

Pre-Retirement Product Marketing Strategy to Attract Public Interest (Case Study of Bank Syariah Indonesia KCP Lampung Barat)

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ABSTRACT

This study aims to analyze the marketing strategy of pre-retirement products implemented by Bank Syariah Indonesia KCP Lampung Barat to attract public interest. The research method used was a case study with a qualitative approach. Data were collected through in-depth interviews with the bank and potential customers, as well as through documentation. The results indicate that the implemented marketing strategy includes market segmentation, targeting productive age groups with awareness of future investment, and positioning as a safe and profitable Sharia financial solution for retirement preparation. The marketing mix implemented includes competitive products, affordable prices, promotions through social media and outreach activities, and strategic placement. This study also identifies factors influencing public interest in pre-retirement products, such as level of trust in Sharia banks, understanding of Sharia investments, and the need for future financial planning. This research provides practical implications for Bank Syariah Indonesia KCP Lampung Barat in improving the effectiveness of its pre-retirement product marketing strategy.

Keywords: Marketing Strategy, Pre-Retirement Products, Sharia Bank, Public Interest, Case Study.

1. INTRODUCTION

Banks are business entities that collect funds from the public in the form of deposits and distribute them to the public in the form of credit or other forms in order to improve the living standards of many people (Andini, 2022). The function of the bank is as an intermediary that collects and distributes public funds. Banks generally carry out two types of activities, namely collecting funds from people who have excess funds (surplus units) to then distribute to people who lack funds (Hrp & Saraswati, 2020). Law No. 10 of 1998 expressly recognizes the existence of Islamic banking, namely commercial banks and rural banks that run their business activities based on sharia principles. In the provisions of Law No. 10 of 1998, Sharia principles are defined as the rules of agreements based on Islamic law between banks and other parties for the storage of funds and or financing of business activities or other activities declared in accordance with Sharia (Fitria, 2017).

The development of Islamic banking in Indonesia is growing rapidly. As evidenced by the many standing Islamic banking both micro and macro scale. The emergence of Islamic banking stems from the growing economic activity of the community and requires Islamic institutions in charge of managing the money they have in order to facilitate economic activities that are far from the practice of usury. Islamic banks are banks that are operationally different from conventional banks. Islamic banks have their own characteristics that do not accept or provide interest charges to

customers, but accept or provide revenue-sharing charges and other rewards that are relevant to the contracts that have been agreed upon (Islami, 2021). The basic concept of Islamic banks is based on the quran and Hadith, as well as the products of Islamic banks that should not be contrary to the quran and Hadith of the Prophet Muhammad. In terms of institutional structure, Sharia banks have Sharia Supervisory Boards (DPS), which have functions equivalent to those of commissioners. This DPS is the same as the National Sharia Council (DSN) of the Indonesian Ulema Council (MUI), whose main task is to supervise Islamic banks to remain within the operational and business corridors of Sharia. Sharia banks are divided into three, namely, the first Sharia Commercial Bank, the second Sharia Business Unit, and the third is the Sharia People's Financing Bank (Febrian et al., 2024).

The development of Islamic financial institutions informally began before the issuance of a formal legal framework as a foundation for banking operations in Indonesia. Several non-Bank financing business entities were established before 1992 that have implemented the concept of profit sharing in their operating activities (Fitria, 2017). This shows the need for the presence of financial institutions that can provide financial services in accordance with Sharia. The needs of the community have been answered by the realization of a sharia-compliant banking system. As one of the financial institutions, banks need to maintain their performance in order to operate properly. Moreover, Islamic banks must compete with conventional banks that are dominant and have grown rapidly in Indonesia (Rukmanasari et al., 2024). This increasingly sharp competition must be followed by good management to be able to stay in the banking industry. One of the things that must be considered by the bank to be able to continue to survive is the performance (financial condition) of the bank. market share in competing with conventional banks that have been established earlier (Rifiqi et al., 2018).

