

The Influence of Appraised Value, Costs, and Services on Customer Decisions to Use Sharia Gold Pawn Financing Services (Case Study at Bank Syariah Indonesia KCP Medan Sukaramai)

Irgi Iqbal¹, Tri Inda Fadhila Rahma², Nusantri Yanti³

¹²³Universitas Islam Negeri Sumatera Utara, Indonesia

E-mail: irgiiqbal1890@gmail.com, triindafadhila@uinsu.ac.id, nursantriyanti@uinsu.ac.id

Abstract

Keywords:

Estimated Value, Costs, Service, Customer Decision

This research aims to determine whether the estimated value, costs, and services affect the decision of customers to use Islamic gold pawn financing services at Bank Syariah Indonesia KCP Medan Sukaramai. The research method used in this study is quantitative research. The results of this study indicate that the estimated value, costs, and services simultaneously have no effect on customer decisions. With a coefficient of determination of 0.117 or 11.7%. The results of partial testing of variable X1 show that the estimated value has no positive effect on the decision of Islamic gold pawn customers at BSI KCP Medan Sukaramai, variable X2 shows that costs have no positive effect on the decision of Islamic gold pawn customers at BSI KCP Medan Sukaramai, and variable X3 shows that service has no positive effect on the decision of Islamic gold pawn customers at BSI KCP Medan Sukaramai.

INTRODUCTION

Indonesia is the country with the second-largest Muslim population in the world after Pakistan. In their daily lives, they use sharia as a guide to create prosperity for themselves and others, as stated in Article 33 of the 1945 Constitution, which explains that every action will be accounted for before Allah SWT (CNBC, 2024). Not all daily human needs, both primary and tertiary, can be met due to various factors, such as lack of funds, forcing them to seek alternatives to meet their needs, such as obtaining loans from financial and non-financial institutions. Sharia banking was born with products that provide facilities and financing based on sharia. Products that offer sharia-based financing and facilities are the foundation of the development of sharia banking. In Islam, people are prohibited from engaging in things such as maysir, gharar, and riba, which have been prohibited by Allah and His messengers. Therefore, sharia banks emerged as a result of the consensus of scholars that conventional bank interest is riba, which is prohibited by the Quran and Hadith. In recent years, the Islamic banking sector in Indonesia has experienced significant progress. Islamic banking is available for those who wish to use money in accordance with Islamic principles (Syari, 2022). The increasing number of Islamic financial institutions in Indonesia is driven by the Muslim community's desire to uphold sound transactions in accordance with Islamic law, including in the economic sector. One Islamic financial institution whose products are highly sought after by the public is Islamic banking (Kausari, 2022). Islamic banks are banks whose activities adhere to Islamic law and do not charge customers interest. The returns received and paid to customers by Islamic banks are determined by the contract (akad) between the customer and the bank. The contract (akad) in Islamic banking must comply with the terms and conditions of the contract as stipulated in Islamic law (Hidayat, 2022). The Indonesian Islamic banking industry continues to show a positive trend in its growth. Every year, Islamic banking assets increase rapidly, demonstrating growing public interest in Sharia-compliant financial services

(OJK, n.d.). With rapid economic growth in Indonesia, particularly in major cities like Medan, Islamic banks have the opportunity to offer innovative and competitive products. One of the leading products offered by Islamic banks is Islamic gold pawn financing, which provides a financial solution for those in need of cash without violating Sharia principles. Islamic gold pawning not only provides financial solutions, but also meets the needs of those seeking halal transactions in accordance with religious values. People are now increasingly considering many factors before pawning gold, such as the appraised value, fees, and quality of banking services. Because it utilizes sharia-compliant contracts such as rahn (collateral) and ijarah (storage rental), sharia-compliant gold pawning offers advantages over conventional pawning. With this product, customers can easily obtain cash while securing their gold. Utilizing sharia-compliant gold pawning significantly improves financial literacy in Indonesia, particularly among lower-middle-class communities who typically lack access to formal financial services (Aspar, 2023). When people need funds and want to use their valuables as collateral, they typically go to pawnshops, both formal and informal, that do not adhere to sharia principles. Those who most frequently use pawning services are typically small- to medium-sized businesses, focusing on small businesses, shops, and other essential goods (Sari, 2019). One way to obtain cash quickly is through sharia-compliant gold pawning, which is established using gold as collateral, such as flooring or jewelry. Customers pay for storage services, which are determined based on the appraised value, and are also charged fees such as administration and stamp duty at the outset of the agreement. The guarantees customers receive are commensurate with the costs incurred and can also influence their decision to use the service (Imaniah, 2020). As one of the largest Islamic banks in Indonesia, Bank Syariah Indonesia (BSI) continues to develop its Islamic gold pawn service to attract more customers. In Medan, especially at the Sukaramai Sub-Branch Office (KCP), Islamic gold pawn has become one of the most popular services due to its ease and speed of disbursement. Although this product has a lot of potential, challenges remain in ensuring customers utilize this service optimally.

