



Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi)

Ibnu Syawali Manurung¹, Nursantri Yanti², Muhammad Lathief Ilhamy Nasution³

¹²³North Sumatra State Islamic University, Indonesia

Correspondent: syawalibnu48@gmail.com¹

Received : June 12, 2024

Accepted : August 6, 2024

Published : October 31, 2024

Citation: Manurung, I. S., Yanti, N., Nasution, M, L, I. (2024). Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi). *Ijomata International Journal of Management*, 5(4), 1173-1190.

<https://doi.org/10.61194/ijm.v5i4.1274>

ABSTRACT: This study aims to analyze the implementation of Word of Mouth Marketing (WOMM) quality in increasing customer interest in Home Ownership Loan (PPR) products at BTN KCP Syariah Setia Budi using SWOT analysis. This research employs SWOT analysis (Strength, Weakness, Opportunities, Threats) as its foundational framework. The results indicate that WOMM has significant potential to attract customer interest, particularly through the strength of satisfied customers' credibility and the superior quality of services. Major opportunities are also identified in the growth of digital and social media and the increasing trust in sharia financial products. However, challenges include dependence on customer perceptions, limited control over WOMM messages, and intense market competition. With the right strategies, such as enhancing service quality, leveraging social media, and encouraging positive testimonials, BTN KCP Syariah Setia Budi can optimize the positive impact of WOMM to strengthen the market position of their PPR products.

Keywords: WOMM, Customer Interest, Mortgage Products



This is an open access article under the CC-BY 4.0 license

INTRODUCTION

In 1992, Bank Muamalat Indonesia stood as a sign of the beginning of the dual banking system in Indonesia, including public banks and Bank Perkreditan Popular (BPR) under Act No. 10 of 1998. A bank is defined as an enterprise that collects funds from the community in the form of savings and channels them in the Form of Financing to improve the standard of life of the community. Sharia Bank, on the other hand, carries out business activities based on Sharia principles and provides payment traffic services, while BPR-Syariah does not provide services in payment traffic (Caliskan, 2016). The Sharia State Savings Bank, as the Sharia Enterprise Unit (UUS) of the Conventional State Saving Bank, which is the BUMN, began operations on 14 February 2005. The purpose of the establishment of BTN Shariah is to meet the needs of customers for shariah banking products and services, as well as to provide a balanced benefit between customers and banks. BTN Shariah performs the function of intermediation by collecting funds through output, savings, and deposits, as well as channelling them through various PPR, multi-use, investment, and

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

labour capital financing products, in accordance with its motto "Fortune and Common Welfare" which prioritizes the principle of justice and equality. ([Yulianto & Assoraya, 2021](#)).

The products of the Sharia bank funds are intended for mobilization and investment in order to build a fair economy, so that the profits can be guaranteed to all parties (Sari & Gusti, 2017). There are various types of accords used in sharia banking transactions and business in accordance with the principles of shariah, such as murabahah, wadiah, isthisna, hawalah, musyarakah, salam, and qardh. In the Shariah PPR transaction, the two commonly used types are murabah and musyarah mutanaqisah ([Pramudita & Suharyati, 2024](#)). In akad murabaha, the bank buys the house that the customer wants and sells it back with the margin of profit that has been agreed upon, while in akad muyarah, the customer and the bank work together to buy the house with a different percentage of ownership that is gradually transferred to the customer ([Hendrayati & Pamungkas, 2020](#)). The significant difference between Sharia PPR and Conventional PPR lies in the method of calculating fixed profits and payments without interest, unlike conventional PPRs that use floating rates and impose delay fines. ([Kuswandi & Surya, 2021](#)). The high level of competition in the banking industry makes marketing strategies crucial in attracting customer interest ([Hasanudin & Nurwulandari, 2022](#)). In addition to promoting through media such as pamphlets, brochures, and advertisements, Word of Mouth (WoM) communication is considered highly effective. WoM, according to ([Sari & Gusti, 2017](#)), is a communication process of individual or group recommendations of products or services, delivered personally. WoM is effective because it usually comes from satisfied consumers and acts as an advertising medium for the company. ([Fakhrudin et al., 2021](#)) states that a product includes everything that gives value to satisfy a need or desire, while ([Ali Hasan, 2018](#)) stresses that WoM is directly preferred because of its spontaneous nature.

Word of Mouth Marketing (WOMM) is a marketing strategy that relies on the power of informal communication between individuals about a product or service. This concept was first pioneered by George Silverman in the early 1970s, when he developed a discussion group for doctors to discuss pharmaceutical products. Silverman realized that doctors were more likely to be influenced by their peers' opinions than advertising or other promotional material. This thought was then expanded by characters like Seth Godin and Malcolm Gladwell. ([Aslami et al., 2022](#)). Gladwell, through his book "The Tipping Point", introduced the concept that the dissemination of ideas and products depended on influential individuals such as "mavens", "connectors", and "salesmen" ([Amirah et al., 2023](#)). In addition, Emanuel Rosen, the author of "The Anatomy of Buzz", investigates how buzz about products can be created and disseminated. The essence of WOMM is to leverage trust and credibility in social relationships, where information obtained from friends or family is usually more trustworthy than advertising ([Studi et al., 2024](#)). These strategies are often associated with viral marketing, where messages spread rapidly from person to person, and involve influencers or opinion leaders who have a major influence on their social networks ([Solihin & Ahyani, 2022](#)). By combining social psychology, social networking, and effective marketing strategies, WOMM creates organic and influential conversations about products or services among consumers. ([Nur & Rahmawati, 2022](#)). In a competitive banking industry, attracting and retaining customers is a major challenge for any financial institution. One strategy that is increasingly acknowledged for its effectiveness is Word of Mouth Marketing (WOMM). WOMM, or mouth-to-mouth marketing, is a marketing method that relies on recommendations and positive

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

experiences shared by customers to others. In today's digital age, WOMM is not only happening live but also through various social media platforms and online reviews ([Widayat et al., 2022](#)). This phenomenon is becoming more and more relevant in the context of the Home Property Financing (PPR) products offered by banks, including the State Savings Bank (BTN) of KCP Syariah Setia Budi.

