

Analysis of Arsenal FC debit card in bank Muamalat Indonesia

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ABSTRACT: Football is considered one of the most popular sports in the world. As a result, a reputable football club is deliberated to be a promising partner as it has many fans. Today, football is widely used by companies as the brand of products, including the financial sector in Indonesia. Several well-known clubs have partnered with banks in Indonesia to attract customers. Primary data was obtained from direct interviews with bank customers with a qualitative approach and triangulation method. The selected respondents were customers of Bank Muamalat Indonesia. The analysis shows that there is a great influence on the Arsenal Football Club as a brand in the behavior of customers in choosing football club-themed products. This research was conducted to increase attentiveness in sharia banking products in order to compete with conventional banking products.

Keywords: consumer behavior, brand of product, Sharia bank

1 INTRODUCTION

In the global era, there are many noteworthy advances in terms of cultural, social, and economic (Assael 1992). Globalization has allowed transnational partnerships to happen. In Indonesia, globalization brought a positive bearing in the form of a commercial partnership between the domestic banking industry and foreign business entities. Variations and innovations in the service system, operational system, and banking products have resulted in positive impacts (Kasmir 2008).

In addition to a conventional bank, Indonesia already has an Islamic (sharia) bank since November 1st, 1991, namely Bank Muamalat Indonesia (Antonio 2001). Act No. 21/2008 about Islamic banking has prepared an adequate legal basis for the development of the Islamic banking industry in Indonesia.

Actually, the application of sharia principles in the banking industry has become an imperative part of the financial industry, such as in the United Kingdom, Switzerland, Italy, and Germany (Abdullah et al. 2011, Ismal 2012). Based on a survey by Re-

pucom (Nielsen Sports) in 2013 with the sample amounted to 1,000 inhabitants by age 16-69 years, showed that 77% of the population of Indonesia loves football, which is slightly below Nigeria that reaches 83% of the population.

Indeed, both fans and football club can contribute to a business (Arnold & Reynold 2003). There are a couple of banks collaborated with the football club such as Bank Danamon that was partnering with Manchester United (2006), Bank BNI with Chelsea, and Bank Muamalat with Arsenal (2016).

Study of Bank Indonesia and Universitas Brawijaya (2000) splits the factors that affect the decisions process into customer's Bank Marketing Stimuli (i.e. Product, Price, Promotion, Place); Other Stimulus (Economy); and Bank Customer's Characteristics (Cultural, Social, Personal, Psychological). The presence of these factors is very essential to be preserved in order to attract prospective customer to use the product (Simamora 2002, Sciffman & Kanuk 2008).

Banks are certainly required to spend large funds to a promoted football theme. The bank's strategy in partnering with famous football clubs has given an

effective promotion. The qualitative study will analyze the customer's interests and choices of Arsenal-themed product from Bank Muamalat ("Shar-E Arsenal" debit card), reinforced by Kottler & Keller (2008).

2 RESEARCH METHODS

This study used qualitative methods for trying to interpret, highlight, and define a unique phenomenon. Also because it is associated with understanding the experience of those associated with the phenomenon (Nazir 2003, Moleong 2007). The study was conducted in Bank Muamalat Surabaya through observation and interviews in the field. Data sources used for this research were the primary data and secondary data (Sugiyono 2008). The assessment of the validity of qualitative research was done through the process of collecting data by using the technique of triangulation. The purposive sampling method was also used because there are limited time, effort, and funds (Sugiyono 2008).

The analysis of the data used in this research was to filter, present data, and conclude the idea. Respondents were employees of the bank and "Shar-E Arsenal" debit card users. The minimum number was 6 respondents due to various limitations (Arikunto 2010).

3 RESULTS AND DISCUSSIONS

Bank Muamalat signed a partnership with the football club with the aim of approaching the market share of teenagers. Voting results showed that Arsenal Football Club was the most sought after. Another objective was to promote the banking business, which at the same time encourage the growth of the market share of sharia banking in Indonesia. In addition, "Shar-E Arsenal" debit card is the product of Bank Muamalat to increase electronic transactions. Working with Arsenal was also a reflection of the commitment of Bank Muamalat to make Islamic banking as the first option for the community.

The interview with staffs and manager of Bank Muamalat showed that there was no significant difference between the "Shar-E Arsenal" debit card and another debit card (i.e. Shar-E Gold). The difference only lies in the theme shown in the debit card.

According to respondents, the main reason the consumer used Shar-E Arsenal" debit card was because they are a big fan of English football club Arsenal. According to the observations of the respondents,

the Arsenal fans are mostly high school students and university students. The second reason for choosing Arsenal themed product was the unique colors and design. Also, it was revealed that according to the results of a survey conducted by the bank, some customers love the colors and design, even though they are not a big fan of Arsenal. Lastly, the reason for choosing Arsenal-themed product was uniqueness. When the Bank Muamalat announced that there will be new designs for "Shar-E Arsenal" debit card with a unique form of horizontal design, then many customers and prospective customers ordered the card that hasn't even been launched. Five respondents were students aged around 21 years. One of the respondents was 50 years worker of a private institution. The results of the interview with the customer were then compared to the perspective of Bank Muamalat in order to obtain a valid answer.

