

The Effect of Digital Marketing And Brand Positioning on Saving Decisionwith Brand Awareness Asmediation at Bank ACEH Syariah of Banda ACEH Branch

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Abstract: This research aims to test the effect of Digital Marketing and Brand Positioning on Brand Awareness and Its Impact on Saving Decisions at Bank Aceh Syariah of Banda Aceh Branch (BAS Banda Aceh). The population was all customers of BAS Banda Aceh, totaling 48,706 people. The sample was 397 customers, which were calculated using the Slovin formula. Data were analyzed using Structural Equation Modeling (SEM). The results conclude that Digital marketing affects brand awareness, Brand positioning affects brand awareness, Digital marketing affects saving decision, Brand positioning affects saving decision, Brand awareness affects saving decision, Digital marketing affects saving decision thru brand awareness, and Brand positioning affects saving decision thru brand awareness. These results also explain that brand awareness in the model functions as a partial mediator, meaning that brand awareness can be a mediator or not needed as a mediator in digital marketing influencing saving decisions and brand positioning influencing saving decisions. This evidence has been verified and explains the academic premise that the model for increasing saving decisions at BAS Banda Aceh is a role function of the accuracy of digital marketing and the suitability of brand positioning, as well as strengthening brand awareness.

Keywords: Digital Marketing, Brand Positioning, Brand Awareness, Saving Decision

I. Introduction

The increase in the existence of Islamic banks in Indonesia is driven by the high interest of the public to place their funds in Islamic banks and has developed into a trend. In the Islamic Banking Development Report, the development of this trend is due to the attractiveness of Islamic banking fund products for depositors, considering that the profit-sharing ratio and product margins are still competitive compared to interest rates at conventional banks (LPS, 2010). Apart from that, Aceh also has various Qanuns concerning the Implementation of Islamic Sharia, including Qanun Aceh No.11 of 2018 concerning Islamic Financial Institutions, which is meant by laws and regulations governing the activities of financial institutions to create a just and prosperous Acehnese economy in under Islamic law. The basis for the publication of Qanun Aceh No. 11 of 2018 concerning Islamic Financial Institutions is a follow-up to the principles of Islamic law which explicitly require that all financial institutions operating in Aceh must be implemented based on sharia principles. This Qanun is effective from January 4 2019 when Financial Institutions operating in Aceh are required to adjust to this Qanun no later than 3 (three) years since this Qanun was promulgated. With this stage of banking conversion, it is hoped that it will become an option, especially for the people of Aceh in choosing banking services without having to worry about usury problems, conventional banks that have become sharia are also trying to create customer satisfaction, especially Bank Aceh Syariah which adheres to Islam.

Bank Aceh Syariah is a company engaged in the banking sector owned by the Provincial Government of Aceh and the Regency/City Government where the company applies sharia principles. Bank Aceh Syariah has three types of products and services, namely fundraising, channeling funds, and other services. Fundraising includes Wadiah Current Accounts, Mudharabah Deposits, FIRDAUS Savings, SAHARA Savings, SyariahKu Savings. The following is data on the development of Bank Aceh Syariah savings customers.

