

DETERMINANTS OF MURABAHAH FINANCING MEMBER DECISION FACTORS

Mardini Indah Saputri^{1)*}, Irmayanti Hasan²⁾

^{1,2}Program Studi Perbankan Syariah, Fakultas Ekonomi, Universitas Islam Negeri Maulana
Malik Ibrahim Malang

Email Korespondensi*: mardinisaputri@gmail.com

Abstract

This study aims to de determinants of murabahah financing member decision factors. This study uses an exploratory approach to explain the correlation between variables through hypothesis testing, with the research location at the BMT Cooperative Office of Sarana Usabawan Muslim Malang. The population in this study is members who use murabahah financing for buying and selling at the BMT Sarana Wiraswasta Muslim Malang Cooperative. Based on calculations using the Slovin formula, the number of samples in this study is 80 out of a total of 421 members who received business capital from the BMT Sarana Wirausaha Muslim Malang Cooperative using the purposive sampling technique. Data analysis was carried out using SPSS, involving classical assumptions and hypothesis testing using t-test and F-test related to the influence of trust and company image on purchase decisions. The results of the study show that the company's trust and image have a positive and significant effect on the decision to purchase services with murabahah financing in the BMT Sarana Wiraswasta Muslim Malang Cooperative, both partially and simultaneously. In conclusion, both partially and simultaneously, the company's trust and image are proven to have a positive and significant influence on the decision to purchase services at the BMT Sarana Wiraswasta Muslim Malang Cooperative.

Keywords: Baitul Maal Wat Tamwil (BMT); Trust; Corporate Image; Purchase Decisions

INTRODUCTION

The majority of economic activities in Indonesia at this time are micro-scale businesses. In doing business, capital is needed, but most micro businesses in Indonesia lack access to formal capital sources. Baitul Maal wat Tamwil has an important existence, because the majority of the population in Indonesia lives in the countryside. Therefore, with the existence of Baitul Maal wat Tamwil, it can be an option to solve business capital problems. Because business capital is important in all types of businesses. With these problems, Baitul Maal wat Tamwil can develop products for various kinds of financing (Sudjana & Rizkison, 2020).

Baitul Maal wat Tamwil (BMT) is a non-bank Islamic financial institution which contains a social mission, namely managing and distributing zakat, alms and infak and commercial, namely collecting funds from the community which will then be distributed to people who need funds (Rusmia & Hasan, 2022). Baitul Maal Wat Tamwil aims to improve the welfare of the community through independent and professional business development, with self-help efforts to improve the quality of their economy (Rusby & Hamzah, 2016). In addition, the Baitul Maal Wat Tamwil (BMT) institution can also improve the economic welfare of the community by targeting small or micro businesses through the development of productive businesses and investment (Ferdinand & Khusnudin, 2023).

Factors such as trust and corporate image in the context of the decision to become a member of murabahah financing highlight the importance of consumer perception and confidence in Islamic financial institutions that offer these products. Trust refers to the consumer's belief that the institution will deliver on their promises regarding transparency, fairness, and compliance with sharia principles in their services Raviqy *et al.*, (2022).

Consumers who believe in the institution tend to be more motivated to choose murabahah as a financing option, as they are confident in the availability of honest information and the fulfillment of promises given by the institution Oemar & Tores (2019). Meanwhile, corporate image is the reputation or positive image of Islamic financial institutions in society. A good corporate image reflects a commitment to sharia values, integrity, and the quality of services provided. Consumers often consider this image when choosing a financial institution for their needs, including in the selection of murabahah financing. A strong image can increase consumer trust in the institution, as they believe that the institution can be relied upon to provide products and services that are in accordance with sharia principles (Li *et al.*, 2011).

In relation to murabahah financing, trust and corporate image are interrelated and can strengthen each other. Consumers who have a high level of trust in Islamic financial institutions that have a good corporate image tend to be more inclined to choose murabahah financing. On the contrary, institutions with a strong image can build consumer trust and motivate them to choose murabahah as their financing solution. Therefore, these two factors play an important role in influencing an individual's decision to become a member of murabahah financing, by forming a positive perception and confidence in the context of financial transactions in accordance with sharia principles.

In every area, there must be Baitul Maal wat Tamwil (BMT), one of which is in Malang City. In Malang City, there are 9 Baitul Maal wa Tamwil (BMT) that operate one of several Baitul Maal wat Tamwil (BMT), namely the BMT Sarana Wiraswasta Muslim Malang Cooperative, which was officially established in August 1998 with legal entity number 562/BH/KWK.13/VIII/1998 (BMT SWM, 2023). The BMT Sarana Wiraswasta Muslim Malang Cooperative or known as BMT SWM is one of the best BMT-based multi-business cooperatives in Malang City. The BMT Sarana Wiraswasta Muslim Malang Cooperative is located on Jalan Dinoyo Permai No. 39, Dinoyo Village, Lowokwaru District, Malang City, East Java Province, Indonesia. The BMT Sarana Wiraswasta Muslim Malang Cooperative has been actively certified with A accreditation for 3 years and has been recognized by the Ministry of Cooperatives.