Islam and marketing are two terms that have rarely been discussed together (Idris et al., 2020). But at this time muslim consumers formulate marketing strategies and companies that consider the muslim market as a very attractive market segment. The discipline of marketing science is part of the form of muamalah that is allowed as long as the process still complies with the rules in Islam and avoids its prohibitions. Thus, marketing is a business agreement made by humans to be adhered to by committed parties. Bank Mandiri Syariah KCP Lampung Barat conducts promotions by visiting prospective customers and direct socialization by offering products at Bank Syariah Indonesia and explaining what products are in Bank Syariah Indonesia, one of which is pre-retirement financing products, by distributing product brochures, cooperating with universities, and agencies. Brochures are an introduction tool to prospective customers, but brochures are not the most superior tool for recruiting customers because Bank Syariah Indonesia also promotes by marketing its products to the community (Sarida et al., 2020).

Bank Syariah Indonesia KCP Lampung Barat has a wide range of products consisting of fund-raising products in the form of savings, current accounts, and deposits, as well as fund distribution products in the form of financing, micro unit financing, pension, and pre-retirement financing. Pre-retirement financing is a new product that started running in 2018, pre-retirement financing is financing that has a small financing risk, because financing in Bank Mandiri Syariah is based on a cooperation agreement between Bank Syariah Indonesia and pension fund management institutions such as active civil servants who will enter retirement to meet part or all of the needs of a package of goods or services using the principle of buying and selling (Murabaha) or renting (ijarah) where the payment is in installments with a predetermined number of installments upfront and paid every month until retirement. The purpose of pre-retirement financing is to help the needs of retirees who lack funds or need funds to meet their needs. As is known, civil servants who have entered retirement have a relatively small income compared to when the employee is still actively working as a civil servant or employee of SOEs/BUMD. This product is offered with a ceiling of Rp. 50.000.000-Rp. 350,000,000 with a term of 15 years or 180 months.

Marketing strategy is basically a comprehensive plan, integrated and unified in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing objectives of a company (Puspitasari, 2019).

In other words, a marketing strategy is a set of goals and objectives, policies and rules that give direction to a company's marketing efforts over time, at each level and reference allocation, especially as a response to the company in the face of an ever-changing competitive environment and circumstances. Marketing strategies used in each bank must be different from one bank to another, especially in promoting and marketing its products to customers. Whether it's product funding or product financing. Marketing strategies used in each bank must be different from one bank to another, especially in promoting and marketing its products to customers. Whether it's product funding or product financing. One of the financing products provided by Bank Syariah Indonesia KCP West Lampung is pre - retirement financing, which is a distribution of consumer financing facilities to retirees, with installment payments made through direct pension deductions received by the bank every month (monthly pension). The Akad used is the Akad Murabaha or Ijarah.

In an effort to improve pre-retirement financing products at Bank Syariah Indonesia KCP West Lampung, it takes the right marketing strategy and planning so that people, especially retirees, are more interested in financing products at Bank Syariah Indonesia compared to financing products at other Islamic banks. Based on the above background, the author wants to conduct a study on "pre-retirement product marketing strategy to attract public interest" (Case Study of Bank Syariah Indonesia KCP West Lampung).

2. LITERATURE REVIEW

Marketing Strategy

Marketing strategy is to select and analyze the target market, which is a group of people who want to be reached by the company, and create a suitable marketing mix that can satisfy the target market (Mohamad & Rahim, 2021). According to Pandji Anoraga, marketing strategy is a form of a targeted plan in the field of marketing to obtain an optimal result. Quoted from Donni Jun Priansa, according to Cravens and Piercy, marketing strategy is a market-driven process of strategy development that considers environmental changes and the need to offer superior customer value. In this case, the marketing strategy connects the organization with the environment and views marketing as a function that has more responsibility than other functions in the overall business activity (Zulkifli et al., 2020).