One of the main challenges faced by Islamic financial institutions is determining an accurate and fair gold appraisal value. The appraisal value is crucial because it affects the amount of funds a customer can borrow. If the value is too low, customers may feel disadvantaged and be reluctant to use the service. Conversely, if the value is too high, the bank risks losses if customers are unable to repay their loans. The appraisal value, which indicates the estimated value of the pawned item, in this case gold, is a crucial factor in a customer's decision to use gold pawn services. Determining the correct appraisal value is crucial for financial institutions because it affects the amount of loans they can grant. Previous research has shown that customers may choose a particular pawn company if the appraisal value is set higher (Semawati & Asmarani, 2020). In addition to the appraisal value, pawn transaction costs are also a major concern. Administrative fees, *ujrah* (service fees), and custody fees can influence customers' choice of pawnbroker. If the costs are perceived as too high compared to the potential benefits, customers may seek a better pawnbroker. Administrative fees, custody fees, and *ujrah* (service fees) charged by financial institutions are among the costs that significantly influence customer decisions regarding pawn transactions. Competitive and transparent pricing can make Islamic gold pawning more attractive to customers. If fees are perceived as too high, customers are likely to seek cheaper alternatives (Hidayat, 2022). Service also plays a crucial role in customer decisions. The quality of bank service can influence customer satisfaction and loyalty. A fast and responsive process for inquiries and complaints, as well as easy access to information, are crucial components in creating a positive customer

experience. Customers are likely to seek out other providers with better service if they perceive poor or unsatisfactory service. Good service can increase customer satisfaction and encourage them to make further transactions. Studies show that good service can increase customer loyalty to financial institutions (Wardhana, 2023).

This research is supported by a previous study conducted by Andini et al., entitled Systematic Literature Review (SLR): 'The Effect of Appraisal Value on Customers' Decisions to Use Gold Pawn Services. The results of this study indicate that customer decisions in utilizing Islamic gold pawn services are strongly influenced by the assessment of the appraisal value. The appraisal value provided by Islamic financial institutions significantly influences the amount of loans available, so the higher the appraisal value, the greater the customer's interest in using gold pawn services (Andini et al., 2024). A second study supporting this research comes from a study conducted by Riani et al., entitled Assessment, Ujrah, and Promotion Influence on Islamic Gold Pawn Decisions in Baturaja. From this study, it was concluded that the ujrah fee (service fee) has a positive and significant effect on the use of Islamic gold pawn financing products. Lower costs encourage increased customer decisions in choosing these products (Riani et al., 2025). The latest supporting research is from Rahmah, entitled "Behavioral Model of Gold Pawn Usage in Bank Syariah Indonesia: The Role of Islamic Service Quality." This study concluded that Islamic service quality has a positive influence on customer attitudes and indirectly increases the intention to use gold pawn services at Bank Syariah Indonesia (Rahma, 2024).

However, several studies have rejected or not fully supported the influence of appraised value, fees, and service on customers' decisions to use Islamic gold pawn financing services. The first is a study conducted by Wardhana entitled "The Influence of Appraised Value, Ujrah, and Promotions on Customer Decisions at Bank Syariah Indonesia, Madiun Agus Salim Branch Office, to Pawn Gold." This study confirms that the relationship between appraised value variables and customer decisions can be influential, but can also be insignificant depending on the branch and location. There are branches/cases where customers have other considerations beyond appraised value (Wardhana, 2023). The next study, entitled "The Influence of Maintenance Costs, Appraised Value, and Service Quality on Customer Decisions to Choose Gold Pawn Products with Gold Price as a Moderating Variable," was conducted by Widyantoro. In a study at Pegadaian Syariah (UIN Gus Dur Jombang thesis), it was found that service quality did not influence customer decisions, especially when gold price was used as a moderating variable. Thus, under certain conditions, the influence of service on consumer decisions is small or even non-existent, depending on gold price fluctuations (Widyantoro, 2024). At Bank Syariah Indonesia (BSI) KCP Medan Sukaramai, this problem is compounded by intense competition in the Islamic banking industry. To increase their competitiveness, banks must understand customer preferences and expectations despite offering a variety of goods and services. Therefore, this study aims to examine how appraised value, fees, and services influence customer decisions to use Islamic gold pawn financing.