In this case, BMT has the right to manage in accordance with its sharia products such as the Baitul maal business unit which functions to receive and distribute zakat, infaq, alms, to people in need. The main businesses carried out are financing, investment, and deposit businesses that are in accordance with the sharia profit-sharing pattern. In addition, there is also financing with mudharabah contracts, murabahah contracts, and qard contracts. One of the financings that is in great demand by customers is buying and selling murabahah financing.

Table 1
Number of Murabahah Financing Members Buying and Selling at BMT SWM Malang

No	Period	Sum
1	2020	76
2	2021	99
3	2022	113
4	2023	133
Sum		421

Data source: BMT SWM, 2023

Based on table 1, there has been an increase in the number of members who apply for murabahah financing for the purchase and sale of BMT Sarana Entrepreneuria Muslim Malang from year to year has experienced a significant increase. The research took the

location of the research at the BMT Sarana Wiraswasta Muslim Malang Cooperative because the first, the BMT Sarana Wiraswasta Muslim Malang Cooperative is the first BMT Cooperative that has been accredited A for 3 consecutive years and has been recognized by the Ministry of Cooperatives. Second, the BMT Sarana Wiraswasta Muslim Malang Cooperative is a BMT Cooperative in Malang City which has 4M assets. Fourth, the BMT Sarana Wiraswasta Muslim Malang cooperative has unsecured financing for all members on the condition that the savings exceed the amount of financing.

When conducting murabahah financing, members often face difficulties because they do not understand the financing mechanism. This affects the transaction process and the ability of members to make the most of the facilities offered. At BMT SWM Malang, public trust in murabahah financing products is still not fully formed due to the lack of understanding of the products offered. This lack of knowledge hinders them from fully relying on BMT SWM as a trustworthy financial institution. In addition, the image of BMT SWM Malang is also influenced by the lack of deep understanding from members regarding the services provided. Inadequate information from BMT SWM in promoting murabahah financing products to the public is also an obstacle in increasing public awareness and interest in their services. Thus, better efforts are needed from BMT SWM Malang to increase members' understanding of murabahah financing products and to be more active in providing information and promotion to the public at large. This is expected to improve the image of BMT SWM Malang as a trusted Islamic financial institution and provide quality services.

One of the proofs of the development of Baitul Maal Wat Tamwil is such as the BMT Cooperative Sarana Wiraswasta Muslim Malang which is located in Malang City and has been Baitul Maal Wat Tamwil since 2008. Business activities are carried out in accordance with the sharia system, namely the use of a profit-sharing system for financial products, such as financing and deposits. In addition, there are also various types of financing including mudharabah contracts, murabahah contracts, and qard contracts. Various types of financing products of the BMT Sarana Entrepreneurial Muslim Malang Cooperative are offered, the most popular financing product is murabahah financing. Because the majority of members are traders and they need business capital, so many members make murabahah financing an option so that every year this murabahah financing has increased. The increase is also inseparable from the intention of traders who want to use the products of the BMT Sarana Entrepreneurs, Muslim Malang.

Based on previous studies conducted by Arif & Putri (2020) shows that confidence has a positive impact on purchasing decisions. The harmonized results were also presented by Wijaya (2023) The confidence variable has a positive impact on the decision to buy. But the result of scrutiny Oemar & Tores (2019) It shows that the trust variable does not have a partial or simultaneous impact on the purchase decision. Results Yazid *et al.*, (2023) It shows that the company's image has a significant positive impact on purchase decisions. Similar findings were also presented by Raviqy *et al.*, (2022) stated that the company's image has a significant positive influence on the purchase decision. Meanwhile, the results presented by Putri & Hendrawan (2017), indicates that the company's image does not have a partial or simultaneous impact on purchasing decisions.

The formulation of the problem in this study is whether the trust and image of the company, either partially or simultaneously, affect the purchase decision to use the services of members of the buying and selling murabahah financing at the BMT Sarana wiraswasta Muslim Malang cooperative. Therefore, this study aims to find out and analyze the

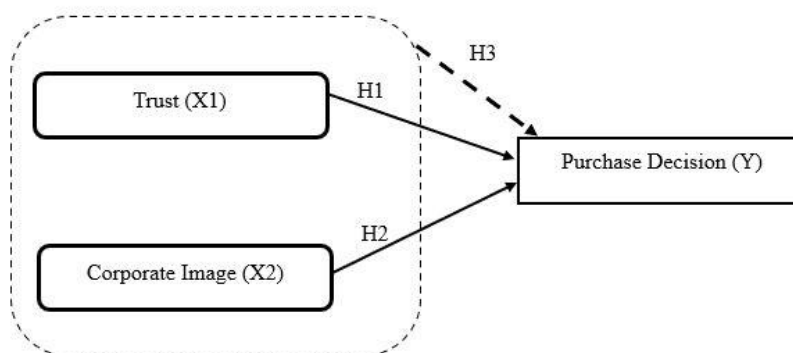
influence of trust and company image, either partially or simultaneously, on the purchase decision to use the services of buying and selling murabahah financing members at the BMT Sarana Wiraswasta Muslim Malang Cooperative.