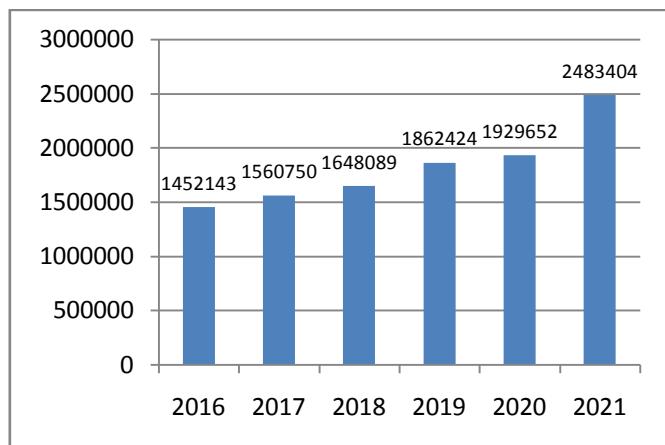


Figure 1. Development of Fundraising Customers in 2016-2021

Based on Figure 1 it is known that Bank Aceh Syariah's fundraising customers continue to increase every year. However, even though the number of customers of Bank Aceh Syariah has increased, Bank Aceh Syariah is still weak in service and has even harmed the community. In particular, business actors in Aceh have difficulty accessing capital, the banking system is still very limited. The condition of sharia banks, especially Bank Aceh Syariah and Bank Syariah Indonesia (BSI), which are currently operating in Aceh, if they do not immediately improve services, will instead have a negative impact on improving the economy in Aceh (Iskandar, 2022). The customer's saving decision at Bank Aceh Syariah is due to the enactment of Qanun Aceh No. 11 of 2018 which results in customers not having many other options for saving. Based on the results of the pre-survey, it was found that the saving decision was perceived by respondents as still relatively low because a mean value of 3.35 was obtained where the average value was in the unfavorable category ($3.35 < 3.41$), indicating that the saving decision was not as optimal as expected.

One of the factors that influence the saving decision is brand awareness. Customers who have brand awareness of a product will tend to choose a brand name that they are familiar with first and then think about the price so that high brand awareness will be taken into consideration for customers in making decisions to buy the product. Brand awareness also affects customers' confidence in purchasing decisions by reducing the level of the perceived risk of a brand that is decided to be purchased or services used. Research from (Doostar, Abadi, & Abadi, 2012) shows that brand awareness is influenced by purchasing decisions. (Rofiana, 2014) proves that brand awareness has a positive and significant effect. So it can be said that the higher the brand awareness, the higher the customer's decision. Vice versa, the lower the awareness, the lower the customer's decision. Furthermore, research by (Oktaviani, 2022) found that brand awareness influences saving decisions. Based on the pre-survey, it was found that brand awareness was perceived by respondents to be relatively low because a mean value of 3.40 was obtained where the average value was in the less good category ($3.40 < 3.41$), indicating that brand awareness was not as expected.

The next factor that influences the decision to save is digital marketing. Digital marketing is promotional activities and market search through online digital media such as social networks (Purwana, Rahmi, & Aditya, 2017). With digital marketing, companies use it as an intermediary in conveying product or service information. With the existence of digital marketing that has been carried out and designed as attractively as possible, it can make the public more aware of information related to products so that it can generate or foster an interest in saving customers. Interest in saving is the behavior of customers who directly participate in efforts to obtain and use products or services (Peter & Olson, 2013). The research by (Puspitasari & Safitri, 2022) found that digital marketing influences saving decisions. The same result was also stated by (Yunus, Saputra, & Muhamma, 2022) where digital marketing influences customer decisions. Based on the pre-survey, it was found that Digital Marketing was perceived by respondents to be relatively low because a mean value of 3.39 was obtained where the average value was in the unfavorable category ($3.39 < 3.41$), indicating that Digital Marketing was not as expected.

In addition, brand positioning can also influence customers' saving decisions. Brand position is the most valuable asset in every business in underlying image, personality, identity, attitude, familiarity, association, and brand awareness. The stronger the brand equity of a product, the stronger the attraction for consumers to buy the product, and will ultimately provide increased profits for the company (Lee & Leh, 2011). Brand positioning is an important part of marketing because today's modern society is often associated with a person's lifestyle which causes people to be more selective in determining a purchasing decision, causing companies to be more responsive to consumer wants and needs. The results of research by (Jatmiko & Setyawati, 2015a) found that brand positioning influences saving decisions. Based on the pre-survey, it was found that the Brand Positioning perceived by respondents was still relatively low because a

mean value of 3.35 was obtained where the average value was in the unfavorable category ($3.35 < 3.41$), indicating that Brand Positioning was not as optimal as expected.

II. Literature

Saving Decision

Decision-making is a process to identify problems and opportunities to be solved later. Making decisions is a process that people carry out based on existing information and knowledge and hope that something will happen. (Abdullah & Tantri, 2012) define customer decision-making as an integrating process that combines information or knowledge to evaluate the behavior of more than 1 and choose one of them. A decision is an ending of the thought process to answer the question of what to do to solve the problem by choosing an alternative. Meanwhile, decision-making is the process of choosing alternatives (Anwa, 2014). Decision-making means cutting or deciding practically to conclude. According to (Puspitasari & Safitri, 2022), the factors that influence saving decisions are the marketing mix and digital marketing. Furthermore, according to (Jatmiko & Setyawati, 2015a), the factors that influence decisions are brand positioning and product equity. Factors influencing saving decisions according to (Oktaviani, 2022) are promotion, trust, and Brand Awareness.