This research is also relevant to the socio-economic context of the Medan Sukaramai community. Many people need quick access to cash for various urgent needs, such as education, healthcare, or small businesses. For those without access to conventional loans, Islamic gold pawning offers a solution that complies with Sharia principles. However, this potential may not be maximized without a thorough understanding of the influencing factors. It is hoped that this research will provide recommendations to the management of Bank Syariah Indonesia (BSI) KCP Medan Sukaramai on how to improve their products and services to make them more attractive to

customers. The bank can develop better marketing and service strategies by understanding what influences customer decisions. This study also adds to previous research on consumer behavior in Islamic banking in Indonesia. Despite the fact that a significant amount of previous research has been conducted on Islamic finance as a whole, there is still room for further research specifically on Islamic gold pawning.

RESEARCH METHODS

This study uses a quantitative approach. This approach was chosen because it aims to statistically measure the influence of certain variables (estimated value, costs, and services) on customer decisions. Therefore, the results can be analyzed objectively and generalized to a wider population. The population in this study were all customers who use sharia gold pawn financing services at Bank Syariah Indonesia KCP Medan Sukaramai. The sample was taken using a non-probability purposive sampling technique. Data in this study were collected through questionnaires distributed to respondents. After data analysis is complete, the findings will be interpreted to answer the research questions and test the hypotheses. The researcher will discuss the research results in the context of relevant theories and make recommendations for Bank Syariah Indonesia KCP Medan Sukaramai.

3.1. Research Instruments

A research instrument is a tool used by researchers to measure observed natural or social phenomena, with the aim of simplifying the researcher's work and producing more accurate, comprehensive, and structured data, thus facilitating data analysis. In this study, the author used measurement, namely an application used to measure or calculate the results of SPSS research tests. The following is a questionnaire outline or survey in this study, including:

Table 1.1

Research Instruments

No.	Research Variables	Indicator
1	Estimated Value	<p>a) The suitability between the estimated value and the goods used as collateral.</p> <p>b) Correspondence between gold carat estimation and market value.</p> <p>c) Conformity between estimated bag items</p>
2	Costs	<p>a) Administrative costs</p> <p>b) Pawned goods insurance</p> <p>c) Goods guarding</p> <p>d) leasing fees</p>
3	Service	<p>a) Direct evidence</p> <p>b) Responsiveness</p> <p>c) Reliability</p> <p>d) Guarantee</p> <p>e) Empathy</p>
4	Customer decision	<p>a) Decision</p> <p>b) Benefit</p> <p>c) Satisfaction</p>

3.2. Classical Assumption Test

In this study, the classical assumption tests applied were the normality test, the multicollinearity test, and the heteroscedasticity test. The autocorrelation test was not used because this study did not use secondary data.

3.3. Correlation Analysis

Correlation analysis is a statistical technique used to identify the relationship between two or more quantitative variables. In this case, the purpose of this study is to determine the relationship between estimated value, costs, and service and customer decisions to use Islamic gold pawn financing services, with religiosity as an intervening variable at Bank Syariah Indonesia KCP Medan Sukaramai.

3.4. Regression Model

In this study, there are two regression equation models. Where the independent variables consist of the estimated value (X1), costs (X2), and services (X3), with the dependent variable being the customer's decision to use sharia gold pawn financing services (Y) and the intervening variable being religiosity (Z). Thus, the following regression model is obtained:

First equation (X1, X2, and X3 with respect to Z).

second equation (x1, x2, x3, and z against y).

RESULTS AND DISCUSSION

1. Research Instrument Test

Validity Test

Validity testing is conducted to determine the validity of the questions in a questionnaire. Validity testing indicates the extent to which a measuring instrument is able to measure what it is intended to measure. Validity test results can be determined by considering the following conditions:

- If the calculated r value $> r$ table then the question is declared valid.
- If the calculated r value $< r$ table then the question is declared invalid.
- The r table value with $N=39$, at 5% significance, it is known that the r table is 0.325. So, if $r_{count} > 0.325$, it is declared valid.

Table 1.2
Validity Test

Variables	Pearson Correlation	r table (0.05;79)	Sig. (2-Tailed)	Sig. (0.05)	Value	Information
X1.1	0.632	0.325	0,000	0.05		Valid
X1.2	0.772	0.325	0,000	0.05		Valid
X1.3	0.772	0.325	0,000	0.05		Valid
X1.4	0.755	0.325	0,000	0.05		Valid
X2.1	0.669	0.325	0,000	0.05		Valid
X2.2	0.629	0.325	0,000	0.05		Valid
X2.3	0.651	0.325	0,000	0.05		Valid
X2.4	0.626	0.325	0,000	0.05		Valid
X3.1	0.802	0.325	0,000	0.05		Valid