Marketing Mix

The success of a company is based on its expertise in controlling its marketing strategy. The concept of marketing has a set of marketing tools that can be controlled that is known as the marketing mix (marketing mix).(Abdullah, 2024) Marketing mix is defined as a combination of a set of marketing tools that can be controlled by the company as part of an effort to achieve goals in the target market. (Budiman et al., 2021)

Islamic Banking

Banking is everything that concerns about banks, including institutions, business activities, and ways and processes in carrying out their business activities.(Sobarna, 2021) Simply put, a bank is defined as a financial institution whose business activity is to collect funds from the community and channel these funds back to the community, as well as providing other financial services. Islamic banks are banks that are operationally different from conventional banks. Islamic Bank is a Bank whose activities refer to Islamic law. (Grace et al., 2021) Islamic banks have their own characteristics, namely they do not accept or provide interest expenses to customers, but they do accept or provide profit sharing expenses and other rewards that are relevant to the contracts that have been agreed. The concept of Islamic banks is based on the Quran and Hadith, as well as the

products of Islamic banks that should not be in conflict with the Quran and Hadith of the Prophet Muhammad.

Pre-Retirement Financing

Definition of funding according to the Smart Dictionary of sharia economics, funding is defined as the provision of funds or bills that are equated with it in the form of

1. profit-sharing transactions in the form of mudharabah and Musharakah
2. lease transactions in the form of ijarah or lease purchase in the form of Ijarah muntahiyah bittamlik
3. sale and purchase transactions in the form of receivables Murabaha, salam, and istisna.
4. borrowing and borrowing transactions in the form of qard receivables.
5. lease transactions in the form of ijarah for multi-service transactions, based on an agreement or agreement between the Islamic bank and the US and other parties that require the party financed and or given funding facilities to return the funds after a certain period of time in exchange for ujah, without compensation, or profit sharing.

Financing or financing is funding provided by one party to another party to support planned investments, either done by themselves or institutions. Financing is one of the main tasks of the bank, namely the provision of facilities for the provision of funds to meet the needs of those who are a deficit unit (lack of funds).

3. RESEARCH METHODS

This type of research is Field Research. The purpose of this study is to study in depth about how the public understand Islamic banking. The nature of this study is a qualitative descriptive method. The way of writing is descriptive qualitative, the data that has been collected and then analyzed using descriptive qualitative that is to describe, and explain all that exists expressly and clearly about the data relating to the problem of pre-retirement product marketing strategies to attract public interest (Case Study Bank Syariah Indonesia KCP Lampung. (Ahmadi et al., 2023)

Data sources that researchers use in this study are primary data sources and secondary data sources. This study used interview and documentation data collection techniques. In analyzing the data researchers use data that has been obtained in the form of descriptions and then the data is analyzed using inductive thinking. This way of thinking researchers use to elaborate, then draw conclusions in general.

4. RESULTS AND ANALYSIS

A. Research Results

1) Promotion Strategy

In marketing pre-retirement products, which are one of the products of Islamic banks, there is a strategy used, based on the results of the author's interview with the Account Officer of Islamic Bank Syariah Indonesia KCP West Lampung. Mr. Dadang, on January 06, 2025, explained the marketing strategy to attract pre-retirement enthusiasts offered by Islamic Bank KCP West Lampung, who said

“The marketing strategy for pre-retirement products at Bank Syariah Indonesia KCP Lampung Barat is carried out through an educational approach, community promotion, digital marketing, and referral programs. The Bank actively educates prospective customers on the importance of financial planning before retirement through seminars, webinars, and free consultations. In addition, cooperation with retirement communities, government agencies, and employee cooperatives is a strategic step to introduce products more widely. In the digital age, the use of social media, websites, and digital advertising is also key in reaching a wider target market. To increase public trust, the bank applies the principle of transparency by providing clear information about the benefits and conditions of the product

without hidden costs. Testimonials from customers who have felt the benefits of the product are also an effective promotional tool.”

Based on the results of interviews that have been carried out, marketing strategies implemented by Bank Syariah Indonesia KCP Lampung Barat combine traditional approaches (community and education) and modern approaches (digital marketing). This approach is effective enough to raise awareness, build trust, and reach a wider target market. However, the effectiveness of this strategy remains dependent on the consistency of implementation and market response to the approach used.

Based on the results of interviews with one of the officers who handles pre-retirement, about the products offered

“The main targets of this pre-retirement product are public and private employees who are approaching retirement age, entrepreneurs who want to set up pension funds independently, and people who want to invest based on Sharia. In the face of competition with conventional banks, Bank Syariah Indonesia KCP Lampung Barat highlights the advantages of a usury-free, contract-based Sharia system that is fair and transparent, and uses a profit-sharing system that is more profitable for customers.”

