

Marketing Communication Strategy for Gold Installment Products to Increase the Number of Customers at Bank Syariah

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Article Info	Abstract
<p>Article history: Received September 21, 2025 Revised October 22, 2025 Accepted October 27, 2025</p> <hr/> <p>*Corresponding author email : luthihadi@iainponorogo.ac.id</p> <hr/> <p>Keywords: Marketing communication strategies, Gold installments, Islamic banking, Customer increase</p>	<p>Introduction: This study aims to analyze the marketing communication strategy of gold installment products in Islamic banking to increase the number of customers. Research Methods: The research method used is qualitative, with data collection techniques through in-depth interviews, observations, and document review. Results: The study results show that an effective marketing communication strategy combines traditional and digital media, sharia-based product education, and a personal approach that builds customer trust. The strategic advantages include compliance with sharia principles, product innovation relevant to market needs, responsive service, and consistent communication. These findings enrich the previous literature by providing empirical evidence that the success of gold installment products is determined by the attractiveness of gold investments and the effectiveness of marketing communication strategies that can build customer understanding and loyalty. Conclusion: This study recommends improving Islamic financial literacy, enhancing digital promotion, and building strategic partnerships to expand the market. These efforts are expected to make gold installment products competitive and sustainable Sharia investment instruments in the modern financial industry.</p>
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INTRODUCTION

The development of the Islamic banking industry in Indonesia has shown a positive trend in recent years, characterized by an increase in the number of customers, product diversification, and service innovation based on digital technology. One of the products increasingly in demand by the public is gold installments, which are facilities for purchasing gold in stages with contracts in accordance with sharia principles such as murabahah or ijarah muntahiyah bittamlik. This product is not only seen as a safe and stable investment vehicle, but also as a financial planning instrument that can maintain the value of assets in the midst of economic fluctuations.

The characteristics of gold support the attractiveness of gold investment in Islamic banking as a hedge asset (hedging asset) with relatively low risk. This is in line with the study of Syahputra and Sudiarti (Syahputra & Sudiarti, 2021), which states that gold financing in installments can be a safe medium to long-term investment instrument for customers, as long as its management follows sharia principles. On the other hand, Khalil's research (Khalil, 2022) emphasized that the implementation of gold murabahah in Aceh is effective when accompanied by intensive Islamic finance education to the community.

However, the success of an Islamic banking product is determined not only by the quality of the product but also by the marketing communication strategy used. This strategy is essential in building customer awareness, interest, and loyalty. According to Yusup (Yusup, 2019), clarity of product information, fulfillment of aspects of Sharia law, and a personal approach to potential customers are the keys to the success of marketing gold products in Islamic banks. Therefore, proper management of marketing communications will affect public perception and ultimately have an impact on increasing the number of customers.

Although various previous studies have discussed gold installment financing and its legal aspects, studies that link marketing communication strategies to increased customer acquisition in the Islamic banking sector are still relatively limited. This study seeks to fill this gap by analyzing the marketing communication strategy of gold installment products in Islamic banking and identifying the factors that affect its success in attracting and retaining customers. Thus, the results of this research are expected to make a practical contribution to developing a more effective and sustainable Islamic banking marketing strategy.

In this context, this study is focused on examining the marketing communication strategy of gold installment products in Islamic banking, by analyzing how the plan is designed and implemented to increase the number of customers, the factors that affect it, and the impact resulting from it. More specifically, this study aims to describe the form of marketing communication strategy used, identify internal and external factors that affect the strategy's effectiveness, and analyze the contribution of these strategies to the growth of gold installment product customers.

This research is based on three main arguments. First, although gold installment products have long been offered in Islamic banking, public understanding of the mechanism and its advantages still varies, so more educational and persuasive marketing communication is needed. Second, there is fierce competition with other financial institutions that demand

innovative marketing strategies that are adaptive to the development of digital technology and consumer behavior trends. Third, the success of marketing gold installment products is believed to be measured by sales volume, increasing the number of loyal customers, and understanding the Sharia values contained in it. With this foundation, the research is expected to be able to make a theoretical and practical contribution to the development of marketing strategies for gold installment products in Islamic banking.

RESEARCH METHOD

This study uses a qualitative approach with a descriptive method to gain an in-depth understanding of the marketing communication strategy of gold installment products in increasing the number of customers at Bank Syariah Indonesia (BSI) Madiun Agus Salim Branch Office. The selection of this approach is based on the purpose of the research, which aims to explore information holistically and contextually through narrative data from various parties directly involved in implementing the marketing strategy. The research location was chosen because the BSI Madiun Agus Salim Branch Office is one of the branches that actively markets gold installment products and has significantly increased customers.

This study's type of data consists of primary and secondary data. Primary data was obtained through in-depth interviews with key informants, namely, branch leaders, marketing staff, and customer service officers, as well as supporting informants such as customers who use gold installment products. Secondary data was obtained from internal BSI documents of the Madiun Agus Salim Branch Office, including annual reports, promotional materials, customer statistical data, and relevant literature related to marketing communication strategies and gold installment products.