According to Mazki (2018), indicators of customer saving decisions are based on:

1. Characteristics of a bank, someone can choose a bank because they believe that the money stored in the bank will be much safer.
2. Trust in the bank brand, customers have their reasons for choosing a bank brand, this is based on the trust of customers who may feel comfortable using the bank they choose.
3. Utility function, the customer chooses a bank because of previous experience.

Brand Awareness

(Kotler & Keller, 2018) state brand equity is the added value given to products and services. Brand equity can be reflected in the way customers think, feel, and act concerning the brand, as well as the price, market share, and profitability that the brand provides to the company. (Kurnyawati, Kumadji, & Yulianto, 2014) say Brand awareness is a measure of the strength of the existence of a brand in the minds of customers including brands that have been known to customers, what brands have been remembered by customers for certain categories, the first brand what customers call for a particular product and the only brand customers remember. According to (Aziz & Ubaidilah, 2015), brand awareness is the ability of a potential buyer to recognize or recall a brand that is part of a particular product. (Rangkuti, 2009), brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a certain product category. Factors that influence brand awareness according to (Septiarini, Susyani, & Manggiasih, 2022) namely digital marketing. Furthermore, according to (Amanda & Zulfebriges, 2016), one of the factors that influence brand awareness is brand positioning. Four indicators can be used to determine customer awareness of a brand, including (Kotler & Keller, 2018):

1. Recall, is how far the customer can remember when asked what brands they remember.
2. Recognition, is how far customers can recognize the brand is included in a particular category.
3. Purchase, is how far the customer will enter a brand into the choices when buying a product/service.
4. Consumption, is how far the customer still remembers a brand when using a competitor's product/service.

Digital Marketing

(Todor, 2016) digital marketing is "an innovative way of using databases and reaching individual customers, cost-effectively and more timely. Banks that implement digital marketing strategies to market their products and services can be more effective and efficient than using manual marketing systems through advertising activities on television. Previous research by (Purwana et al., 2017) defined digital marketing as a company's efforts to market its products and services through technology to increase customer knowledge and needs. Digital marketing means using social media applications such as Instagram as activity for market surveys and promoting products or brands (Purwana and Aditya 2017). The conclusion from the above understanding is that digital marketing means marketing activities that use digital media to increase knowledge and promote products to customers in real-time.

According to (Liesander & Dharmayanti, 2017), there are four indicators of digital marketing, namely:

1. Costs / Transactions
Is one technique in a promotion that has a high level of efficiency to reduce costs and time.
2. interactive
A two-way relationship between the company and customers who can provide information and can be received clearly.

3. Incentive program

Interesting programs are an advantage in every promotion that is carried out. These programs become reciprocal and added value to the company.

4. SiteDesign

Display of attractive features in social media digital marketing that can provide positive value for the company

Brand Positioning

The definition of positioning according to (Kertajaya, 2004) is talking about how a business can occupy a unique position in the minds of customers. Another definition of positioning is the act of designing a company's offering and image to occupy a special place in the minds of the target market. The goal is to find the brand in the minds of customers to maximize the potential benefits for the company. According to (Brown & Hayes, 2008), brand positioning can be said to be the status of a brand compared to its competitors in the minds of customers and other stakeholders. A good brand positioning helps guide marketing strategy by clarifying the essence of the brand, identifying goals it helps customers achieve, and showing how it does so in a unique way. Everyone in the organization must understand brand positioning and use it as a context for making decisions (Kotler & Keller, 2018). Concluding some of the definitions above, positioning is how a company occupies a position against its competitors in the minds of its customers. The basics of positioning (Kotler & Armstrong, 2017) are as follows:

1. Attributes and benefits

This positioning strategy is the most frequently used by various companies in the world. The most frequently used benefit attributes were durability, reliability, and convenience.

2. Quality and price

The quality and price strategy is often referred to as high quality and high price to a good value which is associated with a reasonable price.