In marketing pre-retirement products, which is one of the products of Bank Syaria, another officer explained about the pre-retirement products offered by Islamic Bank KCP West Lampung, who said

“Pre-retirement products are banking services that we provide to help people prepare for their retirement better. This product is designed to provide long-term financial benefits, ensuring that after retirement, customers have enough savings or investments to support their lives. We offer several forms of products, including Islamic retirement savings, sharia-based investments, and financing programs that can help customers build assets before they retire. This product is in accordance with Sharia principles that avoid elements of usury and unethical transactions”

Based on interviews conducted with officers who manage pre-retirement products at Bank Syariah Indonesia KCP Lampung Barat, it can be analyzed that the marketing strategy of pre-retirement products offered by this bank is very focused on the needs of the market, which is increasingly aware of the importance of financial planning for retirement. Bank Syariah Indonesia KCP Lampung Barat targets several groups of people as the main users of their pre-retirement products, including public and private employees who are approaching retirement age, entrepreneurs who want to set up pension funds independently, and the general public who want to invest in accordance with Sharia principles. This shows that the bank is well aware of the different segments of the market that have different needs regarding retirement planning, and thus offers relevant solutions for each of these groups. The main target of pre-retirement products at Bank Syariah Indonesia KCP Lampung Barat is public and private employees who are approaching retirement age. This group has a very urgent financial need in retirement preparation, as they want to ensure that their life after retirement remains financially secure. In addition, entrepreneurs who want to independently prepare a pension fund are also an important target. Entrepreneurs often do not have a structured pension guarantee like public or private employees, so they have to plan and manage their own pension fund. In addition, people who want to invest based on Sharia are also becoming an increasingly growing market segment, considering that more and more people are interested in investments that are in accordance with Sharia principles, avoiding the elements of usury and vagueness of transactions. This segment, although broader and not focused only on retirement age, shows a great interest in financial products that are in line with religious and ethical values.

In the face of competition with conventional banks that also offer similar products, Bank Syariah Indonesia KCP Lampung Barat highlights its main advantage, which is a Sharia system that is free from riba elements and promotes fair and transparent principles. One of the reasons why many customers prefer Islamic financial products is that they feel more secure and comfortable with transactions that are in accordance with the teachings of the Islamic religion. Conventional banks, despite having a wide range of attractive financial products, often face challenges in attracting consumers who prioritize sharia principles in their financial management. In this regard, Bank Syariah Indonesia KCP Lampung Barat can meet the needs of this very specific market by offering products that promote ethical values and fairness in every transaction.

The Sharia system implemented in the pre-retirement products of Bank Syariah Indonesia KCP Lampung Barat guarantees that transactions are carried out free of usury, which is one of the important principles in Islamic finance. Riba is considered a form of injustice in financial transactions, and by avoiding it, banks can offer fairer financial solutions to customers. In addition, the product is also based on a clear and transparent contract, ensuring that each party involved in the transaction has the same understanding of their rights and obligations. This clear agreement is important to create trust between the bank and the customer, which in turn can increase customer loyalty to the product. In this context, the principles of Sharia also serve to avoid the element of uncertainty or gharar, which is often found in conventional financial products. This makes pre-retirement products from Bank Syariah Indonesia KCP Lampung Barat more attractive for those who prioritize certainty and fairness in their financial planning.

The pre-retirement products offered by Bank Syariah Indonesia KCP Lampung Barat are designed to provide long-term financial benefits to customers, ensuring that they can enjoy a comfortable and secure retirement. Several types of products offered include Islamic retirement savings, sharia-based investments, and financing programs that can help customers build assets before entering retirement. These products are designed to provide flexibility to customers in planning and managing their retirement funds according to their individual needs and preferences.

Sharia retirement savings is a product that allows customers to set aside part of their income for retirement preparation. With Sharia principles, these savings offer a fairer profit sharing compared to the interest provided by conventional banks. In addition, sharia-based investments provide an opportunity for customers to invest in instruments that are in accordance with Sharia principles, such as Sharia stocks, sukuk, or Sharia mutual funds. This Program can be an attractive alternative for customers who want to earn greater profits in the long run, while ensuring that their investments remain in accordance with Sharia ethics and principles.