RESEARCH METHODOLOGY

Type of Research

This study uses a quantitative research method with the aim of analyzing the factors that affect the decision to become a member of murabahah financing. Quantitative research methods are chosen because they can provide more accurate and objective results, as well as allow for more detailed and detailed data analysis Sugiyono (2017). The quantitative method is a research method in which many numbers are used. Starting from the data collection process to its interpretation. Quantitative research is a type of research that is systematic, planned, and structured. In line with the formulation of the problem, this study aims to provide an explanation of the relationship between several variables through hypothesis testing so as to obtain the right test when drawing conclusions between variables through hypothesis testing.

Figure 1. Research Design



Research Location

The location of this research was carried out at the BMT Sarana Wiraswasta Muslim Malang Cooperative Office which is located at Jalan Dinoyo Permai No. 39, Dinoyo, Lowokwaru District, Malang City. With members of murabahah financing buying and selling as an objectivity used in research. The reason for the research carried out at the BMT Sarana Wiraswasta Muslim Malang Cooperative is first, the BMT Sarana Wiraswasta Muslim Malang Cooperative is the first cooperative that has been accredited A for 3 consecutive years and has been recognized by the Ministry of Cooperatives. Second, the BMT Sarana Wiraswasta Muslim Malang Cooperative is a BMT Cooperative in Malang City that already has 4M assets. Fourth, the BMT Sarana Wiraswasta Muslim Malang Cooperative has unsecured financing for all members on the condition that the member's savings exceed the amount of financing.

Population and Sample

The population studied was members who used buying and selling murabahah financing at the BMT Sarana Wiraswasta Muslim Malang Cooperative with the respondent criteria in the research population, namely being a member of the BMT Sarana Wiraswasta Muslim Malang Cooperative and having taken or currently taking murabahah financing for buying and selling at the BMT Sarana Wiraswasta Muslim Malang Cooperative. Based on

calculations using the Slovin Formula, the number of samples in this study is 80 out of a total of 421 members who received business capital from the BMT Sarana Wiraswasta Muslim Malang Cooperative. The sampling method used is nonprobability sampling with purposive sampling technique. The characteristics needed in the respondents are being active members of the BMT Sarana Wiraswasta Muslim Malang Cooperative. In addition, he has also taken or is taking murabahah financing for buying and selling at the BMT Sarana Entrepreneurs, Muslim Malang.

Data Source

The researcher uses primary and secondary data as sources in conducting research, where primary data are responses from surveys and interviews, as well as secondary data from the BMT Sarana Wiraswasta Muslim Malang Cooperative. The approach used in data collection involves face-to-face interviews with respondents using questionnaires and information sheets. This study uses the Likert scale to evaluate questions to respondents about the influence of trust and company image on the purchase decision of members of the BMT Sarana Wiraswasta Muslim Malang Cooperative.

Variables and Operational Definitions of Variables

In this study, there are two variables, namely the independent variable and the dependent variable. The independent variables in this study are:

1. Trust (X1)

Trust can be referred to as object attribute linkages, which is the consumer's belief that there is a relevant relationship between the object and its attributes. A trust can arise through a long process until each party trusts each other. If trust has been established between the company and consumers, then to foster a business will be easier, the relationship between the company and customers can be seen from the level of trust of customers (Kasinem, 2020).

2. Corporate Image (X2).

Corporate image is an association related to an organization with the attributes of a company. The better the image of a company, the more easily the products of the company will be accepted by consumers (Raviqy et al., 2022).

3. Purchase Decision (Y)

According to Indrasari (2019) A purchase decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors and choose one of them. Soetanto *et al.*, (2020) states that purchasing decisions are consumer behavior regarding how groups, individuals, and organizations choose, buy, and use goods, services, or experiences to meet their needs and desires.

The operational definition of variables in this study can be seen in table 2 below.

Table 2

Operational Definition of Variables

Variabel	Indikator	Item Pernyataan
Trust (Kasinem, 2020)	Integrity	1. BMT SWM has good ethics to members. 2. Act in accordance with the agreement.
	Goodness	1. BMT SWM has the best service for members. 2. BMT SWM has good faith for the satisfaction of its members.
	Competence	1. Ability to respond quickly to requests as well as respond to member inquiries 2. Ability to recognize and overcome problems that arise.

Corporate Image (Raviqy et al., 2022).	Personality	1. The company is responsible for customers. 2. The company has convenience in product and service information.
	Reputation	1. The company has a good reputation. 2. The company has quality products.
	Value	1. With financing, it can increase business value. 2. The company cares about customers
Purchase Decision (Arthur A & Thompson, 2016)	Corporate Identity	1. The company has a distinctive logo. 2. Convenience of transaction venue
	According to the needs	1. Members make purchases because the product is in accordance with their needs. 2. Easy access when needed.
	Have benefits	1. The product provides benefits to its members. 2. Members do not object to paying the financing carried out.
	Accuracy in purchasing products	1. The product corresponds to what was desired. 2. Financing products can be used well by members for their business.
	Recurring purchases	1. Members are satisfied using financing products. 2. Members make financing transactions in the future.

