani, 2008)

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## **Method**

This research is a field study conducted at BMT Fauzan Aziima, City of Parepare. The type of research used in this research is a combination of field research and library research and uses a qualitative descriptive method. The descriptive method is a study that shows actual problems by compiling, analyzing, and interpreting all data related to this writing and looking for answers fundamentally or observing the reasons and causes for the phenomenon being investigated. (Kuncoro, 2003)

A qualitative approach is a research procedure that produces descriptive data in the form of written or spoken words from people and observed behavior. So the descriptive qualitative method is a research method that examines a condition, a thought, or an event at the present time, which aims to make a descriptive, systematic, factual, and accurate description or painting of facts and characteristics obtained at BMT Fauzan Aziima and described scientifically (as is) and it is hoped that researchers will get accurate and accountable data. (Nazir, 2003)

Data sources are divided into two, namely primary data and secondary data. Primary data is research data obtained by researchers directly from the original source or without intermediaries, while secondary data is research data obtained indirectly through intermediary media or obtained and recorded by other people. (Wardah and Halik, 2014) The data source used in this study is primary data obtained directly through direct interviews with those who handle hajj savings at

BMT Fauzan Aziima. then also use secondary data from several sources that are relevant to the research theme.

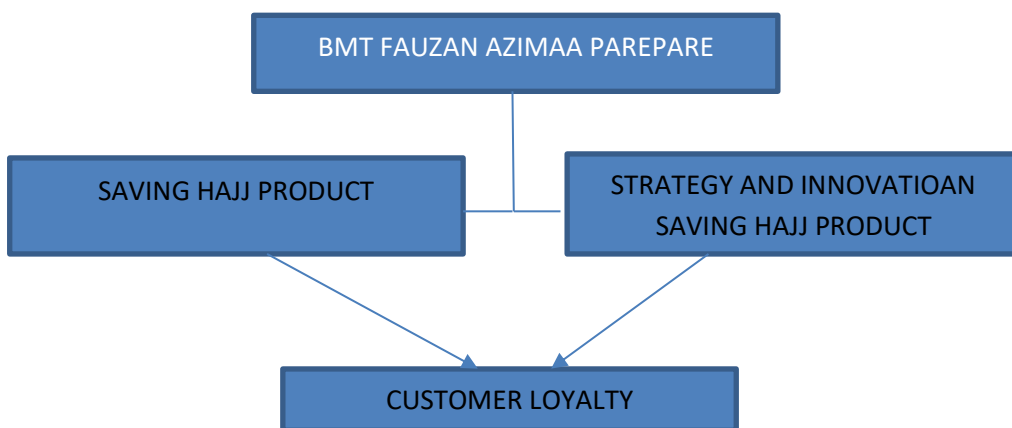
Data collection techniques are a process of procuring data for research purposes. Data collection is a very important step in scientific research because in general the data that has been collected will be used as a reference in research. (Nazir, 2003) Data collection techniques of this research are interviews, documentation, and literature study.

Library research is carried out by examining and studying and using books, fiqh books, journals, documents, brochures, articles, newspapers and websites related to the object of research. The books studied by researchers are books on Islamic Banking, Banking Management, Bank Marketing and other books.

An interview is a way of collecting data by asking systematic questions with the help of a list of questions. Collection of data with unilateral question and answer which is done systematically and based on practical objectives with Managers and customers at BMT Fauzan Aziima Parepare City.

Observation, the research method is to conduct direct observation and systematic recording of phenomena during practice. Through observation and recording of the symptoms investigated. Observations were carried out for three days with the aim of knowing the conditions that occurred in the field.

The analysis used in this study is qualitative analysis, where the stages are data reduction, referring to the process of selecting, focusing, simplifying, abstracting, and transforming raw data that occurs in sharpening, selecting, focusing, discarding, and compiling data in a way where conclusions are drawn. can be described and verified.