Financing programs are also an important part of this pre-retirement product, because they can help customers build assets before retirement, such as buying a house or vehicle. The financing provided by the bank uses sharia principles that avoid riba elements, so that customers feel more comfortable and guaranteed in the return process. These products complement each other, giving customers a variety of options to plan and manage their retirement funds in a manner that is in accordance with Islamic finance principles.

On the other hand, the opportunities held by Islamic Bank KCP Lampung Barat are very large, considering the increasing number of people who are interested in Islamic financial products. As awareness of the importance of retirement planning increases, banks can introduce this product as a solution that is more in line with their religious and ethical values. In addition, by establishing closer partnerships with various government agencies, the private sector, and retirement communities, the bank can expand its market reach and increase awareness of the benefits of pre-retirement products offered.

While on the aspect of features/characteristics of pension products at Bank Syariah Indonesia KCP Curup, Account Officer Program (AOP), RIZki said:

“Characteristic of the Bank Bank Syariah Indonesia KCP Lampung Barat is that credit can be for a period of three years before retirement, where for the calculation it takes into account the estimated salary of retirement and does not interfere with the active salary of the

ASN, and certainly Bank Bank Syariah Indonesia KCP Lampung Barat) has the characteristic of prioritizing and favoring pension products, good credit or pension savings, in accordance with the name of Bank Mandiri Taspen, so this is the attraction of Bank Syariah Indonesia KCP Lampung Barat with other competitors. Bank Syariah Indonesia KCP Lampung Barat also provides reward facilities to ASNS or retirees who join Bank Syariah Indonesia KCP Lampung Barat, to provide the best service specifically for ASNS and retirees". (Dadang et al., 2025)

From the explanation of the interview above, it can be concluded that both facilitate rewards in the form of gifts, and the advantages of pension products offered to customers and the advantages of this product that are not found in other bank pension credit products are insurance attributes, so one of the characteristics of Bank Syariah Indonesia KCP Lampung Barat is a pension financing product with Sharia principles, while Bank Syariah Indonesia KCP Lampung Barat has the characteristics of a bank that specifically serves the affairs and needs of the Taspen program.

2) Pricing Strategy

Price is one of the important elements of marketing, which has an impact on the number of sales, while other elements are supporting elements that constitute a unity in the marketing mix. The effect of customer interest in seeing the price or installment can be seen in the author's interview with Sales Force Ridwan, who said:

"More or less it affects, because the customer Tu kan itung-his cooking nian currency, what else in the net received, so for example installments in other banks tu cuman Rp.760,000, in our Rp. 770,000, so the difference in installments was very influential, if we differ 100,200 thousand be influential kek interest of its customers".

And based on the results of interviews, the author, to customer sales Executive (CSE) Meri Pantari, said:

"financing products owned by Bank Syariah Indonesia has advantages over other banks, namely fixed installments so that there is no change in the nominal until the payer, the rate is relatively cheap, when compared with other banks, and there is no provision fee, when compared with bank mandiri taspen there is a provision fee of 1% of the credit palfond, so there is no change in installments, financing limits ranging from 10-350 million with tenors up to 15 years evenly for pension financing that we discount on ADM costs, usually in banks- other banks have provision costs and other costs, whereas in Islamic BANK KCP LAMPUNG BARAT tu there are only three costs, namely insurance costs, ADM and stamp duty costs. ADM 0.5%, usually in other banks 1%, usually customers interested because of that. While the price aspect of the pension credit for bank pension credit, the amount of installments and Tenor of Bank Mandiri Taspen is quite competitive, because the interest rates offered are competitive with other banks, and the tenor can be up to twenty years for the ASN, TNI, POLRI, and therefore very attractive because for the amount of installments is quite light and".