Years	Numbers of unit
2019	220
2020	170
2021	190
2022	150
2023	230

Source: BTN PPR Development Report Subsidized iB at BTN KCP Syariah Setia Budi Medan

BTN KCP Syariah Setia Budi faces the challenge of increasing customer interest in its Home Ownership Loan (PPR) products. Although Sharia PPR offers various advantages such as guaranteed returns and compliance with Sharia principles, awareness and understanding among potential customers are often low. In this context, Word of Mouth Marketing (WOMM) can be a highly effective tool for introducing and promoting Sharia PPR products to a wider audience. This shift in consumer behavior indicates a growing reliance on recommendations from other consumers rather than traditional advertising. Satisfied customers of BTN's Sharia PPR services can become informal ambassadors who voluntarily spread positive information within their social networks ([Ali Hasan, 2018](#)).

Effective implementation of WOMM requires a thorough understanding of the strengths, weaknesses, opportunities, and threats (SWOT) faced by BTN KCP Syariah Setia Budi. The strengths of BTN's Sharia PPR products include guaranteed returns, adherence to Sharia principles, and BTN's reputation as a trusted bank. However, weaknesses such as a lack of customer understanding of Sharia products and the complexity of PPR application procedures need to be addressed. Opportunities include increased public interest in Sharia financial products and strong WOMM potential through social media. Conversely, threats such as intense competition from other banks offering similar products and regulatory changes affecting Sharia PPR operations must be monitored ([Firyal Aqila, 2023](#)).

Previous studies, such as those by Said (2016), Setagatansih (2017), Nurlatifah and Masykur (2017), Wijaksono, Jeisy, and Chairunisa (2022), and Alimatuzzuhro (2022), have examined independent variables influencing customer interest in bank products through a quantitative approach, including WOMM as an independent variable. Based on the author's observations through mini-research and interviews with financing staff, operators, and funding staff at BTN Bank Syariah Setia Budi, it was found that most customers who decided on Home Ownership Financing (PPR) learned about this product through brokers associated with the bank and PPR marketing staff promoting the product to the public. Promotion was carried out via social media platforms such as Instagram and Facebook, as well as blogs accessible at btn.co.id. However, the mini-research results highlight several shortcomings in BTN Shariah Bank's PPR products, particularly at BTN

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

KCP Setiabudi Syariah. A notable shortcoming is the relatively stable but inconsistent customer base year after year. This issue is due to the lack of engaging content in PPR product promotions and less effective delivery methods, leading to reduced interest in BTN Shariah's Home Ownership Financing. Additionally, the public's poor perception of no significant difference between conventional and Sharia banks, along with a lack of understanding of the difference between conventional PPR and BTN Sharia PPR, are also key reasons why WOMM does not work effectively among the public ([Suarmaja et al., 2023](#)).

The research problem is how high-quality WOMM implementation can increase customer interest in Home Ownership Loan (PPR) products at BTN Syariah Setia Budi. This research aims to analyze and identify effective strategies for utilizing WOMM through a SWOT analysis approach (Strengths, Weaknesses, Opportunities, Threats) to enhance the appeal of PPR products among customers, increase customer satisfaction and loyalty, and maximize the growth potential of BTN Syariah Setia Budi. The SWOT analysis will be detailed in the methods section, and the results will be discussed in the findings section.

So the author sees this as a reason for the author to start this research entitled Quality Implementation of Word of Mouth Marketing (WOMM) in Increasing Customer Interest in PPR Products with SWOT Analysis. (BTN KCP Syariah Setia Budi).

Sharia Bank is a bank that follows the Islamic economic system. As for Islamic economics, according to Fazlurrahman in Farida (2011:53), "the Islamic economy according to its builders and supporters is built on or at least painted by religious principles, world-oriented and outward-looking."

SWOT analysis is used to see the strengths, weaknesses, opportunities and threats that a company will face. By looking at the strengths that they have and developing them, it can be assured that the company will be more advanced than the existing competitors. ([Aldina et al., 2020](#)). Similarly, weaknesses have to be corrected so that the company can remain in existence. The company must make the most of the opportunities available so that sales can increase. According to Sutojo and Kleinstauber in ([Irawan, 2023](#)) it is to define business goals that are realistic, in accordance with the company's conditions and therefore expected to be more easily achieved. SWOT stands for Strength, Weaknesses, Opportunities and Threats. (obstacles to achieving a goal). SWOT analysis consists of internal and external elements that complement each other. Internal elements include strengths and weaknesses. (Weakness). Strengths are the primary abilities that give a company more value than its competitors, whereas weaknesses are factors that can reduce the company's operational capabilities and must be minimized so as not to interfere with the course of the company. (Threat) ([Rumyeni et al., 2023](#)). Opportunities are opportunities that have the potential to generate profits through efforts directed to exploit them. Threats are situations that are highly likely to occur in the company's operations and potentially cause losses to the company. ([Joesyiana, 2018](#)).