## Result and Discussion

### The Strategy of Product Innovation for Hajj Savings at BMT Fauzan Azhiima, City of Parepare

There Islamic Microfinance Institutions or Islamic Microfinance Institutions are Financial institutions that operate with due observance of principles and values of Islamic economics. One of the Islamic economic values that must exist in the institution of Islamic finance is trust. Because an institution that receives trust from

its members or customers to manage and store the funds (money) they have so that it can be maintained and utilized as best as possible for the benefit of the community. In Islamic financial activities, all transactions that occur must be carried out based on Sharia principles (Fauzi et al, 2022). The principle of sharia is a principle of Islamic law in banking and financial activities based on a fatwa issued by an institution that has the authority to issue fatwas in the field of sharia. adhered to Sharia principles by Islamic financial institutions based on the values of justice, expediency, balance, and universality. BMT, which at that time was a unique structure in the Islamic finance industry the world, had already gained popularity in Indonesia when Bank Muamalat began operations in 1992. Although still in its infancy, this micro-institution is primarily involved in the distribution of Zakat, Infak, and Alms. In 1995, BMTs began to increase their role in empowering the rural economy by providing savings and financial services to the community. Since then, the number of BMTs has continued to grow and plays an important role in building Islamic finance in Indonesia at the grassroots level, and has become a benchmark for the development of financial institutions. Micro Islam or Islamic Micro Finance Institutions (IMFI) around the world. (Latifah, 2020)

There is a strong relationship between product innovation and the development of BMT Fauzan Azhiima. That is, the more innovative the product is, the faster it will develop. Thus, weak product innovation will have an impact on slow development. Weak product innovation must be overcome immediately so that the acceleration of BMT development is faster. Product innovation is needed so that BMT can be more optimal in taking advantage of global phenomena. Because of that, it must carry out extraordinary accelerated initiatives in market development and product development. BMT Fauzan Azhiima does not seem to want to be outdone by other Islamic financial institutions in terms of product innovation. The reason is also obliged to provide the best and easy service for its customers. In addition, the current tight competition makes BMT Fauzan Azhiima have to be able to create the right products with simple sizes (easy to market, manage, and implement according to sharia principles). (Interview, 2018)

In addition, BMT Fauzan Azhiima's product innovations are very effective in the eyes of the public, such as products for raising funds. In raising funds, BMT gives freedom to its customers to deposit their money in the form of various types of existing savings so that BMT customers feel happy with the choice of existing products because they can adapt to their goals for saving. According to Ahmad Hale the Manager of BMT Fauzan Azhiima, in carrying out its activities, BMT Fauzan Azhiima does not just stay in place. BMT Fauzan Azhiima's product innovation strategy begins with the initial steps, namely by observing and identifying the problem needs of customers and prospective customers. BMT Fauzan Azhiima chose the market as its main target, targeting people from the lower economic class. When this step has been realized, product innovation was carried out. (Interview, 2018)



The strategy implemented by BMT Fauzan Azhiima is quite good. Given the things that need to be known first in innovating products so that they remain in demand, namely by making observations in the field. Ahmad Hale revealed that the innovative product offered by BMT Fauzan Azhiima is a haj savings product from a service perspective. Namely by providing convenience in using Hajj savings products. Hajj Savings is savings for members who plan to perform the pilgrimage. These deposits are managed using the principle of mudharabah mutlaqah. Mudharabah mutlaqah contract, in which the fund manager is fully authorized to channel the funds to any business that is expected to be profitable without being bound by time, place, type, company and customer. This type of contract is applied to savings and time deposits. (Interview, 2018)

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The innovation provided by BMT Fauzan Azhiima in terms of service is quite good because the service here functions as an intermediary between the customer and the BMT to save their funds and is expected to be able to increase customer loyalty to save their money at BMT Fauzan Azhiima. In addition, there are several reasons why BMT Fauzan Azhiima innovates hajj savings products, namely; 1) To retain customers who have been using Hajj savings products for a long time and to attract new customers. 2) The increasing number of people performing the pilgrimage every year. 3) Provide facilities to customers or prospective customers in using Hajj savings products to avoid usury. In marketing its products, BMT Fauzan Azhiima uses the 4P marketing mix, namely Place, Product, Price and Promotion. The reason for using 4P is because BMT Fauzan Azhiima Parepare City still applies the old method and is still in the development or growth stage for better progress. In addition, the use of a strategy that is slightly more effective and easy to understand so as not to complicate BMT Fauzan Azhiima Parepare City. Explanation of the 4P marketing mix. (Interview, 2018)

The implementation of the marketing strategy has gone well, because many people are familiar with savings products through brochures and outreach to the field. Customers here are also satisfied with the services provided by BMT employees. But there are also those who still lack confidence in the savings products at BMT. It can be said that not all people accept the implementation of the strategy implemented by BMT Fauzan Azhiima. (Anggriani, 2020)

