

## **EASY WADIAH SAVINGS ANALYSIS OF CUSTOMER INTEREST AT BANK SYARIAH INDONESIA**

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**Abstract:** Bank Syariah Indonesia (BSI) is a financial institution that offers a variety of products, including savings with wadiah contracts (maintaining the authenticity of assets) known as "Easy Wadiah Savings". This savings product uses Wadiah Yad Damana contract in Rupiah currency with a zero-profit deposit system. There is no monthly management fee for these savings. You can also make free cash withdrawals at all BSI ATMs and Bank Mandiri. In addition, all EDC Bank Mandiri, EDC Indonesia, and EDC PRIMA networks are free of charge. In addition to mobile and internet banking, you can easily transact with ATM cards that you can use at all BSI ATMs, Bank Mandiri, ATM Bersama, ATM Prima, ATM Link, and ATMs with the VISA logo. The account opening process can be done online through the BSI mobile application. This research is based on qualitative methods with descriptive explanations of data results. The data used is obtained from various references or secondary data, such as journals, articles, dissertations, and other sources. Research shows that customer interest in Easy Wadiah savings is increasing from year to year. The reason is, that the marketing strategy implemented by Bank Syariah Indonesia was successful and made many customers use Wadia contracts.

**Keywords:** *ATM Card, Bank Syariah Indonesia, Customer Interest, Easy Wadiah Savings.*

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### **INTRODUCTION**

According to the provisions of Sharia Banking Law Number 21 of 2008, a bank is an institution that aims to collect public money in the form of deposits and return it to the public through loans or other means. public welfare (Article 1(2)). As part of its role in raising and distributing funds, the bank offers various products to the public, including savings, current accounts, and time deposits.

Sharia Bank as a financial institution run based on Islamic principles aims to be an institution that can be trusted by the public to invest and store their funds. Sharia principles that ensure justice and the interests of all parties are the foundation for sharia banking activities (Khodijah Ishak, 2020). There are two types of Sharia Bank savings products, namely Mudaraba Savings Products and Wadia Savings Products. Fatwa Number 2 concerning Savings DSN-MUI regulates savings through wadiah contracts. There are two forms of Wadia contracts: Wadia Yad Damana and Wadiah Yad Amanah (Sheilami Nanda Muheni, 2022). To attract customers' attention, Islamic banks need to have a deep understanding of customer preferences and implement attractive marketing strategies. A widely known product is savings, which can be a magnet due to its popularity (Khodijah Ishak, 2020). Wadiah Mudah Savings at Bank Syariah Indonesia is growing every year and this is reflected in the increasing interest of customers. This success cannot be separated from the successful implementation of Bank Syariah Indonesia's marketing strategy which has succeeded in attracting customers' attention and choosing Wadiah Easy Savings as its flagship product.

## **LITERATURE REVIEW**

**Islamic Banking Principles:** Sharia Banking Law No. 21 of 2008 defines a bank as an institution that collects public money and redistributes it for public welfare, adhering to Islamic principles. The foundation of Islamic banking lies in the principles of justice and mutual benefit, ensuring trust and fairness in all financial activities (Khodijah Ishak, 2020).

**Wadiah Savings Products:** Within Islamic banking, two main savings products are offered: Mudaraba and Wadia. This study focuses on Wadia contracts, particularly Wadia Yad Damana, a Rupiah-based zero-profit deposit system. The appeal of savings products like Easy Wadiah Savings is attributed to their compliance with Sharia principles and their attractiveness to customers (Khodijah Ishak, 2020).

**Akkad Wadiah:** The Wadia agreement involves entrusting goods or money to another party for security. Two distinct forms of Wadia contracts are highlighted: Wadia Yad Amana, which prohibits the use of entrusted goods until the owner accepts them, and Wadia Yad Damana, allowing authorized use with profits belonging to the owner. This contractual framework ensures the security and integrity of entrusted assets (Sheilami Nanda Muheni, 2022).

**Legal Foundation of Easy Wadiah Savings:** The study underscores the legal foundations derived from Al-Qur'an and Hadith, emphasizing the importance of just judgment and maintaining trust. Al-Qur'an Surat An-Nissa Ayat 58 serves as a guiding principle for fair dealings, while Hadith reinforces the ethical responsibility of keeping trust (Malhatira, 2022).