There were 2 reasons the customer chose the Arsenal-themed card of Bank Muamalat. First, because it is affected by the promotion. Second, because "Shar-E Arsenal" debit card is the brand of a well-known football club in the world.

Promotion was the reason for Respondent-1 to use Arsenal-themed card. This respondent was already a customer Bank Muamalat since 1998 and a fan of Arsenal. When Bank Muamalat introduced Arsenal-themed product in an event, respondent-1 was fascinated in having a new account. Respondent-1 also placed a high deposit in order to obtain Arsenal-themed gifts, such as slayer and neck pillow.

Another reason that attracts respondents to use Arsenal debit card was that Arsenal is a well-known football club in the world. This reason was conveyed by respondent-2 and respondent-3. At that time, respondent-2 was about to open an account at Bank Syariah Mandiri, as suggested by his parents because of cheaper administrative cost but he changed his mind and opened an account at Bank Muamalat as the bank launched "Shar-E Arsenal" debit card. In fact, respondent-2 was a fan of Arsenal and he opened Arsenal-themed sharia account only to pay his urgent need.

Respondent-3 opened an account in Bank Muamalat to pay his study fees. After getting the information about Bank Muamalat partnership with Arsenal, respondent-3 immediately opened a new account because he is an Arsenal fan.

Respondent-4 used "Shar-E Arsenal" debit card as he wants to avoid earning interest because the Islamic thought that says interest is usury. Respondent-4 wants to put into practice the thought by open-

ing an account in Bank Muamalat. According to respondent-4, Bank Muamalat is a reliable Sharia bank. When Respondent-4 was about to open a savings account, customer service offered a saving account with Arsenal debit card. Respondent-4 knows Arsenal is a famous football club from the United Kingdom, although he was not a fan of Arsenal. In the end, Respondent-4 agreed to open the savings account.

Respondent-5 opened "Shar-E Arsenal" account with the aim of assisting his work. Respondent-5 was a university student who also manages a business travel. He used "Shar-E Arsenal" debit card for mutual transfer of funds to the various parties inside or outside the country. Actually, respondent-5 did not recognize about the partnership between Bank Muamalat and Arsenal, but he was explained by Bank Muamalat customer officers when he was about to open Bank Muamalat account. As a fan of Arsenal FC, he was definitely happy to open the Arsenal-themed account. According to respondent-5, "Shar-E Arsenal" debit card has no significant difference with the Shar-E Gold debit card.

Respondent-6 opened the account after he received information about Arsenal debit card. Initially, respondent-6 felt that it is a sin of usury when using a conventional bank to transfer salaries. Thus, respondent-6 deliberately switched to Islamic banking products. Although not a fan, but respondent-6 found out that Arsenal is one of the participants of the English Premier League. In fact, respondent-6 uses the account for his daily needs. Respondent-6 still uses a conventional banking account to receive salaries, but always withdraw and transfer the money to his Bank Muamalat account. Respondent-6 also does not really care of the bank fees as the fees are meaningless when compared to the sin of usury.

Based on an in-depth interview conducted to employees and customers of Bank Muamalat, it was found that many customers chose Arsenal-themed account because they are a fan of Arsenal. In addition, the existence of the brand and product promotion attracted the customers to open Arsenal account.

The customers had various reasons for choosing Arsenal account, among others process, product, physical evidence, and promotion (Zeithaml & Bitner 2003) with two dominating factors of process and product.

In the meantime, based on five factors that influence customer (Kotler & Keller (2008) i.e. the personal factor, consisting of: personality and self-concept, lifestyle, jobs and economic environment; and social factors, consisting of: family, and the ref-

erence group; it was found that the personal factor is a dominant factor. Personal factors motivate the behavior of the four respondents, while the social factors inspire the behavior of only two respondents. If divided into subgroups of factors, personality factors and the self-concept are the main underlying behavior of two customers in choosing Arsenal-themed product.

4 CONCLUSION

Being a fan of Arsenal Football Club was the most common reason for using the "Shar-E Arsenal" debit card in Bank Muamalat. There were only two of the six respondents who are not a fan of Arsenal but keep using the product. The reasons that the customers apply Arsenal-themed product were the use of the Arsenal brand and promotional activities of the Bank Muamalat. In addition, good socialization program from Bank Muamalat was also another reason that drives customer in buying Sharia banking products, including Arsenal-themed product. There were four reasons of process, product, physical evidence, and promotion customers that attract customers to choose Arsenal account, with two dominating factors of process and product. There was only one respondent who opens Arsenal account because of physical evidence and promotion factors.

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