ABSTRACT

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The purposes of this study were to analyse Customer Behavior from saving customer of Bank ABC Tebet Branch after the MUI Fatwa about the Banking Interest. Besides to give recommendation of Bank ABC Tebet Branch and the strategy of the promotion of ABC Syaria Banking, the main purposes is to analyse what the customer want to do after the MUI fatwa, after they know that the interest in saving account in conventional banking is “riba” and the punishment of “riba” is “haram”, are their still saving in conventional banking or withdraw its and moving to syaria banking. The data were collected from 100 moslem respondents who become saving customers of Bank ABC Tebet Branch. Descriptive Tabulation, Cross Tabulation, Chi Square, Logistic Regression and Thurstone were used to analyse the data. The result of the study showed that most of the saving customers wants to moving separately of all of their account to syaria banking because even they want to have an interesting banking interest, but the fatwa is very important for them because of their religious (Islam) and its depend on loyalty of them and the purpose of their saving (banking or saving). The recommended to Bank ABC Tebet Branch is to have a counter of Bank ABC Conventional who want to move to syaria banking.