**Easy Wadiah Savings Product Mechanism:** The research provides a detailed account of the Easy Wadiah Savings product mechanism, outlining the account opening requirements and advantages. The simplicity of the registration process, absence of monthly administration fees, and efficient transactions contribute to the appeal of Easy Wadiah Savings. The categorization of ATM cards based on transaction limits enhances customer understanding (Sheilami Nanda Muheni, 2022).

**Development of Customer Interest:** The results and discussion section present compelling data on the upward trajectory of customer interest in Easy Wadiah Savings across various BSI branches. The study spans multiple years, offering a comprehensive view of customer growth. The success is attributed to BSI's effective marketing strategies, showcasing a positive correlation between marketing efforts and customer engagement (Khodijah Ishak, 2020).

**Bank Syariah Indonesia's Marketing Strategy:** The study elucidates BSI's strategic steps in marketing Easy Wadiah Savings. By prioritizing Sharia faith, establishing Sharia bank branding, emphasizing product advantages, and implementing a robust product management system, BSI has successfully positioned Easy Wadiah Savings as an appealing and reliable choice for customers (Khodijah Ishak, 2020).

**ATM Card and Digital Banking:** The research highlights the pivotal role of digital banking in customer engagement, emphasizing the convenience offered by BSI's ATM networks. The study underscores how advancements in digital banking services contribute to making transactions more accessible and efficient, aligning with the evolving needs and preferences of modern consumers (Khodijah Ishak, 2020).

## **RESEARCH METHOD**

This research is qualitative research with data results described descriptively. This qualitative approach is based on the philosophy of post-positivism which aims to understand the natural state of the object of study. In this method, the key role of the researcher is as a sample and source of data that aims to understand the context of the object of research. The results of qualitative research do not emphasize generalization but rather focus on relevance (Abdussamad, 2021).

Literature research is a research method used to obtain information about the subject of research. This data comes from various reference sources, including books, magazines, articles, theses, and other academic works (Purwono, 2021).

In this regard, the focus of research is Wadiah Easy Savings products and Indian Sharia Banks being research topics. The data collection process is carried out by referring to various sources including: Journals, articles, and papers related to research papers that focus on Indonesian Sharia Banking. Data analysis in this study used secondary data from various sources such as magazines, articles, books, papers, and websites.

This research specifically focuses on research information from several articles and magazines that discuss the development of customer interest in Easy Wadia Savings at various branches of Bank Syariah Indonesia. This data is then processed through a process of analysis and evaluation to provide a complete picture of the customer base interested in Wadiah Easy Bank Savings products. Indonesian Sharia Law.

## **RESULTS AND DISCUSSION**

### *1. Savings*

Savings accounts hold customer funds in the bank and can only be withdrawn under certain agreed conditions. This withdrawal process does not require checks, memo checks, or similar instruments. Initially, savings accounts served as a storage of cash reserves and were primarily used to pay for previously unplanned financial transactions. Along with technological advances in payment systems, some developments allow savings accounts to be used for retail transactions, both for personal and retail business purposes.

The target of savings customers includes various groups such as:

1. Children and adolescents (students) who use savings as a place to save money.
2. Non-profit individuals such as employees, housewives, professionals, and students who use their savings as a place to store funds and pay for transactions.
3. Commercial individuals, including retail customers. They use savings accounts to pay for transactions and at the same time generate better investment returns than checking accounts that only offer bonuses.

### *2. Akkad Wadiah*

Wadia Agreement is an agreement where the owner of goods or money entrusts to another party in the hope that the party will maintain the security and integrity of the goods or money. Wadia's contract comes in two forms.

That is, there are two formats:

- Wadiah Yad Amana: In Wadiah-type contracts, the trustee is not allowed to use the entrusted goods until the owner accepts the surrender.
- Wadiah Yad Damana: A type of wadiah contract in which the recipient of the entrustment is authorized to use the goods entrusted to him until the owner accepts them. If profits are obtained from the use, then all profits belong to the owner of the goods. From this explanation, we can conclude that in the wadiah contract, the owner of the goods or money entrusts it to a certain party and expects that party to take care of the goods. Retailers are under no obligation to replace merchandise damaged due to accidental events. However, if the damage occurs due to the negligence of the recipient of the security deposit, then that party is responsible for providing compensation.