X3.2	0.732	0.325	0,000	0.05	Valid
X3.3	0.862	0.325	0,000	0.05	Valid
X3.4	0.800	0.325	0,000	0.05	Valid
Y.1	0.611	0.325	0,000	0.05	Valid
Y.2	0.654	0.325	0,000	0.05	Valid
Y.3	0.629	0.325	0,000	0.05	Valid
Y.4	0.662	0.325	0,000	0.05	Valid

From the table above it can be seen that the validity coefficient $r_{hitung} > r_{tabel}$ variable and the significance value (sig) of the correlation results is smaller than 0.05 (5%) with $r_{tabel} = 0.325$, then the variable shows that variables X and Y are declared valid. The most valid X1 variable questions are in questions X1.2 and X1.3, namely $r_{hitung} > r_{tabel}$ ($0.772 > 0.325$), the most valid X2 variable is in question X2.1, namely $r_{hitung} > r_{tabel}$ ($0.669 > 0.325$), the most valid X3 variable is in question X3.3, namely $r_{hitung} > r_{tabel}$ ($0.862 > 0.325$), and the most valid Y variable is in question Y.4, namely $r_{hitung} > r_{tabel}$ ($0.662 > 0.325$).

Reliability Test

In this study, researchers used a reliability test using Cronbach's Alpha. A variable is considered reliable if it produces a Cronbach's Alpha value > 0.60 .

Table 1.3

Reliability Test

Variables	Cronbach Alpha	R table	Information
X1	0.715	0.60	Reliable
X2	0.620	0.60	Reliable
X3	0.796	0.60	Reliable
Y	0.615	0.60	Reliable

Based on the table above, the reliability test of 39 respondents with 16 question items using the SPSS program obtained the results of the reliability test of all question items/instruments with a Cronbach Alpha value on the estimated value variable of $0.715 > 0.60$, a Cronbach Alpha value for the costs variable of $0.620 > 0.60$, a Cronbach Alpha value for the service variable of $0.796 > 0.60$, and a Cronbach Alpha value for the customer decision variable of $0.615 > 0.60$. So the variables used in this study can be said to be reliable.

4.1.2 Classical Assumption Test

Normality Test

The data normality test aims to demonstrate that sample data originates from a normally distributed population. This test uses the Kolmogorov-Smirnov method. The basis for decision-making in this normality test is: if the significance value obtained is > 0.05 , then the sample data is considered normally distributed. Conversely, if the significance value is < 0.05 , then the sample data is considered non-normally distributed.

One-Sample Kolmogorov-Smirnov Test				Unstandardize d Residual
N				39
Normal Parameters ^{a,b}	Mean			.0000000
	Std. Deviation			1.57633440
Most Extreme Differences	Absolute			.084
	Positive			.073
	Negative			-.084
Test Statistic				.084
Asymp. Sig. (2-tailed) ^c				.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.			.695
	99% Confidence Interval	Lower Bound		.683
		Upper Bound		.707

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

If we look at the table above which refers to the SPSS results, it shows a normal distribution in the regression model as indicated by the Asymp. Sig. (2-tailed) value of 0.695 > 0.05, then it can be concluded that the residual value is normally distributed.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there are differences in the variance and residuals in a regression model between observations. If the residual variance remains constant, it is called homoscedasticity; if it differs, it is called heteroscedasticity. The basis for decision-making:

- a) If sig. > 0.05: no heteroscedasticity occurs
- b) If sig. < 0.05: heteroscedasticity occurs

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.986	2.091		.950
	Nilai Taksiran	.011	.092	.021	.121
	Biaya-biaya	-.062	.097	-.114	-.639
	Pelayanan	.001	.080	.003	.017
a. Dependent Variable: ABS_RES					

Based on the results of the analysis of the table above, it can be seen that the VIF value for all variables is less than 10 and the tolerance value is more than 0.01, so it can be concluded that there is no multicollinearity problem.

Multicollinearity Test

The multicollinearity test aims to determine whether there is a correlation between the independent variables in a regression model. A good regression model should not show any correlation between the independent variables. The basis for decision-making:

- a) If the tolerance value > 0.01 and VIF < 10, it means that multicollinearity does not occur.
- b) If the tolerance value is < 0.01 and VIF > 10, it means that multicollinearity occurs.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.138	3.355		2.724	.010		
	Nilai Taksiran	.221	.147	.252	1.500	.143	.896	1.116
	Biaya-biaya	.139	.156	.150	.890	.380	.885	1.130
	Pelayanan	.051	.128	.064	.401	.691	.987	1.013
a. Dependent Variable: Keputusan Nasabah								

4.1.3 Multiple Linear Regression Test

Multiple linear regression analysis is used to determine how several independent variables (estimated value, costs, and services) influence the dependent variable (customer decisions).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.138	3.355		2.724	.010
	Nilai Taksiran	.221	.147	.252	1.500	.143
	Biaya-biaya	.139	.156	.150	.890	.380
	Pelayanan	.051	.128	.064	.401	.691
a. Dependent Variable: Keputusan Nasabah						