METHOD

This research aims to analyze the impact of Word of Mouth Marketing (WOMM) on customer interest in Home Ownership Loan (PPR) products at BTN Syariah Bank, PT BTNS Bank KCP Setiabudi using SWOT analysis as a foundational framework. The objective of this analysis is to evaluate the internal strengths and weaknesses, as well as external opportunities and threats, related to WOMM's influence on customer decisions regarding PPR products. By examining these factors, the study seeks to understand how WOMM can be leveraged to enhance customer engagement and drive increased interest in PPR offerings.

SWOT analysis is particularly relevant to this research as it provides a structured approach to assess both internal capabilities and external market conditions that impact WOMM effectiveness. This comprehensive evaluation helps in identifying key areas where WOMM can be improved and optimized. Data for the study is collected through a combination of primary sources, including interviews with bank staff and customers, as well as secondary sources such as literature reviews and industry reports. The qualitative data gathered is categorized into strengths, weaknesses, opportunities, and threats to provide a clear picture of the current market position and potential for growth.

The SWOT analysis involves identifying key factors by discussing with stakeholders, analyzing customer feedback, and reviewing external market conditions. Data is classified into the SWOT framework, utilizing tools like the SWOT matrix for visualization. To ensure accuracy, the research employs triangulation by cross-referencing data from various sources and consulting with experts to validate findings. The results of the SWOT analysis are then interpreted to understand how each element interacts and affects the overall impact of WOMM on customer interest in PPR products, leading to recommendations for optimizing marketing strategies and enhancing customer satisfaction.

RESULT AND DISCUSSION

SWOT analysis is a valuable tool for understanding a company's strategic position by examining its Strengths, Weaknesses, Opportunities, and Threats. Previous research supports this approach, showing how leveraging internal strengths—such as unique resources and capabilities—can provide a competitive advantage, as emphasized by research from Firdaus (2022) and Wibowo (2021) on resource-based strategies. Identifying and addressing weaknesses, as discussed by Santoso (2022) and Anwar (2023) in their work on competitive advantage and marketing management, is crucial for improving performance and mitigating potential drawbacks. Additionally, capitalizing on opportunities, a concept supported by research by Setiawan (2023) and Hadi (2022) on market opportunities and growth strategies, can drive growth and enhance market positioning. Finally, understanding and managing external threats, as outlined by research by Nabila (2023) and Yulia (2022) on external threats and competitive pressures, helps firms adapt strategies effectively. Integrating these insights ensures a comprehensive approach to strategic planning, enhancing a company's ability to stay ahead of its competitors.

a. Internal analysis

1) Strength

- a. Pt. BANK TABUNAN NATION SYARIAH has Brand awernes as a bank that specializes in the product of its distribution of funds that is PPR that has received recognition from the community.
- b. The process of submission of customer data is easy and not lasting long becomes one of the advantages of the company as a reason to choose PPR at the bank BTN
- c. It is away from the practice of bank references BTNS to give the advantage that they have for the customer.
- d. Many Housing developer parties that cooperate with bank BTNS become bank benefits other than from Mouth to Mouth (womm)
- e. The recognition of customers who know the product BTNS is quite positive imba of brand awerness and estabhliised brand (famous brand) is an impact of the womm itself.
- f. High financing from a sharia bank that can finance a financing ceiling of up to 5 Billion with a duration of 15 years
- f. Lighter face money: Sharia PPR allows customers to pay lower advances, that is about 10%, compared to conventional PPR which usually requires at least 15% of advance money
- g. BTNS Bank is a bank that the government has established as the best PPR distributor, This makes it easy for BTN syariah to market PPR.
- h. Most of the information about bank products is due to the tradition of "gethuk snake" in other words indormation that runs or informs from mouth to mouth. (womm)

2. Weakness

- a. There are competitors in addition to BTNS bank more than conventional bank of BTN
- b. There is a negative effect of stigma of the circulating society in the form of inability different from conventional banks with shariah banks to weakness and banks continue to give significant promotions this is also a negative impact of womm in the bad field
- c. Lack of Employee Power promoting about PPR as a result of this lack of sustainability of information that prevents womm practices in BTNS banks does not occur
- d. the prevalence of the practice of fraudulent land agents that make the public more prefer to rent houses than to buy houses, change from the lack of confidence in the promotion carried out by employees on security and insurance provided by BTN e-banks.
- e. Selective lending also gives the power of the bank, the strength given is BTNShi banks are away from late paying customers or the nation of investment enhancement, but on the more negative effect will be that BTN should try to leave the bad conditions of investment to other customers.

b. External analysis

3. Opportunities

- a. Follow-up as well as in housing events such as the Property expo give BTNS an opportunity to promote PPR products in a better place with more late employees give a positive impression to the attendees.

- b. Increase cooperation to renowned Contractors and Housing- housing around the area of Trusted Buddha or the city of the field to suggest taking Housing Financing using Shariah Bank Products namely PPR BTNS
- c. BTNS Bank faithful Buddha can try promotion Through social media as a substitute for womm that is obsolete, many social media instruments such as facebook, instagram, and also ticking can give a boost of fans and information on the products offered.
- d. Seeking alternative solutions from selective lending to compete with other competitors in terms of receipt speed of submissions, which can have a positive effect on the customer for the sustainability of information from customer to customer.
- e. Banks can open recruitment of late human resources in the field of marketing and promotion to raise customers so that they can compete with other competitors so that womm promotion practices continue.