3. Usability and users

This positioning represents how the product is used or the association of the brand with the people who use it.

4. competitors

Clear references to competitors both explicitly and implicitly can be used as a very effective positioning strategy because it can show the differences that are the advantages of the products or services offered compared to those offered by competitors.

5. Global customer culture

Positioning based on global customer culture is a positioning strategy that makes products or services a symbol of part of the global culture. This positioning is effective positioning for global youth products, urban elites, and those who are part of a transnational commercial culture

Hypothesis

Based on the literature, this study formulated the hypothesis to be tested as follows.

H1 : Digital marketing affects brand awareness

H2 : Brand positioning affects brand awareness

H3 : Digital marketing affects saving decision

H4 : Brand positioning affects saving decision

H5 : Brand awareness affects saving decision

H6 : Digital marketing affects saving decision thru brand awareness

H7 : Brand positioning affects saving decision thru brand awareness

III. Method

In this study, the intended population was all existing savings customers at Bank Aceh Syariah at Banda Aceh Branch (BAS Banda Aceh) as many as 48,706 customers. The sample was 397 customers, which were calculated using the Slovin formula. Data required/collected for analysis purposes includes primary data and secondary data. To discuss research, researchers use data analysis tools that have been collected before. Data were tested thru the Structural Equation Modeling (SEM) technique, thru AMOS software. This technique was to verify the model and also to conduct the direct effect test, consisting of confirmatory factor analysis (CFA) as a first test as a measurement model test, and the structural model test as the sequence test to prove the theoretical model. To test the mediation effect, this study used the Sobel calculator (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014).

IV. Result

After the measurement test was conducted to have the best model, the next sequence was the structural test to verify the model, providing the results as follows.

Table 1. Standardized Regression Weight

	Influence	Estimates	SE	CR	P
Brand Awareness	<---	Digital Marketing	0.414	0.073	6,249 0.000
Brand Awareness	<---	Brand Positioning	0.400	0.078	5,764 0.000
Saving Decision	<---	Digital Marketing	0.288	0.063	5,116 0.000
Saving Decision	<---	Brand Positioning	0.391	0.073	6,045 0.000
Saving Decision	<---	Brand Awareness	0.281	0.053	5,322 0.000

Based on Table 1, the equations can be formulated as follows:

$$\text{SavingDecision} = 0.414 \text{ Digital Marketing} + 0.400 \text{ Brand Positioning}$$

$$\text{Saving Decision} = 0.288 \text{ Digital Marketing} + 0.391 \text{ Brand Positioning} + 0.281 \text{ Saving Decision}$$

Digital Marketing on Brand Awareness (H1 test)

The H1 test proves Digital Marketing affects Brand Awareness. The Digital Marketing effect coefficient on Brand Awareness is 0.414 or 41.4%. This reveals the more precise Digital Marketing will further strengthen Brand Awareness. The research results of (Septiarini et al., 2022) found that digital marketing affects brand awareness. The same result was also stated by (Amanda & Zulfebriges, 2016) and (Yunus et al., 2022) that digital marketing affects brand awareness.

Brand Positioning on Brand Awareness (H2 test)

The H2 test proves Brand Positioning influences Brand Awareness. The Brand Positioning effect coefficient on Brand Awareness is 0.400 or 40.0%. This explains the more precise the brand positioning, the more Brand Awareness will increase. The research of (Amanda & Zulfebriges, 2016) found that brand positioning affects brand awareness. The same result was also stated by Pratama (2017) that brand positioning affects brand awareness.

Digital Marketing on Savings Decision (H3 test)

The H3 test proves Digital Marketing affects Saving Decisions. The Digital Marketing effect coefficient on Saving Decisions is 0.288 or 28.8%. This figures the more appropriate the Digital Marketing, the more it will strengthen the saving decision. The research by (Puspitasari & Safitri, 2022) found that digital marketing influences saving decisions. The same result was also stated by (Yunus et al., 2022) where digital marketing influences customer decisions.