Arif Hidayat in his research on "BMT Product Innovation Strategies in Increasing Competitive Advantage". This research reveals that one of the ways in which BMT Al-fath develops its products is by developing existing products, such as products in the form of savings, namely amanah savings, wadiah savings, education savings, marriage savings, savings Hajj, and Eid savings. Not only in savings products, BMT Al-fath develops its products in the field of channeling funds such as BMT Al-fath financing, it also divides into several groups such as mudharabah financing, musyarakah financing, murabahah financing, and ijarah financing. (Hidayat, 2011)

Dina Uliana in her research on "The Influence of Product Innovation on Purchase Intention". Department of Business Administration Specializing in Marketing Depok (University of Indonesia). This study states that of the three dimensions of product innovation, only the dimensions of innovation attributes have a direct and positive effect on purchase intention, while the dimensions of innovation attributes have aspects that are taken into consideration in adopting an innovation which are then referred to as considerations for determining ease of use. whether or not an innovation in a product that is produced can further influence consumers to buy the product offered. (Uliana, 2015)

#### **Customer Loyalty at BMT Fauzan Azhiima Parepare City**

Since the establishment of BMT Fauzan Azhiima in 1997, hajj savings have been operating even though not many people are interested in becoming haj savings customers. But along with the development of BMT Fauzan Azhiima, from year to year the number of hajj savings customers is also increasing. Even though Hajj savings products are still less attractive to the public than other products.

**Table 1**  
**Growth in the Number of Hajj Savings Customers at BMT Fauzan Azhiima, Parepare City**

Type of Deposit	Number of Customers			Portion (%)
	2015	2016	2017	
<b>Mudharabah</b>	2500	2750	3000	9,1%
<b>Qurban</b>	100	115	180	57%
<b>Pendidikan</b>	350	417	500	20%
<b>Haji</b>	65	72	85	18,06%
<b>Walimah</b>	10	12	14	16,7%
<b>Aqiqah</b>	4	5	6	20%
<b>Hari raya</b>	<b>9</b>	<b>12</b>	<b>13</b>	<b>8,33%</b>

**Data source: BMT Fauzan Azhiima**

Based on the table, the growth in the number of hajj savings customers from 2015 to 2017 continued to increase and the portion reached 18.06% of total deposits. With this increase, it indicates that many people have used a lot of Hajj savings products at BMT Fauzan Azhiima.

Customer Fatmawati said that the location is strategic and not burdensome in terms of installments, making BMT an institution that is trusted to meet the needs of haj savings customers, especially for themselves. Apart from its strategic location, BMT Fauzan Azhiima also provides convenience for customers because it does not set rates for depositing funds. So that customers remain loyal to the product.

Based on Fatmawati's statement, the researcher also asked Mrs. Mahlia the same thing that one of the reasons she saved money at the cooperative was because almost all of its employees were Islamic boarding school graduates, of course they would understand more about Islamic law. (Interview Customer, 2018)

BMT Fauzan Azhiima prefers employees from Islamic boarding school graduates, of course they are more knowledgeable about Islamic law. It is also intended that customers do not need to hesitate to save their funds.

Meanwhile, Mrs. Tuti gave her answer regarding the reason for using the Hajj savings product at BMT Fauzan Azhiima because she no longer needed to go to BMT Fauzan Azhiima to deposit her savings, because the BMT employees themselves went down to pick up the straw at the selling point. (Customer, 2018)

One of the advantages of saving at BMT Fauzan Azhiima is that apart from increasing customer interest, it is also necessary to retain exciting customers or customers who have previously worked with BMT Fauzan Azhiima. Without loyalty from old customers, the number of customers for a product will not grow rapidly. Various efforts are needed so that the trust that the old customer has in BMT Fauzan Azhiima, Parepare City, does not disappear. So, in addition to prioritizing new customers, it is also necessary to retain old customers.