Data Analysis Techniques

Validity and Reliability Test

1. Validity is carried out to ensure the accuracy of the questionnaire in measuring these variables (Abhimantra *et al.*, 2013). The questionnaire is accepted if the number is on $R_{count} > R_{tabel}$. Indicates the validity of the words in the questionnaire (Sugiyono, 2022). However, if the value of $R_{count} < R_{tabel}$, so that the validity of the statement in the questionnaire is questioned (Janti, 2014).
2. The reliability test is used to assess the reliability of the questionnaire and is used to obtain measures from variables (Abhimantra et al., 2013). The questionnaire is relied upon when the numbers on Cronbach's Alpha $> 0,60$ (Janti, 2014).

Classical Assumption Test

In the classical assumption test, there are several tests that must be carried out to meet the requirements of classical assumptions, namely the normality test, the heteroscedasticity test, and the multicollinearity test.

1. The normality test is a test to find out whether the data used has a normal distribution or not. Distribution if the value of P (sig) exceeds 0.05, the distribution is considered normal, and if the value is below 0.05, the distribution is considered abnormal.
1. The autocorrelation test is a state where in the regression model there is a correlation between the residual in the t-period and the residual in the previous period (t-1). A good regression model is one in which there are no autocorrelation problems. The test method uses the Durbin Watson Test (DW test). If the Durbin-Watson number is between -2 and +2 then there is no autocorrelation problem.
2. Heterokedasticity tests are used in regression models to determine if there is any inconsistent variation of the residual in each observational data (Primasari, 2017). In determining the existence of heterokedasticity, it is necessary to pay attention to the pattern of data distribution. If the pattern is irregular and does not show a consistent

pattern in the chart, it indicates the absence of heterokedasticity (Abhimantra et al., 2013).

3. The multicollinearity test is to see if there is a correlation between independent variables in the regression model. The assessment was carried out by examining tolerance and Variance Inflation Factor (VIF). The tolerance value used is > 10 and the NIF value is < 10 (Primasari, 2017).

Linearity Test

Linearity analysis aims to evaluate whether there is a linear relationship between independent and dependent variables. This process was carried out through the Test for Linearity at SPSS, with a significance level of 0.05. A relationship is considered linear if the significance value (Linearity) is below 0.05. In addition, the linearity assumption is also fulfilled if the deviation from linearity value exceeds the set alpha (α) of 0.05.

Multiple Linear Regression

The analysis technique used to solve the problem in this study is data analysis using multiple linear regression. The multiple linear regression equations used in this study are:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Where:

- Y = Purchase decision variables
 a = Constant numbers
 b_{12} = Confidence regression coefficient
 b_{12} = Corporate image regression coefficient
 X_1 = Trust variables
 X_2 = Company image variables
 e = Error factors

RESULTS AND DISCUSSION

Research Results

Before data analysis is carried out, it is necessary to conduct tests for research instruments including validity and reliability tests with the following results.

Table 3

Validity Test Results

Variable	Statement	r Count	r Table	Information
Trust (X1)	X1.1	0,520	0,220	Valid
	X1.2	0,578	0,220	Valid
	X1.3	0,728	0,220	Valid
	X1.4	0,488	0,220	Valid
	X1.5	0,680	0,220	Valid
	X1.6	0,624	0,220	Valid
Corporate Image (X2)	X2.1	0,532	0,220	Valid
	X2.2	0,559	0,220	Valid
	X2.3	0,726	0,220	Valid
	X2.4	0,590	0,220	Valid
	X2.5	0,644	0,220	Valid
	X2.6	0,354	0,220	Valid
	X2.7	0,463	0,220	Valid
	X2.8	0,536	0,220	Valid

Purchase Decision (Y)	Y1	0,581	0,220	Valid
	Y2	0,450	0,220	Valid
	Y3	0,468	0,220	Valid
	Y4	0,710	0,220	Valid
	Y5	0,584	0,220	Valid
	Y6	0,452	0,220	Valid
	Y7	0,716	0,220	Valid
	Y8	0,664	0,220	Valid

Source : Data Processed, 2024

Based on table 3, it can be seen that all statements used to measure all variables are valid and can be used in research because the value of r calculated is greater than the r of the table.

The results of data processing for reliability tests can be seen in table 4.

Table 4
Reliability Test Results

Variabel	Cronbach's Alpha	N of Items	Information
Trust (X1)	0,653	6	Reliabel
Corporate Image (X2)	0,659	8	Reliabel
Purchase Decision (Y)	0,722	8	Reliabel

Source : Data Processed, 2024

Based on the data listed in table 4, it shows that the components measured on all variables are proven to be reliable because the number in Cronbach's Alpha exceeds the value of 0.60.

Once all statements have been declared valid and reliable, the next step is to test the regression prerequisites. The results of the multicollinearity test can be seen in table 5.

Tabel 5
Multicollinearity Test Results

Model	Collinearity Statistics		
		Tolerance	VIF
1	X1	790	1.265
	X2	790	1.265

Source : Data Processed, 2024

Based on the data listed in table 5, it shows that this study did not experience symptoms of multicollinearity, as indicated by tolerance exceeding 10 while VIF was less than 10.

The normality test obtained the results as can be seen in table 6.