Brand Positioning on Savings Decision (H4 test)

The H4 test proves Brand Positioning influences Saving Decisions. The Brand Positioning effect coefficient on Saving Decisions is 0.391 or 39.1%. This figures the more precise the brand positioning will further strengthen the Saving Decision. Brand positioning is an important part of marketing because today's modern society is often associated with a person's lifestyle which causes people to be more selective in determining a purchasing decision, causing companies to be more responsive to consumer wants and needs. The research results of (Jatmiko & Setyawati, 2015b) found that brand positioning influences customer decisions.

Brand awareness on Savings Decision (H5 test)

The H5 test proves brand awareness affects the decision to save. The brand awareness effect coefficient on the decision to save is 0.281 or 28.1%. This describes the stronger the brand awareness, the stronger the saving decision will be. Research from (Doostar et al., 2012) shows that purchasing decision is influenced by brand awareness. (Rofiana, 2014) proves that brand awareness has a significant effect on purchasing decisions. So it concludes the higher the brand awareness, the higher the customer's decision. Vice versa, the lower the awareness, the lower the customer's decision. Furthermore, research by (Oktaviani, 2022) found that brand awareness influences saving decisions.

Digital Marketingon Saving Decision throughBrand Awareness (H6 test)

Input:	Test statistic:	Std. Error:	p-value:
a 0.414	Sobel test: 3.87299502	0.03003722	0.00010751
b 0.281	Aroian test: 3.84126053	0.03028537	0.0001224
s _a 0.073	Goodman test: 3.90552925	0.029787	0.00009402
s _b 0.053	Reset all	Calculate	

Figure 2.Sobel Test of H6

The Sobel calculator (Figure 2) provides the Sobel value for the H6 test as 3.872 with p 0.000. Thus, Brand Awareness acts as a variable that mediates between Digital Marketing and Savings Decisions. And, because Brand Awareness is proven to act as a mediating variable, Digital Marketing can affect Saving Decisions, so the Brand Awareness role in mediating the Digital Marketing effect on Saving Decisions is as a partial mediator. Partial means that Digital Marketing can affect Brand Awareness both thru Brand Awareness (indirectly) or not (directly).

Brand Positioning on Saving Decision throughBrandAwareness(H7 test)

Input:	Test statistic:	Std. Error:	p-value:
a 0.400	Sobel test: 3.68606082	0.03049326	0.00022775
b 0.281	Aroian test: 3.65264677	0.03077221	0.00025955
s _a 0.078	Goodman test: 3.72040898	0.03021173	0.0001989
s _b 0.053	Reset all	Calculate	

Figure 3.Sobel Test of H7

The Sobel calculator (Figure 3) provides the Sobel value for the H7 test as 3.686 with p 0.000. Thus, Brand Awareness acts as a variable that mediates the Brand Positioning effect on Savings Decisions. And, because Brand Awareness is proven to act as a mediating variable, Brand Positioning affects Saving Decisions, so the Brand Awareness role in mediating the Brand Positioning effect on Saving Decisions is as a partial mediator. Partial means that the Brand Positioning can affect Saving Decisions both thru Brand Awareness (indirectly) or not (directly).

V. Conclusion

The results conclude that Digital marketing affects brand awareness, Brand positioning affects brand awareness, Digital marketing affects saving decision, Brand positioning affects saving decision, Brand awareness affects saving decision, Digital marketing affects saving decision thru brand awareness, and Brand positioning affects saving decision thru brand awareness. These results also explain that brand awareness in the model functions as a partial mediator, meaning that brand awareness can be a mediator or not needed as a mediator in digital marketing influencing saving decisions and brand positioning influencing saving decisions. This evidence has been verified and explains the academic premise that the model for increasing saving decisions at BAS Banda Aceh is a role function of the accuracy of digital marketing and the suitability of brand positioning, as well as strengthening brand awareness. These findings are tested and can be a reference for further researchers in developing further research. Practically, especially for research subjects, namely BAS Banda Aceh, several recommendations can be generated are:

- 1) For digital marketing variables, it has the lowest value on-site design. This can be a concern for BAS Banda Aceh to further improve the appearance of social media so that it is more attractive to customers to see the information presented.
- 2) For Brand Positioning variables the lowest average value is on product safety and convenience. This can be a concern for BAS Banda Aceh in improving product quality.
- 3) For the variable Brand Awareness, the lowest average value is on competitors. BAS Banda Aceh needs to improve product quality so that it can compete and even outperform other banking products.

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