Customer loyalty is an encouragement of behavior to make purchases repeatedly to build customer loyalty to a product/service produced by the business entity that takes a long time. Through a process of repeated purchases, a customer is said to be loyal or loyal if the customer shows buying behavior. regularly or there is a condition where the customer is required to buy at least twice in a certain time interval. Efforts to provide customer satisfaction are carried out to influence customer attitudes, while the concept of customer loyalty has more to do with customer behavior than customer attitudes. (Mannan, 2012)

The Sharia Marketing Strategy has had a significant impact on increasing the number of iB BTN KCPS Tangerang Hajj and Umrah Savings customers considering that there has been a decrease in the number of BTN KCPS Hajj savings customers during the 2017-2019 period. However, there was an increase in the number of customers in 2020, although not too big. The Sharia Marketing Strategy carried out by BTN KCPS in increasing the number of iB Hajj & Umrah Savings customers refers to the Marketing Mix concept (Product, Price, Place, Promotion, People, Process, Physical Evidence) in terms of Sharia Marketing Characteristics (Theistic, Ethical, Realistic, Humanistic). The Sharia Marketing

Strategy carried out by BTN KCPS can increase the number of iB Hajj & Umrah Savings customers by 27% from the previous 43 customers in 2019 to 55 customers in 2020. (Rachman & Syariah, 2022)

The product marketing strategy for Hajj Savings in its marketing strategy uses a marketing mix strategy which is often abbreviated as 4P which includes price, product, promotion, and place. PT. Bank Sumut Syariah KCP Marelana Raya provides good facilities to its customers, such as a light initial deposit of Rp. 100,000 and administration fees are free and also free account closing fees. In marketing Hajj savings products, the problems faced are that the competition is getting stronger, the lack of competent human resources, especially in the marketing department, and inadequate facilities such as a lack of ATMs. (Santi Arafah, 2020) Service Quality Has a positive and significant impact on customer satisfaction in Savings Hajj at PT. Bank Sumut Syariah KCP Marelana Raya. The City of Medan. (Paramitha & Arafah, 2020) Hajj and Umrah savings are a combination of Hajj and Umrah savings where customers save as they please and when their savings reach Rp. 25,000,000 then the customer will get the hajj portion. The advantage of the Hajj and Umrah savings products owned by Bank Muamalat is an online savings system with the integrated Hajj computerized system (SISKOHAT) owned by the Ministry of Religion. In this way, customers have certainty about the haj pilgrimage departure quota. Factors that influence the increased interest of customers who have decided to open a Hajj and Umrah savings account are promotion and trust. (Jannah, 2022)

Fivi Handayani in her research on "The Influence of Service Quality on Product Customer Loyalty at BMT Ar Rahman". The focus of this research is the condition of the service quality elements (tangibles, reliability, responsiveness and assurance) felt by customers of savings products on the influence of customer loyalty on savings products. The analytical technique used is descriptive analysis to describe the quality independent variables consisting of physical evidence (X1), reliability (X2), responsiveness (X3) and the related variable is customer loyalty. (Handayani, 2010)

Based on an interview with Mr. Ahmad Hale, the factors that shape customer loyalty are: a) Product quality, good product quality will directly affect the level of customer satisfaction and if this continues continuously it will result in loyal customers buying and using the product and it is called customer loyalty. b) Service quality, apart from product quality, there are other things that affect consumer loyalty, namely service quality. Services or services provided to each customer or prospective customer must be in accordance with the rules so that there is interest or interest in something. c) Emotional, here is more interpreted as the seller's own belief to be more advanced in his business. This belief will later bring ideas that can improve their business. d) Price of course people want good stuff at lower or competitive prices. So the price here is more interpreted as a result, or in other

words, a high price is a result of good product quality or a high price as a result of good service quality. e) Cost, people think that a company that is willing to spend a lot of money on a promotion or production is sure to have a good and quality product, so that customers are more loyal to the product. From the several factors above explained by BMT Fauzan Azhiima, it can be concluded that being loyal to customers or prospective customers greatly influences the stability or improvement of a financial institution.

### Conclusion

BMT Fauzan Azhiima's product innovation is the Hajj Savings Product. BMT Fauzan Azhiima didn't just sit there. BMT Fauzan Azhiima uses a strategy, namely by visiting prospective customers directly, such as going directly to the field to promote products to each prospective customer from house to house with the main target being the market (traders) and the target community in the lower economic class. This is intended so that officers can freely explain the products contained in the BMT as well as explain financial concepts from a sharia perspective.

Product innovation is very influential in increasing the loyalty of hajj customers at BMT Fauzan Azhiima, Parepare City. This can be proven by the increase in customers from 2015 to 2017 by 18.06%.

This study is only on one BMT product so that for further research it can be developed on many products in BMT. Then research can also be developed on many BMTs in various regions so that different and varied results from one study will be obtained.

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