In this analysis, the influence of price or installment on customer interest is very clearly visible, as expressed by Sales Force Ridwan. The difference in installments, although small, such as Rp 10,000 to Rp 20,000, can have a big effect on customer decisions, especially those who are very concerned about the installment burden that must be paid. On the other hand, Customer Sales Executive (CSE) Meri Pantari highlighted the advantages of Islamic bank financing products, KCP West Lampung, compared to other banks. Bank Syariah Indonesia KCP Lampung Barat offers fixed installments without provision fees, as well as lower administrative fees, which are 0.5% compared to 1% at other banks. This is an attraction for customers, especially because other banks often charge additional fees that can increase the total installment. In addition, Bank Syariah Indonesia

KCP Lampung Barat also offers competitive financing flexibility, with large financing limits and long tenors. Meanwhile, Bank Mandiri Taspen also has a fairly competitive installment financing product, especially for pension loans, because it offers competitive interest rates and longer tenors, up to 20 years, which are favored by the ASN, TNI, and POLRI. Overall, both Bank Syariah Indonesia KCP Lampung Barat and Bank Mandiri Taspen have price advantages and flexibility that have a great influence on customer interest in choosing financing products.

B. Research Discussion

1) Promotion Strategy

The pre-retirement product marketing strategy at Bank Syariah Indonesia KCP Lampung Barat combines an educational approach, community promotion, digital marketing, and referral programs. The Bank actively educates prospective customers on the importance of financial planning before retirement through seminars, webinars, and free consultations. This education aims to increase public understanding of the benefits of mature retirement planning and introduce Sharia-based financial solutions that are fairer and more transparent. With this approach, potential customers not only understand the benefits of the product but also gain insight into how it can help them in the long run.

In addition to an educational approach, Bank Syariah Indonesia KCP Lampung Barat also cooperates with the retirement community, government agencies, and employee cooperatives as a strategic step to introduce products more widely. This collaboration allows the bank to reach a more specific target market, especially those who are close to retirement or are preparing for retirement funds independently. The advantages of a Sharia system that is free from usury and based on a fair and transparent contract are the main attractions offered in this cooperation.

Digital marketing is also one of the strategies implemented by Bank Syariah Indonesia KCP Lampung Barat in introducing their pre-retirement products. Utilization of social media, websites, and digital advertising is key in reaching a wider target market. In today's digital era, prospective customers tend to look for information about financial products online before making a decision. Therefore, this digital marketing strategy not only increases public awareness of pre-retirement products but also builds the bank's credibility as a transparent and trustworthy financial institution.

The Bank also implemented a referral program as a marketing strategy, where customers who have used pre-retirement products can recommend this service to their peers. This strategy is supported by testimonials from customers who have experienced the benefits of the product, which proves to be an effective promotional tool. The trust of potential customers will increase when they hear firsthand experiences from previous users of the product, which can ultimately encourage them to join and take advantage of the service.

The main targets of pre-retirement products offered by Bank Syariah Indonesia KCP Lampung Barat are public and private employees who are approaching retirement age, entrepreneurs who want to set up pension funds independently, and people who want to invest based on Sharia. Public and private employees approaching retirement age are becoming an important segment because they want to ensure that their life after retirement remains financially secure. This group needs financial instruments that can provide certainty and long-term benefits, so sharia-based pre-retirement products are one of the attractive options for them.

In addition, entrepreneurs are also the main target, given that they often do not have a structured pension guarantee like public or private employees. Therefore, they need to plan and manage their own retirement funds to remain financially stable in old age. Bank Syariah Indonesia KCP Lampung Barat offers sharia-based solutions that can help them build assets more securely and transparently. The people who want to invest based on Sharia are becoming an increasingly growing segment, especially due to the increasing awareness of the importance of financial products that are in accordance with Sharia principles and free from usury.

In the face of competition with conventional banks, Islamic Bank KCP Lampung Barat highlights its main advantage, which is a Sharia system based on a fair and transparent contract.

Conventional banks may have a variety of attractive financial products, but often face challenges in attracting consumers who prioritize sharia principles in their financial management. By offering products that promote ethical values and fairness in every transaction, Bank Syariah Indonesia KCP Lampung Barat can attract more customers who have concerns about sharia-based finance.