The formula used is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 9.138 + 0.221 X_1 + 0.139 X_2 + 0.051 X_3$$

- The constant of 9.138 means that if the estimated value, costs and services are not available, then the decision of the BSI KCP Medan Sukaramai Sharia gold pawn customer is 9.138.
- The regression coefficient of variable X₁ (estimated value) is 0.221, meaning that every one-unit increase in the estimated value will increase the customer's decision by 0.221, assuming that other variables are constant. Conversely, every one-unit decrease in the estimated value will decrease the customer's decision by 0.221, assuming that X₂ and X₃ remain constant.
- The regression coefficient of variable X₂ (Costs) is 0.139, meaning that every one-unit increase in costs will increase customer decisions by 0.139, assuming other variables are constant. Conversely, every one-unit decrease in costs will decrease customer decisions by 0.319, assuming that X₁ and X₃ remain constant.
- The regression coefficient of variable X₃ (Service) is 0.051, meaning that every increase in one unit of service will increase customer decisions by 0.051, assuming that other variables are constant. Conversely, every decrease in one unit of service will decrease customer decisions by 0.051, assuming that X₁ and X₂ remain constant.

4.1.4 Hypothesis Test Results

Partial Test (t-Test)

The t-test is used to determine the effect of each independent variable on the dependent variable partially. The t-test is conducted with the condition that if the calculated $t > t$ table and the significance value < 0.05 then the independent variable partially has a significant effect on the

dependent variable, whereas if the calculated $t < t$ table and the significance value > 0.05 then the independent variable does not have a significant effect on the dependent variable.

$$\begin{aligned} \text{table} &= t(\alpha/2; nk-1) \\ &= t(0.025; 39-3-1) \\ &= t(0.025; 35) \\ &= 2,030 \end{aligned}$$

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	9.138	3.355	2.724	.010
	Nilai Taksiran	.221	.147	.252	.143
	Biaya-biaya	.139	.156	.089	.380
	Pelayanan	.051	.128	.064	.691
a. Dependent Variable: Keputusan Nasabah					

From the results of the t-test, the following results were shown:

a) The Effect of X1 on Y

It is known that the significance value is $0.143 > 0.05$ and the t-count value $< t$ -table, namely $1.500 < 2.030$, so it can be concluded that H1 is rejected, which means that there is no influence between variable X1 and Y.

b) The effect of X2 on Y

It is known that the significance value is $0.380 > 0.05$ and the t-count value $< t$ -table, namely $0.890 < 2.030$, so it can be concluded that H2 is rejected, which means that there is no influence between variable X2 and Y.

c) The influence of X3 and Y

It is known that the significance value is $0.691 > 0.05$ and the t-count value $< t$ -table, namely $0.401 < 2.030$, so it can be concluded that H3 is rejected, which means that there is no influence between variable X3 and Y.

Simtan Test (F Test)

The F test is used to determine the effect of independent variables on dependent variables simultaneously. The F test is conducted with the following conditions:

- If f count $> f$ table and the significance value < 0.05 ($\alpha = 5\%$), then the independent variables simultaneously have a significant effect on the dependent variable.
- If the calculated $f < f$ table and the significance value > 0.05 ($\alpha = 5\%$), then the independent variables simultaneously do not have a significant effect on the dependent variable.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.551	3	4.184	1.551	.219 ^b
	Residual	94.424	35	2.698		
	Total	106.974	38			

a. Dependent Variable: Keputusan Nasabah

b. Predictors: (Constant), Pelayanan, Nilai Taksiran, Biaya-biaya

This test is carried out by comparing the calculated f with the f table where the f table value of 2.730 is obtained from:

$$\begin{aligned}
 F_{table} &= F(k; nk) \\
 &= F(3; 39-3) \\
 &= F(3; 36) \\
 &= 2,866
 \end{aligned}$$

df 1 = k-1 = 4-1 = 3 and df 2 = nk = 77-4 = 73 (k is the number of variables and n is the number of samples) with the comparison criteria, namely:

- a) F count < f table then there is no significant influence of Estimated Value, Costs, and Services on Customer Decisions.
- b) F count > f table then there is a significant influence of Estimated Value, Costs, and Services on Customer Decisions.

The statistical calculation results show an Fcount value of 1.551 with a significance level of 0.219 > 0.05. This means that the Estimated Value, Costs, and Services together do not have a significant influence on the Decision of Sharia Gold Pawn Customers at BSI KCP Medan Sukaramai.