4. Threats

- a. The weakness of the promotion carried out by the bank BTNS is based only on brand awareness and the familiarity of the bank's name does not exclude the possibility of liquidity (the ability of banks to meet their cash obligations without suffering unacceptable losses) due to the lack of income from the Bank BTNS Faithfulness
- b. The flexibility / ease of the segment of submission until approval for PPR from the bank of the opponent makes the threat quite high because of the ease they provide.
- c. the presence of stigma of the public to choose a house instead of the purchase of houses by land agents can be a loss for the bank A. The IFAS Matrix (Internal Factor Analysis Summary) After the internal strategic factors of a company are identified, an IFAS table (internal factor analysis summary) is compiled to formulate such internal strategical factors in the strengths and shortcomings of the company. The level is
 1. Determine the strengths and weaknesses of the company in the column 1.
 2. Weigh each factor on a scale ranging from 1.0 (most important) to 0.0 (not important), based on the influence of these factors on the company's strategic position. (All these weights must not exceed the total score of 1.00).
 3. Give a rating of 1 to 4 for each factor to indicate whether the factor has a major weaker (rating = 1), a small weak (ratings = 2), small strengths (rated = 3), and a large strength (rates = 4). So, in fact, the rating refers to the company while the weights refer to the industry in which the company is located.
 4. Multiply each weight with its rating to get a score.
 5. Sum up the total scores of each variable. Regardless of the number of factors entered in the IFAS matrix, the total weighted averages range from the lowest 1.0 to the highest 4.0 with an average of 2.5. If the total averages are below 2.5 indicate that internally the company is weak, while the total value above 2.5 indicates a strong internal position.

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

No	Internal factors	Weight	Rate	score
(STREGHT)				
1.	PT. BANK TABUNGAN NATION SYARIAH has a Brand awernes as a bank that specializes in the products of its distribution, namely PPR which has received recognition from the public.	0,03	3	0,09
2.	The process of submission of customer data is easy and does not last long becomes one of the advantages of the company as a reason to choose PPR at BTN bank	0,09	4	0,36
3.	Away from the practice of bribing BTNS bank references to give them the advantage they have for their customers.	0,08	4	0,32
4.	The number of Housing developers working with the BTNS bank has become a bank's advantage other than a mouth to mouth. (womm).	0,04	3	0,12
5.	Recognition of customers who are familiar with BTNS products is quite positive imba of brand awerness and estabhliised brand is an impact of womm itself.	0,07	4	0,28
6.	High funding from a sharia bank that can fund a funding ceiling of up to 5 Billion with a duration of 15 years.	0,08	4	0,32
7.	Lighter cash: Sharia PPR allows customers to pay lower advances, i.e. about 10%, compared to conventional PPRs that typically require at least 15% of advances	0,10	4	0,4
8.	BTNS Bank is a bank set by the government as the best PPR distributor. This makes it easy for BTN to market PPR.	0,03	3	0,09
9.	Most of the information about the bank's product is due to the tradition of "snakes beating" in	0,04	3	0,12

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

	other words, walking or informing from mouth to mouth. (womm)			
SUBTOTAL		0,56		2,1
(WEAKNESS)				
1.	There are competitors besides the BTNS bank more than conventional banks of the BTN bank	0,10	1	0,1
2.	There is a negative influence of the stigma of the circulating public in the absence of a bank different from conventional banks to sharia banks in the weakness and obstacles of the banks continue to give significant promotion	0,09	1	0,09
3.	Lack of Employee Power that promotes about PPR as a result of the lack of information sustainability that prevents womm practice in the BTNS bank does not occur	0,09	1	0,09
4.	The circulation of land agency fraud makes people prefer to rent houses rather than buy houses, instead of less convincing them of the employee's promotion of security and insurance provided by the BTN bank.	0,07	2	0,14
5.	Selective lending gives the strength and weakness of the bank, the strength given is that BTNS banks are away from late-paying customers or late-financing customers, but more inclined to the negative impact is that the BTN Sharia Bank should be more careful in issuing home-owned financing. That leaves a bad impression on other customers to try to apply for PPR.	0,09	1	0,09
SUBTOTAL		0,44		0,51
TOTAL				2,51

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

From the results of the analysis on the IFAS table above, the strengths and weaknesses factor has a total score of 2.51 due to a score above 2.5, which means this proves that the internal position of the company so strong and the use of womm has a positive effect on the internal strengths of the firm.

EFAS Matrix (External Factor Analysis Summary)

There are five stages of the formulation of the external strategy factor matrix.

1. Identify the factors that constitute opportunities and threats.
2. Weigh each factor from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors. The total weight must be equal to 1.0.
3. Calculate the ratings for each factor by giving a scale from 1 to 4, where 4 (very good response), 3 (above average response), 2 (average response), 1 (under average response). The ratings are based on the effectiveness of the company's strategy, therefore the rating is based on company conditions.
4. Multiply each, weigh with its ratings to get a score.5. Sum all the scores to get the total company score. This total value shows how a particular company reacts to its external strategic factors. Of course that in the EFAS matrix, the highest probability total score is 4.0 and the lowest is 1.0. The overall score of 4.0 indicates that companies respond to opportunities in an extraordinary way and avoid threats in their industry markets. The total score of 1.0 shows that companies' strategies do not take advantage of opportunities or avoid external threats.