Table 6
Normality Test Results

	Unstandardized Residual	
N	80	
Normal Parameters	Mean	.0000000
	Std. Deviation	2.46847259
Most Extreme Differences	Absolute	.093
	Positive	.041
	Negative	-.093
Kolmogrov-Smirnov Z	.464	
Asymp. Sig. (2-tailed)	.082	

a. Test distribution is Normal

b. Calculated from data

Sumber : Data diolah, 2024

Based on table 6, it shows that the results of the normality test of the Kolmogrov-Smirnov method show a sufficiency value of 0.464. This value indicates that the distribution of the data is considered normal because the value exceeds 0.05.

Table 7
Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.583 ^a	.339	.322	2.50033	1.758

a. Predictors: (Constant), Corporate Image, Trust

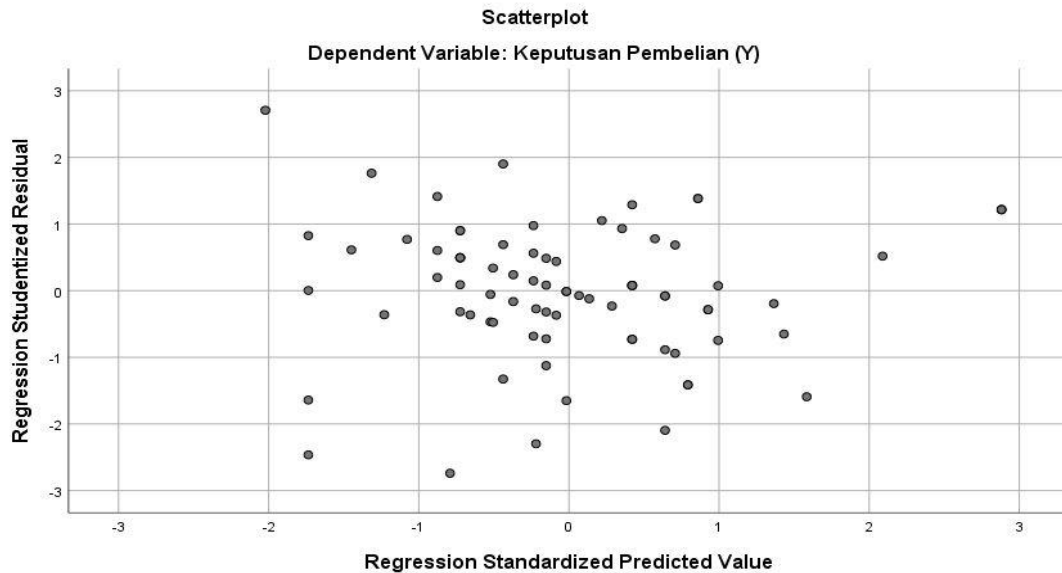
b. Dependent Variable: Purchase Decision

Source : Data Processed, 2024

Based on table 7 the Durbin Watson value in the Summary model is 1.758. So since 1,758 is between -2 to +2 which means there is no autocorrelation.

The results of the heteroscedasticity test can be seen in figure 2.

Figure 2
Heteroscedasticity test results



Source : Data Processed, 2024

Based on Figure 1, the data points on the Scatterplot are randomly distributed without a consistent trend, indicating the absence of heterokedasticity in the regression model.

Tabel 8
Linearity Test

		Sum of Squares	df	Mean Square	F	Sig.
Y * X1 Between Groups	(Combined)	242.067	9	26.896	3.869	.001
	Linearity	136.389	1	136.389	19.620	.000
	Deviation from Linearity	105.677	8	13.210	1.900	.074
Within Groups		486.621	70	6.952		
Total		728.688	79			

Source : Data processed, 2024

Based on the data listed in table 8, the results of the linearity test can be seen in the output of the ANOVA table. It can be seen that the significance value of Linearity is 0.000. Because the significance is less than 0.05 ($0.000 < 0.05$) or the deviation from linearity value is greater than alpha 0.05 ($0.074 > 0.05$), it can be concluded that there is a linear relationship between the Trust variable and the Purchase Decision.

Table 9
Linearity Test

		Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	224.287	10	22.429	3.068	.003
	(Combined)					
	Linearity	95.060	1	95.060	13.004	.001
	Deviation from Linearity	129.227	9	14.359	1.964	.057
	Within Groups	504.400	69	7.310		
	Total	728.688	79			

Source : Data processed, 2024

Based on the data listed in table 9, the results of the linearity test can be seen in the output of the ANOVA table. It can be seen that the significance value of Linearity is 0.000. Because the significance is less than 0.05 ($0.000 < 0.05$) or the deviation from linearity value is greater than alpha 0.05 ($0.057 > 0.05$), it can be concluded that there is a linear relationship between the variables of Corporate Image and Purchase Decision.

After the regression prerequisite testing is met, the next step is to carry out multiple regression testing. The table obtained in the regression analysis of trust (X1) and company image (X2) on purchase decisions is shown in the following table 7:

Table 10
Regression test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.259	4.272		1.231	.222
	Trust	.388	.152	.265	2.547	.013
	Corporate Image	.507	.128	.411	3.946	.000

Dependent Variable : Purchase Decision

Source : Data Processed, 2024

Based on table 10, the regression line equation is obtained as follows:

$$Y = 5,259 + 0,388 X1 + 0,507 X2$$

The explanation of this equation can be described as follows:

1. The constant value of 5.259 is a constant value that can be interpreted as a state when the purchase decision variable has not been influenced by the other two variables, namely trust (X1) and company image (X2). This means that without trust and company image, members of the BMT Sarana Wiraswasta Muslim Malang murabahah will not have a purchase decision on the services offered.
2. The regression coefficient of the confidence variable is 0.388 which means that if the level of trust increases by 1 point, the purchase decision using the services of BMT SWM murabahah financing members will also increase by 0.388 points assuming that the variable of the company's image is considered constant.