The Wadia Pole as referred to in Article 413 (1) includes:

1. Muwadi: The party who entrusts the goods is also called the owner of the goods or money.
2. Mustafuda: The party who receives the deposit, that is, the party entrusted with the custody of goods or money.
3. Sigat (Approval and Kabul): In Wadia contracts, signing certificates of deposit is common (Sheilami Nanda Muheni, 2022).

## 2.1. Legal Foundation of Easy Wadiah Savings

### a. Al-Qur'an

Al-Qur'an surat An-Nissa ayat 58

God commands you to lead the mother to her family, and if you judge among men, you will judge justly.

Ooh, yes.

"Indeed, God commands you to deliver commissions to those who deserve them, and when you establish laws among men you should establish them justly. Truly, God is the best to teach you. Truly, God is All-Hearing, All-Seeing."

### b. Hadith

About Abu Huraira, may Allah be pleased with him, he said: The Messenger of the Deaf said: "Admana to your men, and let you betray your deafness."

"Keep the trust of those entrusted to you, and do not betray those who betray you."

(Tirmidhi and Abu Daoud, human rights figures and affirmed by Al-Hakim)

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2.3. Easy Wadiah Savings Product Mechanism

Easy Wadiah Savings Account Opening Requirements:

1. Fill in the account registration form. This can be done online or in person at your office.
2. Attach your Identity Card (KTP).
3. If necessary, enter the National Taxpayer Identification Number (NPWP).
4. Make an initial deposit of IDR 100,000 for individuals and IDR 1,000,000 for non-individuals.

Easy Steps to Open Wadiah Savings:

1. Prospective customers fill out the account opening form with information according to their identity.
2. Select the product and contract type. In this case, Wadiah Savings is Easy.
3. Verify the customer's identity as part of the validation step.
4. Sign any documents or forms required by your financial institution.
5. Create and store a personal identification number (PIN) as a security measure.
6. Customers who open an account online can pick up their physical card at the nearest Bank Syariah Indonesia (BSI) branch.

Card Transaction Limit



Figure 1. Sample Card Image

Table 1. Daily Transaction Limit per Account (Debit GPN)

Types of cards	Transaction Limit (IDR)					
	Pull cash*)	Transfer between accounts	Transfer online *	Shop	Payment	Admin fees
Silver	5 million	25 million	10 million	25 million	25 million	Free of charge
Gold	10 million	50 million	20 million	50 million	50 million	1000
Platinum	15 million	100 million	50 million	100 million	According to the balance	2000

\*Daily transaction limit per account, if the customer has two cards in one account, then the applicable limit is the highest limit.

**Table 2.** Daily Transaction Limit per Account (Debit Visa)

Types of cards	Transaction Limit (IDR)					
	Pull cash *)	Transfer between accounts	Transfer online *	Shop	Payment	Admin fees
Silver	5 million	25 million	10 million	25 million	25 million	1000
Gold	10 million	50 million	20 million	50 million	50 million	2000
Platinum	15 million	100 million	50 million	100 million	According to the balance	3000
Priority	15 million	200 million	50 million	200 million	According to the balance	Free of charge

\*Daily transaction limit per account, if the customer has two cards in one account, then the applicable limit is the highest limit.

### 3. The Development of Easy Wadiah Savings Customer Interest in Various Branches

The following is information on the number of customers who are interested in opening Easy Wadiah savings products at various BSI branches.

**Table 3.** Number of Easy Wadiah Savings Customers at BSI KCP Gatot Subroto

No	Year	Number of Customers
1	2018	896
2	2019	1500
3	2020	2040
4	2021	2856

**Table 4.** Number of Easy Wadiah BSI KCP Marelana Raya Savings Customers

No	Year	Number of Customers
1	2021	540
2	2022	600

**Table 5.** Number of Easy Wadiah Savings Customers Kuala Simpang Branch, Aceh Tamiang Regency

No	Year	Number of Customers
1	2021	16.344
2	2022	16.704

Using the information provided, researchers collected samples from Islamic bank branches in Indonesia spread across several cities.