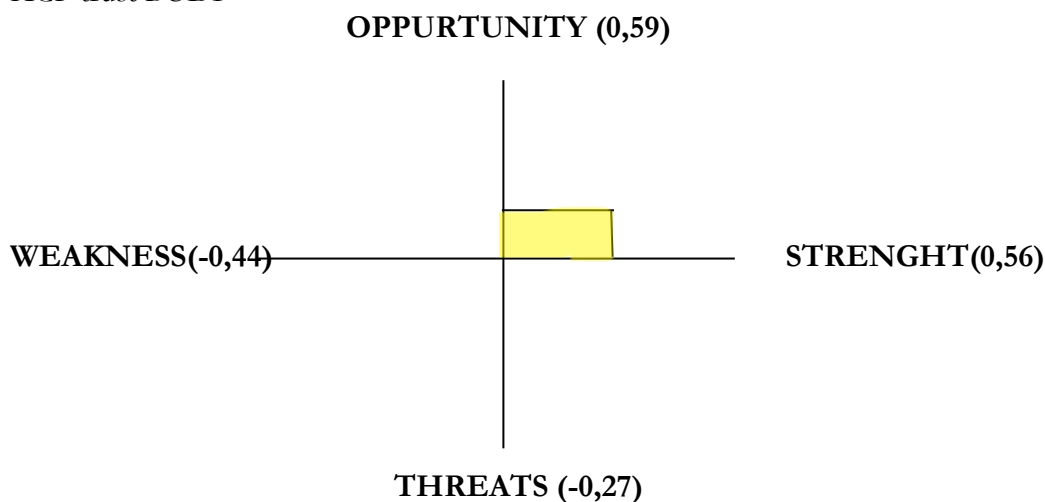
No.	EXTERNAL FACTOR	WEIGHT	RATING	SCORE
(OPPORTUNITIES)				
1	Following as well as during housing events such as the Property expo give BTNS the opportunity to promote PPR products in a better place with more late employees give a positive impression to the attendees.	0,06	3	0,18
2.	Increased cooperation with renowned contractors and housing-housing in the area of Setia budi or the city of field to suggest the acquisition of housing financing using the product of the sharia bank, namely PPR BTNS	0,10	4	0,4
3.	Through social media as a replacement for the outdated womm, numerous social media tools like facebook, instagram, and also tiktok can provide a boost of fans and information on the products offered.	0,09	4	0,36
4.	Seeking alternative solutions from selective lending to be able to compete with other competitors in terms of reception speed of submissions, which can have a positive effect on customers for information sustainability from customer to customer	0,3	2	0,06
5.	Banks can open recruitment of late human resources in the field of marketing and	0,07	3	0,21

Implementation of Word of Mouth Marketing (WOMM) Quality in Reveling Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

	promotion to raise customers so that they can compete with other competitors if womm's promotion practice continues.			
SUBTOTAL		0,59		1,21
ANCAMAN (THREATMENTS)				
1	The weakness of the promotion carried out by the bank BTNS Only relying on brand awarness and recognition of the name of the bank does not exclude the possibility of liquidity (the bank's ability to meet its cash obligations and accountability without suffering unacceptable losses) due to the lack of income from the Bank BTNS Faithful Buddha	0,10	4	0,4
2.	The flexibility / ease from the submission segment to the approval for PPR from the opponent banks makes the threat quite high due to the speed of ease in terms of file submission to approval that they give.	0,08	4	0,32
3.	There is a stigma of the public to choose a house instead of buying a house from a land agent can make a loss to the bank.	0,09	4	0,36
SUBTOTAL		0,27		1,38
TOTAL				2,59

From the results of the analysis in the EFAS table above, the factor chance and threat get a total score of 2.59, this score is not close to the score with the best response is 4.0 means this identifies the less response of the company in response to the opportunity and also the threat that exists, Next the total value of each factor can be detailed, strength 0.56, weakness 0.44, chance 0.59, threat 0.27. Next differentiate between the strength with the vulnerability that yields a value of +0,12, the chance with threat yielding a value +0,32, below is the diagram cartesius analysis swot BTNS KCP trust BUDI



Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

EFAS/IFAS	STRENGTH	WEAKNESS
	<p>a. PT. BANK TABUNGAN NATIONAL SYARIAH has a Brand awernes as a bank that specializes in its financial distribution products that are PPRs that get recognition from the society.</p> <p>b. The process of submission of customer data that is easy and not lasting long becomes one of the benefits of the company as a reason to choose PPR in the bank BTN</p> <p>c. It is distant from the practice of the BTNS bank reference to give the advantage that they have for the customer.</p> <p>d. Many Housing developers who cooperate with BTNS banks become bank benefits other than from Mouth to Mouth (womm)</p> <p>e. The recognition of the customer who knows BTNS products is quite positive imba of brand awerness and estabishshlessed brand (famous brand) is an impact of womm itself.</p> <p>f. High financing of sharia banks that can finance the financing ceiling of up to 5 Milliar with a period of 15 years</p> <p>g. Lighter face money: Sharia PPR allows customers to pay lower advances, i.e. about 10%, compared to conventional PPR which usually requires at least 15% of advance money</p> <p>h. BTNS Bank is a bank that is set by the government as the best PPR distributor, This makes BTN shariah easy to market PPR.</p> <p>i. J. Most of the information about bank products due to the tradition of "gethuk snake" in other words indorations that go mouth-to-mouth (womm womm)</p>	<p>a. There are competitors in addition to the BTNS bank more than conventional banks of the BTN bank</p> <p>b. There is a negative influence of the stigma of the circulating society in the form of a disability different from the conventional bank with the shariah bank to weakness and the obstacle of the bank continues to give significant promotion</p> <p>c. Lack of Employees who promote about PPR as a result of this lack of sustainability of information that prevents womm practices in the bank BTNS does not occur</p> <p>d. the prevalence of land agent fraud practices that make the society more mZZWill rent houses than to buy houses, instead of being less convinced of the promotion carried out by employees on security and insurance provided by the Bank BTN</p> <p>e. Selective lending also gives weak strength of the banks, the strength in which is to give the bank of BTNS away from late-paid customers and the Taxpayer, but will be more prone to the negative impact that the Bank of BTN should be more careful in issuing Household Investments. Which leaves a bad impression on the other customers to try to apply for PPR</p>
OPPORTUNITIES	STRATEGI SO	STATEGI WO
<p>a. Follow-up as well as in the event housing such as Property expo give BTNS an opportunity to promote PPR</p>	<p>a. Take advantage of brand awerness and also one of the government PPR distributor banks to issue an exciting</p>	<p>a. have to resist co-operation so as not to prevail against other competitors</p>