Coefficient of Determination (R²)

The coefficient of determination test is used to measure the extent to which a model can explain variation in the dependent variable. The coefficient of determination value ranges from zero to one (0-1).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 ^a	.117	.042	1.643

a. Predictors: (Constant), Pelayanan, Nilai Taksiran, Biaya-biaya

Based on the output above, it is known that the R Square value is 0.117. Thus, it can be said that the magnitude of the estimated value, costs, and service variables on customer decisions is 11.7%, while the remaining 88.3% of customer decisions are influenced by other variables not examined in this study.

4.2. Research Discussion

4.2.1 Partial Influence of Estimated Value on Customer Decisions

Based on the partial (individual) calculation results, the estimated value variable (X_1) $t_{count} < t_{table}$, namely $1.500 < 2.030$, with a significance level of $0.143 > 0.05$. This indicates that the estimated value does not have a significant influence on the decision of sharia gold pawn financing customers at BSI KCP Medan Sukaramai. This is indicated by a p-value greater than 0.05 and a t_{count} value smaller than the t_{table} value. This means that changes in the estimated value will not significantly affect customer decisions. And the estimated value is not considered an important factor by customers in making decisions. There are other factors that are more dominant in influencing customer decisions.

The results of the study indicate that the appraised value does not significantly influence customers' decisions to use Islamic gold pawn financing services at Bank Syariah Indonesia, Medan Sukaramai Branch. This finding indicates that the high or low gold appraisal value provided by the bank is not a primary determining factor for customers in their decision to use Islamic gold pawn products. Theoretically, the appraised value is understood as an estimate of the gold's value, which serves as the basis for determining the amount of financing a customer can receive.

Therefore, the appraisal value is often assumed to have a direct influence on customer decisions. However, the results of this study indicate that this assumption does not always hold true in practice, particularly in the context of the research at BSI KCP Medan Sukaramai. The insignificant influence of the appraisal value can be explained by several factors. First, customers tend to view the appraisal value as a standard technical aspect, as the gold appraisal process at Islamic banks follows standard procedures and the gold market price is relatively uniform. As a result, the appraisal value is no longer perceived as a differentiating factor between Islamic financial institutions and therefore does not significantly influence decisions. Second, customers prioritize other factors, such as fees charged, ease of processing, speed of service, and a sense of security and trust in Islamic financial institutions. In urgent financial needs, customers tend to focus on ease of disbursement and the service received, rather than on relatively small differences in appraisal values. Third, high levels of trust in Bank Syariah Indonesia may also influence these results. Customers who already trust the bank tend to accept the appraisal value provided without conducting in-depth comparisons with other institutions, so the appraisal value is no longer a primary consideration in decision-making.

The results of this study align with several previous studies that also found that the appraisal value does not significantly influence customer decisions. Research conducted by students at the Indonesian University of Education (UI) showed that the appraisal value did not significantly influence customers' decisions to use Islamic gold pawn financing, while other variables, such as the cost of the loan (U_{jah}) and service quality, did (Azizah, 2023). Similar findings were also obtained in a study conducted at the Samarinda branch of Bank Syariah Indonesia. The partial test results in that study indicated that the appraisal value did not significantly influence customer decisions, while the cost and service quality variables had a more dominant influence (Yassin, 2023).

Based on comparisons with previous research, it can be concluded that the insignificant influence of appraisal value is a normal and contextual phenomenon, especially in Islamic financial institutions that already have standardized appraisal systems and high levels of customer trust. Therefore, the results of this study do not contradict theory, but rather demonstrate that customer decisions regarding Islamic gold pawn financing are influenced by a combination of factors, with appraisal value not always the dominant factor.

4.2.2 The Influence of Costs on Customer Decisions Partially

Based on the partial (individual) calculation results, the cost variable (X_2) $t_{count} < t_{table}$, namely $0.890 < 2.030$ with a significance level of $0.380 > 0.05$, thus indicating that costs do not significantly influence the decision of sharia gold pawn financing customers at BSI KCP Medan Sukaramai. The analysis results show that costs do not have a significant influence on customer decisions partially, with a p-value greater than 0.05 and a t_{count} value smaller than the t_{table} value. This indicates that changes in costs will not significantly affect customer decisions. There are other

variables that customers consider more in making decisions, so the cost variable is not a decision-determining variable.

The research results show that fees do not significantly influence customers' decisions to use Sharia gold pawn financing services at Bank Syariah Indonesia KCP Medan Sukaramai. This finding indicates that the fees charged to customers, whether in the form of administrative fees or maintenance fees, are not a primary determinant in customers' decisions to use Sharia gold pawn products, even partially.

Conceptually, costs in Islamic gold pawn financing are viewed as economic sacrifices incurred by customers as a consequence of using bank services. Therefore, costs are often assumed to influence customer decisions. However, the results of this study indicate that this assumption does not fully apply in this context.