This data reflects the increasing interest of customers to use BSI Easy Wadiah Savings so far. For example, in the Gatot Subroto branch, the data collected covers the period 2018 to 2021, and the number of subscribers continues to increase every year, with the addition of 816 customers in 2021. Meanwhile, at the Marelana Raya branch, the number of customers using Easy Wadiah Savings also increased by 60 people. In the Kuala Simpang branch, Aceh Tamiang, the number of customers increased by 360.

Therefore, it can be concluded that the findings show that BSI's Easy Wadiah savings product has experienced positive developments and is increasing from year to year. This increase can be caused by several factors, namely marketing strategies carried out by each industry to promote these savings products to the public.



#### 4. Bank Syariah Indonesia's Strategy in Marketing Easy Wadiah Savings Products

Here are some strategic steps taken by Bank Syariah Indonesia in selling Easy Wadiah savings products.

1. Sharia Faith: Bank Syariah Indonesia prioritizes Sharia faith in its products by communicating its commitment as a reliable, competent, loyal, and harmonious Islamic bank for all time. They assure their customers that saving at Easy Wadiah is safe and usury-free.
2. Sharia Bank Branding: Bank Syariah Indonesia through its marketing activities builds its image as a usury-free bank and always carries out its operations by Islamic principles such as justice, partnership, transparency and universality.
3. Product Advantages: Easy Wadiah Savings is facilitated by several advantages such as a simple, effective and efficient registration process. In addition, there is no monthly administration fee and customers can easily access their money through BSI's ATM network spread across various locations.
4. Product Management System: Bank Syariah Indonesia guarantees product quality and customer satisfaction by providing a product management system.

This includes developing a price policy that complies with sharia principles. Through these steps, Bank Syariah Indonesia will build customer trust, prioritize sharia identity, highlight product excellence and maintain service quality in order to successfully market Wadia's simple savings products.

##### a. ATM Card

Various advancements in digital banking services have become an important factor in competition between banks for customer attention, and Bank Syariah Indonesia (BSI) is committed to providing the latest and most convenient digital banking services supported by technological advancements. This transformation is a continuation of the era of electronic banking (e-banking), where people are given the opportunity to transact comfortably through various electronic channels.

With ATM networks spread across various regions, customers can easily make transactions such as cash deposits, cash withdrawals, money transfers, bill payments, and other banking activities. These services include not only ATMs but also EDC machines in retail stores, mobile banking transactions on personal mobile phones, and Internet banking accessible from computers and handheld devices. All these transactions can be done easily and quickly from various locations such as home, office or abroad.

Further growth in the digital banking era will allow people to open accounts through mobile apps with authentication using biometric technology. The online Population and Population Registration Service (Dukcapil) makes it easy to open an account without the need to come directly to a bank branch. This allows customers to open, close, and perform other banking transactions online without having to visit a branch or ATM.

These innovations show that digital banking not only increases the level of complexity of services, but also facilitates access and use for customers. People can now enjoy the convenience of transacting without having to come directly to a branch or ATM.

#### **CONCLUSIONS AND SUGGESTIONS**

Based on the results of the study, it can be concluded that customer interest in Bank Islam Indonesia (BSI) Easy Wadia Savings is increasing from year to year. Some factors that affect client interests include freedom from loan sharks, compliance with sharia principles, no deductions, ease of transactions due to wide access to ATMs, and the ability of Bank Syariah Indonesia to adapt to current developments, and so on.

Suggestions and suggestions from researchers include the following actions:

1. Deep understanding of customer needs: BSI is encouraged to increase understanding of customer wants and needs. This understanding helps banks develop savings products that are relevant and attractive to their customers.
2. Promotion strengthening: Promotion of Islamic banking products, especially simple wadia savings, needs to be strengthened. More focused advertising efforts can increase public awareness of product benefits and ease of use.
3. Sharia Product Diversification: BSI can diversify Sharia products to attract more customers. Banks can increase their market share and become more competitive by developing products that meet customer needs.
4. Service improvement and innovation: The improvement of Islamic banking services and technological innovation requires continuous attention. BSI can maintain and increase customer engagement by providing a better and more efficient transaction experience.
5. Sharia Financial Education: The need to continue Islamic financial education. This will help increase public understanding of the benefits and values of sharia contained in simple Wadia savings products.

By implementing these measures, it is expected that Bank Syariah Indonesia can further expand and strengthen its position in the Islamic banking market through innovative products that meet the needs of its customers.

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