Implementation of Word of Mouth Marketing (WOMM) Quality in Reveling Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

products in a better place with more late employees give a positive impression to the attendants..

b. Increase the cooperation to renowned Contractors and Housing-Housing around the area of Setia Buddha or Se city field To suggest taking Housing Financing using Shariah Bank Products namely PPR BTNS

c. BTNS Bank loyalty Buddha can try promotion Through social media as a replacement womm that cendrung the past, a lot of social media tools like facebook, instagram, and can also tick give a boost of fans and information on the products offered.

d. Seeking alternative solutions from selective lending to compete with other competitors in terms of receipt speed of submissions, which can have a positive effect on customers for information sustainability From customer to customer.

e. Bank can open recruitment of late human resources in the field of marketing and promotion to enhance customers so that they can compete against other competition so that the practice of womm promotion continues.

PPR product promotion in EXPO PROPERTY

b. work with contractors and housing housing around to inform prospective buyers that taking PPR at BTNS is better than other competitors.

c. The use of social media to do womm makes e-womm or electronic word of mouth marketing better with the presence of media that helps to do Womm

a.

b. use e-womm to inform the public to overcome the weaknesses of the company such as the stigma of the community and the collective lending.

THREATS

a. The weakness of the promotion carried out by the bank BTNS only relies on the brand awarness and the familiarity of the bank's name does not exclude the possibility of liquidity (the Bank's ability to meet its cash

STRATEGI ST

a. maintain a strong promotion to be able to inform the prospective buyer or the community to take PPR at BTNS.

STRATEGI WT

a. facilitating file submission so that it can compete with other competitors b. keep innovating against the new vation of btn

obligations and liabilities without suffering unacceptable losses) due to the lack of revenue from the Bank BTNS.

b. The flexibility / ease of the segments of submission until approval for PPR from the bank of the opponent makes the threat quite high because of the speed of ease in terms of file submission to approval that they give.

c. The existence of the stigma of the public to choose a house instead of buying a house from a land agent can make a loss to the bank

Based on the above analysis shows that the performance of the company can be determined by a combination of internal and external factors.

a. SO Strategy (Strengths-Opportunities)

- a. This strategy is a combination of internal factors (strengths) and external factors (opportunities).
- b. The strategy used by BTNS Setiabudi is to take advantage of brand awareness and also one of the government's PPR distributor banks to promote an interesting PPR product in EXPO PROPERTY
- c. cooperation with contractors and housing housing around to inform prospective buyers that taking PPR at BTNS is better than other competitors.
- d. The use of social media to do womm makes e-womm or electronic word of mouth marketing better with the presence of media that helps to do Womm

b. WO Strategy (Weakness-Opportunities)

- a. This strategy is a combination of internal factors Weaknesses and also external opportunities factors, this strategy is implemented based on the exploitation of existing opportunities in a way that minimizes existing weaknesses. BTNS Setiabudi's WO strategy is;
 - a. have to resist co-operation so as not to prevail against other competitors
 - b. use e-womm to inform the public to overcome the weaknesses of the company such as the stigma of the community and the collective lending.

c. ST Strategy (Strength-threats)

- a. This strategy is a combination of internal factors (Strength) and external factors (Threat), this strategy is made to use the power of the company to deal with the threat ST Strategy carried out by the Bank BTNS SETIABUDI is to maintain a strong

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

promotion to be able to inform the prospective buyer or the public to take PPR at BTNS BUDI

- b. Womm as a medium to convey to the public / potential buyer that where and the convenience of taking PPR At BTNS More in the first place.

4. WT Strategy (Weakness-threats)

- a. This strategy is a combination of internal factors (Weakness) and external factors (Threat), this strategy is based on activities of a defensive nature and seeks to minimize existing weaknesses as well as avoid threats.
- b. Facilitating file submission to compete with other competitors
- c. Continuing to innovate against the new vation of btn.

In the results and discussion chapter, this study identifies several key weaknesses in the implementation of Word of Mouth Marketing (WOMM) for increasing customer interest in Home Ownership Financing (PPR) products at BTN KCP Syariah Setia Budi. One significant weakness is the limited control over the accuracy of information shared by customers, which can lead to the spread of incorrect or misleading details about the products. This lack of control makes it challenging to ensure that the WOMM messages consistently reflect the high standards of BTN's PPR offerings. Additionally, measuring the direct impact of WOMM on customer interest remains problematic, making it difficult to evaluate the effectiveness of this strategy comprehensively.