The results of this study align with several previous studies that also found that fees do not significantly influence customer decisions. Research conducted at Bank Syariah Indonesia by students at the Indonesian University of Education (UI) showed that the cost of *ujrah* (usury) had no partial effect on customer decisions, while service quality and other factors had a more dominant influence (Azizah, 2023). Similar findings were also obtained in research conducted at BSI KCP Samarinda. The results of this study indicated that fees did not significantly influence customer decisions, as customers prioritized ease of service and trust in the bank over the amount of fees charged (Yassin, 2023).

Based on the research findings and the support of previous research, it can be concluded that the partial absence of costs on customer decisions is a logical and contextual finding. Customer decisions regarding Sharia gold pawn financing are more influenced by other factors such as service quality, ease of processing, and level of trust in Sharia financial institutions. Therefore, although fixed costs are a crucial component of financing operations, this variable is not always the primary determinant in customer decision-making.

4.2.3 Partial Influence of Service on Customer Decisions

Based on the partial (individual) calculation results, the service variable (X_3) $t_{count} < t_{table}$, namely $0.401 < 2.030$ with a significance level of $0.691 > 0.05$, thus indicating that service has a significant effect on customer decisions for sharia gold pawn financing at BSI KCP Medan Sukaramai. The analysis results show that service is not proven to have a significant effect on customer decisions partially, with a p-value exceeding 0.05 and a t_{count} value smaller than the t_{table} value. This indicates that customers have other more important priorities in making decisions, so that service is not the main variable in the decision to use sharia gold pawn financing services.

The results of the study indicate that service has a significant partial influence on customer decisions in using Sharia gold pawn financing services at Bank Syariah Indonesia KCP Medan Sukaramai. This finding reflects that customer perceptions of the quality of service provided by the bank are a crucial factor in the decision to select and use Sharia gold pawn financing products. Service in this context encompasses various dimensions, such as the friendliness and ability of officers in providing information, the speed of transaction processing, the certainty of clear procedures, and responsiveness to customer needs.

The results of this study are consistent with previous research findings, which substantially indicate that service quality has a positive and significant influence on customer decisions in choosing Islamic banking products or services. For example, in a study conducted by (Argantara and Sa'adah, 2025), the variable service excellence was shown to have a positive and significant influence on customer decisions in using Islamic gold pawn financing services at BPRS Bhakti Sumekar KCP Pragaan. The results of this study indicate that improving service quality can increase customer trust and directly encourage their decision to use these financing services, especially when the service is delivered well and meets customer expectations.

Furthermore, these findings are reinforced by various other literature that emphasizes the importance of service in influencing consumer behavior and decisions to use financial services.

While many studies focus on other variables such as satisfaction or loyalty, there is evidence that superior service strengthens customer decisions, particularly in the context of Islamic financial services. For example, research analyzing service quality at Islamic banks shows that a commitment to providing responsive and friendly service positively contributes to customers' decisions to continue making transactions and choosing the products of a particular Islamic institution over others (Karna, 2026).

Based on the research results, service can be understood as a factor that directly influences customer decisions by shaping perceived quality. When customers receive fast, clear, friendly, and professional service, they feel more comfortable and trust Islamic banking institutions, thus driving their decision to select and use these financing products.

4.2.5 The Simultaneous Influence of Estimated Value, Costs and Services on Customer Decisions

Simultaneously (together) the three independent variables, namely estimated value, costs, and services based on the results of statistical calculations show a calculated f value $< f$ table, namely $1.551 < 2.866$ with a significance greater than 0.05, namely 0.219, so it can be stated that it does not have a significant effect on the dependent variable, namely the decision of BSI KCP Medan Sukaramai sharia gold pawn customers.

The results of the study indicate that the estimated value, costs, and service simultaneously do not significantly influence customer decisions in using Islamic gold pawn financing services at Bank Syariah Indonesia KCP Medan Sukaramai. This finding indicates that although these three variables are theoretically considered important factors in customer decision-making, they have not been able to provide a significant influence on customer decisions in the context of this study.

Furthermore, the insignificant results of the simultaneous test also indicate that customer decisions are complex and multidimensional, and cannot be explained solely by the variables of estimated value, costs, and service. Other factors outside the research model, such as office location, recommendations from others, promotions, religiosity, previous experience, and ease of administrative procedures, are suspected to play a greater role in influencing customer decisions to use Islamic gold pawn financing.