The Sharia system applied in the pre-retirement products of Bank Syariah Indonesia KCP West Lampung guarantees that transactions carried out are free from usury. Riba is considered a form of injustice in financial transactions, and by avoiding it, banks can offer fairer financial solutions to customers. In addition, the product is also based on a clear and transparent contract, ensuring that each party involved in the transaction has the same understanding of their rights and obligations. This clear agreement is important to create trust between the bank and the customer, which in turn can increase customer loyalty to the product.

The pre-retirement products offered by Bank Syariah Indonesia KCP Lampung Barat are designed to provide long-term financial benefits to customers, ensuring that they can enjoy a comfortable and secure retirement. Several types of products offered include Islamic retirement savings, sharia-based investments, and financing programs that can help customers build assets before entering retirement. These products are designed to provide flexibility to customers in planning and managing their retirement funds according to their individual needs and preferences.

Sharia retirement savings allow customers to set aside part of their income for retirement preparation. With Sharia principles, these savings offer a fairer profit sharing compared to the interest provided by conventional banks. In addition, sharia-based investments provide an opportunity for customers to invest in instruments that are in accordance with Sharia principles, such as Sharia stocks, sukuk, or Sharia mutual funds. This Program can be an attractive alternative for customers who want to earn greater profits in the long run, while ensuring that their investments remain in accordance with Sharia ethics and principles.

Financing programs are also an important part of this pre-retirement product, because they can help customers build assets before retirement, such as buying a house or vehicle. The financing provided by the bank uses sharia principles that avoid riba elements, so that customers feel more comfortable and guaranteed in the return process. These products complement each other, giving customers a variety of options to plan and manage their retirement funds in a manner that is in accordance with Islamic finance principles.

The advantage of pension products offered by Islamic Bank KCP Lampung Barat compared to similar products from conventional banks lies in a more transparent and ethical Sharia system. One of the peculiarities of this product is the insurance attribution that is not found in other bank pension credit products. In addition, Bank Syariah Indonesia KCP Lampung Barat is known as a bank that specifically serves the affairs and needs of Taspen program, thus offering services that are more in line with the needs of retirees.

From the various marketing strategies implemented, it can be concluded that Islamic Bank KCP Lampung Barat has a great opportunity to expand its market reach. With increasing public awareness of the importance of retirement planning as well as increased interest in Sharia-based financial products, the bank can continue to develop innovations in its products and services. With a strategic and targeted approach, the pre-retirement products offered can be the main choice for people who want to ensure a more prosperous retirement, in accordance with Sharia principles.

2) Pricing Strategy

Price is one of the important elements in the marketing mix, which has a direct impact on the number of sales of a product or service. In the context of the banking industry, especially in terms of financing products, price or installment is the main factor considered by customers in

making a decision. Competitive prices can attract customers and provide benefits for banks in increasing the amount of financing disbursed. Conversely, higher prices compared to competitors can be a barrier to attracting new customers and retaining old customers. In this study, the effect of

price on customer interest was analyzed based on interviews with several parties directly involved in the marketing of banking financing products.

In the marketing analysis of pre-retirement products, the price or installment element is an important factor that influences customer decisions. An interview with Sales Force Ridwan revealed that a small difference in installments, such as Rp10, 000 to Rp20, 000, can affect the customer's decision in choosing a product. Customers are very considerate of the number of installments to be paid each month, especially if there are significant differences with products from other banks.

Customer Sales Executive (CSE) Meri Pantari highlighted the advantages of financing products owned by Islamic Bank KCP Lampung Barat compared to other banks. These advantages include fixed installments without nominal changes until repayment, relatively cheap rates, and the absence of provision fees. For comparison, Bank Mandiri Taspen charges a provision fee of 1% of the credit ceiling, while Bank Syariah Indonesia KCP Lampung Barat only has three main costs, namely insurance, administration, and stamp duty. The administration fee charged by Bank Syariah Indonesia KCP Lampung Barat is 0.5%, lower than other banks that set an average administration fee of 1%. This factor is an attraction for customers who want to avoid additional costs that burden the total installment. Previous research has shown that cost transparency and a competitive installment structure can increase customer loyalty to Islamic banks (Rahman & Sari, 2023)