To address these weaknesses, it is recommended that BTN KCP Syariah Setia Budi enhance their customer service quality to ensure every client has a positive experience worth recommending. Implementing robust customer feedback and communication channels will help address any inaccuracies in WOMM messages quickly and effectively. Building a strong relationship with customers through loyalty programs and personalized engagement can also increase the likelihood of positive recommendations. Moreover, leveraging social media platforms to spread accurate and favorable information, while actively managing feedback and encouraging customer testimonials, can strengthen the credibility of PPR products. By addressing these weaknesses and capitalizing on opportunities such as digital growth and increasing public confidence in Sharia financial products, BTN KCP Syariah Setia Budi can optimize their WOMM strategy and enhance their market position.

CONCLUSION

This study evaluated the influence of Word of Mouth Marketing (WOMM) on customer interest in Home Ownership Financing (PPR) products at BTN KCP Syariah Setia Budi using SWOT analysis. The findings show that BTN KCP Syariah Setia Budi's internal strengths, including customer credibility and high service quality, surpass its weaknesses, with an Internal Factor Analysis Summary (IFAS) score of 2.51. Externally, the company has more opportunities than threats, as indicated by an External Factor Analysis Summary (EFAS) score of 2.59, though there is room for improvement in addressing market challenges.

Implementation of Word of Mouth Marketing (WOMM) Quality in Revealing Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

The study concludes that BTN KCP Syariah Setia Budi is well-positioned to leverage its strengths and opportunities but needs to enhance its WOMM strategy. Recommendations include improving service quality, optimizing social media use, and encouraging positive customer testimonials to better capitalize on WOMM and strengthen the market position of PPR products.

REFERENCE

- Aldina, M., Dayu, A. T., & Haura, R. (2020). Students' challenges in listening in virtual classroom; case study in English education study program in COVID-19. *IJELAL International Conference On Social Sciences & Humanity, Economics, And Politics*, 1(1), 109–112.
- Ali Hasan, 2018. (2018). Proses Implementasi Word of Mouth Dalam Strategi Komunikasi Pemasaran La Perla Plaza Senayan. *Jurnal Pustaka Komunikasi*, 1(1), 155–166.
- Amirah, T. N., Iqbal Fasa, M., & Suharto. (2023). Pengaruh Strategi Pemasaran (Word Of Mouth) Terhadap Keputusan Nasabah Memilih Produk Di Bank Syariah. *Jurnal Perbankan Syariah*, 4(1), 42.
- Aldina, M., Dayu, A. T., & Haura, R. (2020). Students' challenges in listening in virtual classroom; case study in English education study program in COVID-19. *IJELAL International Conference On Social Sciences & Humanity, Economics, And Politics*, 1(1), 109–112.
- Ali Hasan, 2018. (2018). Proses Implementasi Word of Mouth Dalam Strategi Komunikasi Pemasaran La Perla Plaza Senayan. *Jurnal Pustaka Komunikasi*, 1(1), 155–166.
- Amirah, T. N., Iqbal Fasa, M., & Suharto. (2023). Pengaruh Strategi Pemasaran (Word Of Mouth) Terhadap Keputusan Nasabah Memilih Produk Di Bank Syariah. *Jurnal Perbankan Syariah*, 4(1), 42.
- Aslami, N., Apriani, A., Widayati, C. C., & Losi, R. V. (2022). *THE ROLE OF TRUST IN MEDIATING PERCEIVED EASE OF USE , PERCEIVED RISK AND E-WOM ON PURCHASE INTENTION*. 2(2), 69–81.
- Caliskan, Y. (2016). 국회선진화법'에 관한 토론No Title'. *입법학연구*, 제13집 1호(May), 31–48.
- Dalfa, S., Tresnati, R., & Srisusilawati, P. (2018). *Kajian Bauran Pemasaran Pembiayaan KPR Islamic Banking Menggunakan Analisis Swot*. 4(2), 14.
- Fajar Nugraha Permana, & Asmai Ishak. (2023). Strategi Pemasaran Untuk Upaya Meningkatkan Jumlah Nasabah Pada Produk Pembiayaan KPR Di PT Bank Tabungan Negara Kantor Cabang Cilegon. *Jurnal Publikasi Sistem Informasi Dan Manajemen Bisnis*, 2(3), 167–176. <https://doi.org/10.55606/jupsim.v2i3.2017>
- Fakhrudin, A., Yudianto, K., & Melly A.D, Y. S. (2021). Word of mouth marketing berpengaruh terhadap keputusan kuliah. *Forum Ekonomi*, 23(4), 648–657. <https://doi.org/10.30872/jfor.v23i4.10111>
- Fauzi, A., Rukmini, & Wulandari, S. (2020). Pengaruh Word of Mouth Terhadap Keputusan Pembelian Produk Pada PT. Kedaung Medan LTD. *Jurnal Ilmu Manajemen Dan Kewirausahaan (JIMK)*, 1(1), 1–13.
- Firyal Aqila, V. A. (2023). *Firyal Aqila 1 , Velda Ardia 2 1,2*. 2(1), 240–247.