- The regression coefficient of the variable of the company's image is 0.507 which means that if the level of the company's image increases by 1 point, the purchase decision using the services of BMT SWM murabahah financing members will also increase by 0.507 scores assuming that the trust variable is considered constant.

The influence of each independent variable which includes trust and company image on purchasing decisions can be described as follows.

Effect of Confidence Variable (X1) on Purchase Decision (Y)

Based on table 10, it is known that the significance value of the confidence variable (X1) is $0.013 < 0.05$, this shows that the hypothesis is accepted which means that trust has a significant effect on the purchase decision (Y). The value of the coefficient is marked positive, which means that the more the trust of financing members increases, the more the decision to use murabahah financing for buying and selling at the BMT Sarana Wiraswasta Muslim Malang Cooperative will also increase.

The Influence of Company Image Variables (X2) on Purchase Decisions (Y)

Based on table 10, it is known that the significance value of the variable company image (X2) is $0.000 < 0.05$, this shows that the hypothesis is accepted which means that the company image has a significant effect on the purchase decision (Y). The value of the coefficient is marked positive, which means that the more the image of BMT Sarana Entrepreneuria Muslim Malang increases, the more the decision to use murabahah financing for buying and selling at the BMT Sarana Wiraswasta Muslim Malang Cooperative will also increase.

The Influence of Confidence Variables (X1) and Company Image (X2) on Purchase Decisions (Y)

Based on data processing, the results were obtained as can be seen in table 11.

Table 11

Uji F

Model	Sum of Square	df	Mean Square	F	Sig
1 Regression	247.312	2	123.656	19.780	.000
Residual	481.375	77	6.252		
Total	728.688	79			

Source : Data Processed, 2014

Based on table 11, it is known that the value of F_{hitung} as $19.780 > \text{nilai } F_{tabel}$ by 3; 12 with a significance of $0.000 < 0.05$. This shows that the hypothesis is accepted, which means that the variables of trust (X1) and company image (X2) have a joint effect on the purchase decision.

Discussion

The Influence of Trust on Purchase Decisions

Based on the results of the tests that have been carried out, it is obtained that the hypothesis data has a direct influence, indicating that trust has an effect on the purchase of services. The partial test showed a positive and significant influence of trust on purchase decisions, which was characterized by a value of $0.013 < 0.05$. The condition of the members of the BMT Sarana Wiraswasta Muslim Malang Cooperative, the majority of which is market traders, contributes to the importance of members' trust in the cooperative, as well as its impact on purchase decisions in the cooperative.

In verse 1 of surah Al-Maidah, Allah SWT conveys the following message:

وَأَنْتُمْ الصَّيِّدُ مَجْلَىٰ غَيْرِ عَلَيْكُمْ يُتْلَىٰ مَا إِلَّا الْأَنْعَامِ بِهَيْمَةٍ لَكُمْ أَحَلَّتْ بِالْعُقُودِ أَوْفُوا أَمْنُوا الَّذِينَ يَأْيَهَا
يُرِيدُ مَا يَحْكُمُ اللَّهُ إِنَّ حُرْمًا

Artinya : *"Fulfill those promises. Cattle are permissible for you except those that have been read to you. But you should not hunt when you are in a state of ihram. Indeed, Allah has established decrees according to His will." (QS. Al-Maidah, 1).*

This means that Allah SWT emphasizes the importance of carrying out the promises that have been made. The contract in the verse refers to agreements between humans, including in various contexts such as rent, marriage, agricultural cooperation, and worship agreements to Allah SWT. In the principle of contract, agreement and cooperation between two parties is a very vital thing. Therefore, maintaining trust between partners aims to make cooperation run smoothly.

Trust variables can be linked using the Trust-Commitment Theory. This theory explains that trust is a key factor in building a long-term relationship between a company and a consumer. Trust leads to commitment in a relationship, which in turn influences purchasing decisions. In the context of BMT cooperatives, members' trust in cooperatives can increase their commitment, which then influences the decision to use cooperative services. Another theory that can be considered is Social Capital Theory. This theory emphasizes the importance of social networks and trust in facilitating economic transactions. In the context of the BMT Sarana Wiraswasta Muslim, the trust built among cooperative members can be seen as a form of social capital that influences the decision to purchase cooperative services. This is particularly relevant considering that the majority of members are market traders, where social networks and trust play an important role in day-to-day business transactions. In addition, Consumer Decision-Making Theory can also be applied. This theory describes the consumer decision-making process through several stages, including problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Trust can influence every stage in this process, especially in the alternative evaluation and purchase decision stages. Consumers who have high confidence in a product or service tend to evaluate it more positively and are more likely to choose it.