In the aspect of pension financing, Bank Mandiri Taspen offers tenors of up to 20 years for ASN, TNI, and POLRI, making it an attractive option for those looking for lighter installments. However, Bank Syariah Indonesia KCP Lampung Barat continues to compete by offering competitive financing flexibility, financing limits of up to Rp350 million, as well as discounts on administrative costs for pension financing. The advantages of the Sharia system, which is free from usury and based on a fair contract, further strengthen the competitiveness of Bank Syariah Indonesia KCP West Lampung in attracting customers. A study conducted by Suryadi (2023) also revealed that tenor flexibility and clarity of Sharia contracts increase the attractiveness of Islamic financial products for customers.

In addition to price, the marketing strategy implemented includes financial education to prospective customers through seminars, webinars, and free consultations. Cooperation with the retirement community, government agencies, and employee cooperatives is also carried out to introduce the product more widely. In the digital age, the use of social media, websites, and digital advertising is key in reaching a wider target market. Transparency in product information and testimonials from customers who have felt the benefits of the product is also an effective promotional tool. The study by Lestari (2023) emphasizes that the combination of traditional and digital marketing in Islamic banking can increase customer awareness and trust.

The above results are in line with marketing theory, which explains that the strategy of Bank Syariah Indonesia KCP Lampung Barat reflects the application of a comprehensive Marketing Mix, especially on the elements of Product, Price, and Promotion. In terms of products, the bank prioritizes long-term use value through savings and interest-free pre-retirement investments, which are in line with product theory as a solution to consumer problems. In the price element, the bank implemented a competitive pricing strategy by eliminating provision costs and reducing administrative costs by 0.5%, which proved to be a determining factor of customer price sensitivity. Meanwhile, the promotion element is done through a mixed strategy between traditional approaches, such as referrals and communities, and a modern approach through digital marketing, to build strong brand awareness in various market segments.

Theoretically, the bank has implemented a sharp STP strategy in marketing pre-retirement products. The Bank conducts clear market segmentation, ranging from active employees (ASN/private) to entrepreneurs, and sets the main target on individuals who are approaching retirement. In terms of positioning, Bank Syariah Indonesia KCP Lampung Barat has succeeded in building an image as an institution that prioritizes justice and transparency through Sharia contracts. This positioning provides a competitive advantage that sets it apart from conventional banks, where

ethical and spiritual values become a unique value proposition that appeals to religious segments of society.

An educational approach through seminars and free consultations shows the application of The Theory of Relationship Marketing or relational marketing. Instead of just making transactional sales, banks seek to build trust and loyalty through financial education and information transparency with no hidden costs. The use of customer testimonials as a promotional tool also strengthens the Social Proof aspect of consumer behavior theory, where prospective customers tend to trust more in the real experiences of other users. By maintaining the quality of Service and providing rewards, the bank strives to maximize Customer Lifetime Value, ensuring that customers not only join when they are nearing retirement, but remain loyal until the full service period arrives.

5. CONCLUSION

Based on the results of research conducted, it can be concluded that the marketing strategy of pre-retirement products at Bank Syariah Indonesia KCP Lampung Barat is carried out through a comprehensive marketing mix approach, including financial education, community promotion, and the use of digital marketing. This Bank managed to attract the public by highlighting the advantages of a usury-free Sharia system, contract transparency, and a competitive fee structure, such as fixed installments and lower administrative costs compared to other banks. By targeting specific segments such as employees approaching retirement age and entrepreneurs, the strategy focuses not only on transactional sales but also on building long-term trust through ethical values and economic justice.

The implications of this study indicate that the success of marketing of Islamic banking products is highly dependent on the integration of contract transparency, cost efficiency, and sustainable education to the community. Bank Syariah Indonesia KCP Lampung Barat proves that by emphasizing the value of riba-free ethics and providing administrative fee waivers, they can create a strong competitive advantage in attracting pre-retirement customers compared to conventional banks. For further research, it is suggested that researchers conduct comparative studies with a wider geographical scope or use quantitative methods to measure precisely the extent to which the level of Islamic financial literacy affects the loyalty of pension customers in the long term.

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