Implementation of Word of Mouth Marketing (WOMM) Quality in Reveling Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

- Hasanudin, H., & Nurwulandari, A. (2022). The Effect of promotion, word of mouth and digital marketing on consumer satisfaction through the insurance policy purchase decision using fuse pro application. *Budapest International Research and Critics Institute-Journal*, 5(3), 28064–28074.
- Hendrayati, H., & Pamungkas, P. (2020). *Viral Marketing and E-Word of Mouth Communication in Social Media Marketing*. 117(Gcbme 2018), 41–48. <https://doi.org/10.2991/aebmr.k.200131.010>
- Irawan, E. (2023). Konsep Strategi Word of Mouth Marketing dalam Peningkatan Pengembangan Bisnis : Suatu Tinjauan Literatur. *SAMMAJIVA: Jurnal Penelitian Bisnis Dan Manajemen*, 1(3), 293–303.
- Joesyiana, K. (2018). Pengaruh Word Of Mouth Terhadap Keputusan Pembelian Konsumen Pada Media Online Shop Shopee Di Pekanbaru (Survey pada Mahasiswa Semester VII Jurusan Pendidikan Akuntansi Fakultas Keguruan dan Ilmu Pendidikan Universitas Islam Riau). *Jurnal Valuta*, Vol. 4(1), 71–85.
- Kuswandi, S., & Surya, C. M. (2021). Analisis SWOT Strategi Pemasaran Kredit Serta Usulan Program Kerja dengan Menggunakan Metode Analytical Hierarchy. *Reslaj: Religion Education Social Laa Roiba Journal*, 3(2), 149–170. <https://doi.org/10.47467/reslaj.v3i2.326>
- Nur, M. F., & Rahmawati, L. (2022). Analisis SWOT Produk Pembiayaan Di Bank Muamalat Pada Masa Pandemi. *JPS (Jurnal Perbankan Syariah)*, 3(1), 14–28. <https://doi.org/10.46367/jps.v3i1.481>
- Pramudita, A., & Suharyati. (2024). Pengaruh Country of Origin, Social Media Marketing, dan E-WOM Terhadap Keputusan Pembelian Produk Somethinc di Jakarta Selatan. *Journal of Young Entrepreneurs*, 3(1), 1–18.
- Rumyeni, R., Samsudin, D., Syam, H. M., & Selwendri, S. (2023). Word-of-Mouth Communication as a Promotional Tool in the Medical Tourism Industry. *Jurnal Komunikasi*, 15(1), 105–119. <https://doi.org/10.24912/jk.v15i1.21224>
- Sari, G. G., & Gusti, G. E. (2017). Penerapan Strategi Word To Mouth Dalam Sistem Jual Beli Di Kelompok Pengajian Salafi Kota Pekanbaru. *LONTAR: Jurnal Ilmu Komunikasi*, 5(1), 17–26. <https://doi.org/10.30656/lontar.v5i1.483>
- Solihin, D., & Ahyani, A. (2022). The Role of Brand Image in Mediating the Effect of Electronic Word of Mouth (E-WOM) and Social Media on Purchase Intention. *Majalah Ilmiah Bijak*, 19(2), 193–205. <https://doi.org/10.31334/bijak.v19i2.2384>
- Studi, P., Komunikasi, I., Jakarta, U. M., & Selatan, T. (2024). *Implementasi word of mouth marketing PT Satu Bintang dalam mendapatkan kepercayaan klien*. 10(1).
- Suarmaja, I. B. K., Suarmanayasa, I. N., Susila, G. P. A. J., & Atidira, R. (2023). Word of Mouth Marketing atau Social Media Marketing yang Lebih Efektif dalam Keputusan Memilih Program Studi S1 Manajemen Di Universitas Pendidikan Ganesha. *Bisma: Jurnal Manajemen*, 9(1), 32–37. <https://doi.org/10.23887/bjm.v9i1.60940>
- Widayat, Nursakinah, & Widjaya, R. (2022). The Relationship Modelling of Advertising, Electronic Word of Mouth and Brand Awareness on Fashion Product Purchasing Decision. *JBMP (Jurnal Bisnis, Manajemen Dan Perbankan)*, 8(2), 170–194. <https://doi.org/10.21070/jbmp.v8i2.1601>

Implementation of Word of Mouth Marketing (WOMM) Quality in Reveling Nasabah Interest in PPR Products with SWOT Analysis (BTN KCP Syariah Setia Budi).

Manurung, Yanti, and Nasution

- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2021). Influencer Endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160-170. doi:10.1016/j.ausmj.2020.03.002
- Wicaksono, M. P. A., & Seminari, N. K. (2016a). Pengaruh Iklan Dan Word Of Mouth Terhadap Brand Awareness Traveloka. *E Jurnal Manajemen Unud*, Vol. 5, No.8, 2016: 5098-5127 ISSN : 2302-8912.
- Wicaksono, M. P. A., & Seminari, N. K. (2016b). Pengaruh Iklan Dan Word Of Mouth Terhadap Brand Awareness Traveloka. *E Jurnal Manajemen Unud*, 5(8), 5098-5127.
- Yulianto, T., & Assoraya, L. A. (2021). Analisis Strategi Pemasaran Proyek Perumahan Permata Alam di Jombang. *Publikasi Riset Orientasi Teknik Sipil (Proteksi)*, 3(1), 1. <https://doi.org/10.26740/proteksi.v3n1.p1-8>
- Zhao, L., Li, M., & Sun, P. (2021). Neo-Fashion: A Data-Driven Fashion Trend Forecasting System Using Catwalk Analysis. *Clothing and Textiles Research Journal*. doi:10.1177/0887302x211004299
- Zhong, Y., & Mitra, S. (2020). The role of fashion retail buyers in China and the buyer decision-making process. *Journal of Fashion Marketing and Management: An International Journal*, 24(4), 631-649. doi:10.1108/jfmm-03-2018-0033
- Zia, N. u. (2016). The Role Of Advertising On Consumer Buying Decision In Pakistan. *Singaporean Journal of Business economics, and management Studies (SJBem)*, 5(4), 39-47.