The results of this study are in line with the results of previous research by Arif & Putri (2020) and Wijaya (2023) shows that trust has an effect on purchasing decisions. The company must have actions in accordance with the promises or words that have been spoken, because it can affect the trust of the partnership in solving the problems faced and being able to meet its needs (Kasinem, 2020).

The Influence of Corporate Image on Purchase Decisions

Based on the results of the study, it is known that the significance value of the variable company image (X2) is $0.000 < 0.05$, this shows that the company image affects the purchase decision. From the partial test, it shows a positive and significant influence between the company's image and the decision to purchase services.

The verses related to Corporate Image are the Qur'an surah Al-Hujurat:6

فَعَلْتُمْ مَا عَلَىٰ فَتُصِیْحُوا بِجَهَالَةٍ ۖ قَوْمًا تُصِیْبُوا اَنْ فَتَبِیْنُوْا بِنَبِیٍّ فَاسِیْقٍ جَاءَكُمْ اِنْ نُوَاَمَّ الَّذِیْنَ یَاِیْهَا
نُدِیْمِیْنَ

Artinya : “O you who believe, if an wicked man comes to you with important tidings, then examine the truth so that you do not harm a people because of your ignorance which results in you regretting your deeds”. (QS Al-Hujurat : 6)

The verse has a meaning, image is a positive reputation or identity of an individual or organization. Building an image that can be trusted by consumers requires conformity with Islamic values and teachings, in accordance with sharia provisions. Allah SWT commands His believing people to be devout and speak honestly, straightly, and clearly. Providing good information to others is a form of building a good company image, especially if the person providing the information has relevant experience.

The variables of the company's image can be related using the Impression Management Theory. This theory explains how individuals or organizations seek to control other people's perceptions of them. In the context of business, the corporate image is the result of impression management carried out by the company. A positive image can affect consumer perception and ultimately influence their purchase decision. Another suitable theory is the Social Identity Theory developed by Henri Tajfel and John Turner. This theory explains that individuals tend to identify themselves with groups or organizations that have a positive image. In the context of consumer behavior, this theory can explain how a positive corporate image can make consumers feel that they are part of a prestigious or respected group, thus influencing consumer purchasing decisions. In addition, the Elaboration Likelihood Model developed by Petty and Cacioppo is also relevant in this discussion. This theory explains two information processing routes that can affect attitude changes, namely the central route and the peripheral route. Corporate image can affect both of these routes. On the central route, a good corporate image can encourage consumers to consider product arguments and information more seriously. On the peripheral route, a positive corporate image can serve as a peripheral cue influencing purchasing decisions without in-depth elaboration.

This research is in line with a study conducted by Yazid *et al.*, (2023) and Raviqy *et al.*, (2022) which shows that the company's image has a positive and significant influence on purchasing decisions.

The Influence of Trust and Company Image on Purchase Decisions

Based on the results of the research through the calculation results of the F test, the value of 19,780 > the Ftable value of 3; 12 with a significance of 0.000 < 0.05, this shows that trust (X1) and company image (X2) have a combined effect on purchase decisions. Based on simultaneous analysis using Ftable and significance values, it was found that trust and company image influence purchasing decisions.

Company image variables can be linked using Planned Behavior Theory (TPB). This theory explains that consumer behavior (including purchase decisions) is influenced by intention, which in turn is influenced by perceived attitudes, subjective norms, and behavioral controls. Trust and corporate image can influence consumer subjective attitudes and norms, thus collectively influencing purchasing decisions. Then the theory that is also appropriate is the Information Integration Theory developed by Norman H. Anderson. This theory explains how individuals integrate information from different sources to form attitudes and make decisions. In the context of purchasing decisions, trust and company image can be seen as two sources of information that are integrated by consumers. Trust

provides information about the reliability and integrity of the company, while the corporate image provides information about the company's reputation and position in the market. The integration of these two sources of information can affect consumer attitudes towards the company and its products, which ultimately influences purchasing decisions. Another suitable theory is the Attribution Theory developed by Fritz Heider. This theory explains how individuals interpret events and how this relates to their thoughts and behaviors. In the context of consumer behavior, this theory can explain how consumers attribute trust and a positive image of a company to the quality of a product or service. If consumers believe that trust and positive image are the result of a company's quality and good performance, they are more likely to make a profitable purchase decision.

The results are consistent with previous studies that noted a positive and significant association between trust, company image, and purchasing decisions. This research is also in line with the study conducted by Arif & Putri (2020) and Yazid et al., (2023) which states that trust and corporate image have a positive and significant effect on purchasing decisions.

CONCLUSION

In conclusion, both partially and simultaneously, the company's trust and image are proven to have a positive and significant influence on the decision to purchase services at the BMT Sarana Wiraswasta Muslim Malang Cooperative. The limitation of this study is that it limits the main variables on trust, company image, and the decision to become a member of murabahah financing. Suggestions for future researchers to be able to develop and expand variables or research objects not only traders and murabahah financing but also can use other variables such as knowledge about products.