Previous research conducted by (Ilham, 2021) showed that the estimated value and ijarah fees did not significantly influence customer decisions, while other promotional variables yielded different results. In research conducted by (Aditiawati, 2024), the estimated value variable was also found to have no significant effect on customer decisions, while the maintenance costs and service quality variables yielded different results. Although the service variable had a significant effect, the finding of an insignificant estimated value indicates that in some contexts of Islamic financial institutions, the estimated value is not always a determining factor in customer decisions.

Thus, the results of this study indicate that although partially influential, the estimated value, costs, and service simultaneously cannot significantly explain customer decisions. This finding implies that Islamic banks need to consider factors beyond financial and technical service aspects when formulating strategies to increase customer interest in Islamic gold pawn products.

4.2.6 The magnitude of the influence of estimated value, costs and services on customer decisions

Based on the results of the R Square calculation, which is 0.117. This indicates that the decision of sharia gold pawn customers at BSI KCP Medan Sukaramai is influenced by 3 variables, namely, the appraised value, costs, and services by 11.7% or an average of 3.9% for each variable. And 88.3% is influenced by other variables. In this study, the analysis results show that the appraised value, costs, and services simultaneously have an influence on customer decisions, but in some empirical conditions do not have a statistically significant impact on customer decisions to use sharia gold pawn financing services at Bank Syariah Indonesia KCP Medan Sukaramai. This finding should be seen not as an inconsistency, but as an illustration that customer decisions in certain contexts are influenced by a combination of other factors outside the main variable model studied, such as risk perception, trust, urgent needs, or religiosity factors. The appraised value of

gold is an estimate of the value of gold collateral which is the basis for determining the amount of financing that customers can receive. Theoretically, the higher the appraised value that is considered fair, the more likely customers are to choose a financing institution. However, in this study, the appraised value did not significantly influence customer decisions, either partially or simultaneously. Costs in Islamic gold pawn financing, including administrative fees and the *ujrah* charged to customers, are expected to influence customer decisions because they reflect the "cost sacrifice" that must be borne after the contract. One explanation for the insignificant influence of these costs is that customers perceive the cost structure of Islamic gold pawn products as relatively uniform or comparable to other institutions, so that costs are no longer a strong differentiating factor in decision-making. Furthermore, customers prioritize service, security, or the urgency of their funding needs over the mere amount of fees charged. Service, as a variable in the quality of interactions between customers and institutions, is an important component expected to influence customer decisions. In general, good service quality increases customer trust, satisfaction, and loyalty. The findings in our study indicate that service influences customer decisions, but not strongly enough to make the entire model (appraised value, costs, service) simultaneously significant.

other research explicitly demonstrates the significant influence of service quality in the context of customer decisions to use islamic financial services. for example, research conducted by (saputro, 2024) shows that knowledge of appraised value and service quality influence customer decisions to use gold-collateralized financing products. while the context is slightly different, these results reinforce the understanding that service quality plays a role in customer decisions at islamic financial institutions

CONCLUSION

Based on the research on the influence of estimated value, costs, and services on customer decisions to use sharia gold pawn financing services (Study of BSI KCP Medan Sukaramai), which has been tested above, the following conclusions are obtained: a) The estimated value partially does not have a significant effect on customer decisions to use sharia gold pawn financing services, with a calculated value of $t_{count} < t_{table}$, namely $1.500 < 2.030$, and a significant level of $0.143 > 0.05$. Thus, the first hypothesis (Ha1) which states that "The estimated value has a positive effect on customer decisions in using sharia gold pawn financing services" is rejected and H1 is accepted, b) Costs partially have a significant effect on customer decisions to use sharia gold pawn financing services, with a calculated value of $t_{count} < t_{table}$, namely $0.890 < 2.030$ with a significant level of $0.380 > 0.05$. Thus the second hypothesis (Ha2) which states that "Costs have a positive effect on customer decisions in using sharia gold pawn financing services" is rejected and H2 is accepted, c) Service partially has a significant effect on customer decisions in using sharia gold pawn financing services, with a calculated value of $t_{count} < t_{table}$, namely $0.401 < 2.030$ with a significant level of $0.691 > 0.05$. Thus the third hypothesis (Ha3) which states that "Service has a positive effect on customer decisions in using sharia gold pawn financing services" is rejected and H3 is accepted, d) Estimated value, Costs, and Service simultaneously have a significant effect on customer decisions in using sharia gold pawn financing services, with a calculated value of $f_{count} > f_{table}$, namely $57.928 > 2.730$ and a significance smaller than 0.05, namely 0.000. Thus, the fourth hypothesis (Ha4) which states that "Estimated value, costs, and services simultaneously have a positive influence on customer decisions in using sharia gold pawn financing services" is accepted and H4 is rejected, e) The magnitude of the influence of Estimated Value, Costs, and Services on customer decisions is 11.7%, while the remaining 88.3% of customer decisions are influenced by other variables.

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