BIBLIOGRAPHY

- Abhimantra, A., Rahmi Maulina, A., & Agustianingsih, E. (2013). Analisis Faktor-Faktor Yang Mempengaruhi Nasabah (Mahasiswa) Dalam Memilih Menabung Pada Bank Syariah. *Proceeding PESAT (Psikologi, Ekonomi, Sastra, Arsitektur & Teknik Sipil)*, 5, 170–177.
- Arif, M., & Putri, A. N. (2020). The Influence of Company Image and Trust and Word Of Mouth on Purchasing Decisions of Postal Express Services. *International Journal of Economic, Technology and Social Sciences*, 1, 49–60.
- Arthur A, & Thompson, M. A. (2016). *Crafting and executing strategy: the quest for competitive advantage, concepts and readings*. McGraw-Hill Education.
- Ferdinand, N. R., & Khusnudin, K. (2023). Fleksibilitas Jaminan Pembiayaan Usaha Mikro Pada Bmt Al-Hikmah Semesta Jawa Timur. *I-Economics: A Research Journal on Islamic Economics*, 9(2), 106–116. <https://doi.org/10.19109/ieconomics.v9i2.19719>
- Indrasari, Meithiana. (2019). *Pemasaran Dan Kepuasan Pelanggan*. Unitomo Press. Surabaya
- Janti, Suhar. (2014). Analisis Validitas Dan Reliabilitas Dengan Skala Likert Terhadap Pengembangan SI/TI Dalam Penentuan Pengambilan Keputusan Penerapan Strategic Planning Pada Industri Garmen. *Prosiding Seminar Nasional Aplikasi Sains & Teknologi (SNAST)*.
- Kasinem. (2020). Pengaruh Kepercayaan dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Hotel Bukit Serelo Lahat. *Jurnal Media Wabana Ekonomika*, 17(3), 329–339.

- Kotler dan Keller. (2012). *Prinsip Prinsip Pemasaran By Philip Kotler Gary Armstrong Edisi 12 Jilid I&2*. Erlangga. Jakarta
- Li, Y., Wang, X., & Yang, Z. (2011). The effects of corporate-brand credibility, perceived corporate-brand origin, and self-image congruence on purchase intention: Evidence from China's auto industry. *Journal of Global Marketing*, 24(1).
- Oemar, U., & Tores, R. (2019). Pengaruh Kepercayaan Dan Harga Terhadap Keputusan Pembelian Online Melalui Media Sosial Instagram Pada Mahasiswa STIE Rahmaniyah. *Jurnal Manajemen Kompeten*, 2(1).
- Primasari, N. S. (2017). Analisis Altman Z-Score, Grover Score, Springate, Dan Zmijewski Sebagai Signaling Financial Distress (Studi Empiris Industri Barang-Barang Konsumsi di Indonesia). *Accounting and Management Journal*, 1(1), 23–43.
- Putri, I. A. D., & Hendrawan, D. (2017). Pengaruh Corporate Image, User Image, Product Image, Dan Word Of Mouth, Terhadap Minat Beli Produk Pada Naavagreen Kediri. *Jurnal Ilmiah Mahasiswa FEB*, 5(2).
- Raviqy, M., Vaz, V., & Sutedjo, B. (2022). Pengaruh Kepercayaan, Corporate Image dan Persepsi Harga Terhadap Keputusan Pembelian (Studi Pada Perumahan Konsumen PT. Muliamas Land Kendal). *SEIKO : Journal of Management & Business*, 5(1), 2022–2275. <https://doi.org/10.37531/sejaman.v5i1.2011>
- Rusby, Z., & Hamzah, Z. (2016). Analisa Permasalahan Baitul Maal Wat Tamwil (BMT) melalui Pendekatan Analytical Network Process (ANP). *Jurnal Al-Hikmah*, 13(1).
- Rusmia, R., & Hasan, I. (2022). Strategi Pelayanan Account Officer Analisis Pembiayaan Pada Anggota Baitul Maal Wat Tamwil. *Jurnal Masharif Al-Syariah: Jurnal Ekonomi Dan Perbankan Syariah*, 7(3), 1158–1187. <https://doi.org/10.30651/jms.v7i3.18827>
- Soetanto, J. P., Septina, F., & Febry, T. (2020). Pengaruh Kualitas Produk Dan Keragaman Produk Terhadap Keputusan Pembelian Produk Amondeu. *Jurnal Manajemen Dan Start-Up Bisnis*, 5(1).
- Sudjana, K., & Rizkison, R. (2020). Peran Baitul Maal Wat Tamwil (BMT) dalam mewujudkan ekonomi syariah yang kompetitif. *Jurnal Ilmiah Ekonomi Islam*, 6(2), 175–194.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. CV. Alfabeta. Bandung
- Sugiyono. (2022). *Metode penelitian kuantitatif / Prof. Dr. Sugiyono*. Alfabeta. Bandung
- Wijaya, K. S. (2023). The Influence of Brand Image and Trust on Purchase Decisions in TikTok Shop. *Journal Research of Social Science, Economics, and Management*, 3(1), 1–13. <https://doi.org/10.59141/jrssem.v3i01.516>
- Yazid, M., Elly, M., & Hermawan, D. (2023). Pengaruh Kualitas Pelayanan, Kepercayaan Dan Citra Perusahaan Terhadap Keputusan Pembelian Pada Kantor BMT NU Cabang Bantaran. *Journal Management, Accounting, and Digital Business*, 1(4), 551–560.