The data collection technique is carried out through three primary methods. First, in-depth interviews will be conducted to explore information related to marketing strategies, factors that affect the strategy's success, and customer perceptions of gold installment products. Second, direct observation of marketing activities is carried out through face-to-face meetings at branch offices and digital media such as social media and banking applications. Third, documentation studies collect written and visual data from various relevant sources. Data analysis was carried out using the Miles and Huberman interactive model, which included data reduction, data presentation, conclusion drawing, and verification. At the data reduction stage, the information obtained is selected and grouped according to the research focus. Furthermore, the data is presented as a narrative and thematic matrix to facilitate interpretation. The final stage is the drawing of conclusions supported by verification through the comparison of data between sources (Aminuddin et al., 2023).

To ensure the validity of the data, this study applied the source triangulation technique by comparing information from various informants and triangulation methods by combining the results of interviews, observations, and documentation. Thus, the data must be accurate, valid, and scientifically accountable.

RESULT AND DISCUSSION

Marketing Communication Strategy

Marketing communication strategy is an integrated approach that companies use to promote products or services to consumers effectively. The goal is to build brand awareness, influence attitudes, and encourage purchasing behavior (Dalimunthe, 2024; Harahap et al., 2024; Khodijah et al., 2023). In the context of modern business, this strategy does not rely only on one communication channel, but combines various media and techniques so that the message conveyed is consistent and complementary. According to Leary (2015) there are four main elements in marketing communication, namely the frequency or number of communication interactions between companies and consumers; the direction of communication, whether it is *unidirectional* or *bidirectional*; *modalities* or media used, both formal such as written and digital media and informal such as word-of-mouth communication; as well as content or messages shared with the audience.

Various marketing communication strategies can be applied to achieve effectiveness, including Integrated Marketing Communication (IMC) which combines advertising, public relations, sales promotion, and direct marketing to form an integrated message (Anantachart, 2006; Camilleri, 2018). In addition, the use of social media such as Facebook, Instagram, and Twitter can increase two-way interaction and consumer engagement (Harizi & Trebicka, 2023; Samadi & Akhtar, 2023). Another strategy is sales promotion through special offers, promo codes, and online campaigns to attract consumer interest (Rahayu & Fatima, 2019). Digital marketing that utilizes blog content, photos, videos, and case studies is also an effective way to strengthen brand visibility (Kim, 2015), while collaboration with influencers can build closeness to the target market through authentic and personalized content (Dhaoui, 2014; Rana et al., 2025).

This strategy can be applied in various industrial sectors. In e-commerce, combining digital advertising, social media, and sales promotion is key to driving transactions (Dewi & Hartono, 2019). In the tourism and hospitality sector, marketing communication is focused on highlighting the experience, service, and uniqueness of the destination (Dmytruk, 2009; McCabe, 2008). Meanwhile, in environmentally friendly products, digital campaigns are directed to educate consumers about the value of sustainability so that it can influence purchasing behavior (Irtisamul et al., 2024).

However, the effectiveness of marketing communication strategies, especially through social media, still faces challenges. One is a success measurement that requires precise indicators such as reach, frequency, and audience engagement levels (Kim, 2015). Changing consumer behavior and technological developments underscore the role of companies in adapting and constantly updating their strategies to stay relevant in the market (Kaushik et al., 2025). By optimizing key elements and implementing appropriate strategies, companies can build stronger relationships with consumers, increase loyalty, and gain a competitive advantage.

Gold Installments in Sharia Banking

Gold financing in installments in Islamic banking, especially at Bank Syariah Indonesia (BSI), is increasingly in demand by customers because it is considered in line with sharia principles that prohibit usury and encourage ethical financial practices. This product is regulated in Law Number 21 of 2008 concerning Sharia Banking and is strengthened by the Fatwa of the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) Number 77/DSN-MUI/VI/2020, so that it is legally considered *mubah* or *ja'iz* to be carried out (Syahputra & Sudiarti, 2021).

One commonly used mechanism is financing with *murabahah* contracts, where customers buy gold at the cost price plus a mutually agreed margin. This system allows purchases without waiting for specific installment schemes' availability and provides flexibility in exchanging collateral for other items (Khalil, 2022). In practice, gold can also be used as collateral in a pawn contract (*al-rahn*), where the bank keeps the gold as collateral until the obligation to pay in full. This multi-contract scheme has received legal legitimacy in the sharia economy because it is considered to remain in the corridor of the principle of *muamalah* that is justified (Yusup, 2019).

The advantage of gold financing is its liquid nature and high investment value, because gold is easy to cash and relatively stable in value. This makes it a safe and flexible investment instrument (Vanitha & Saravanakumar, 2019). However, the main challenge BSI and other Islamic financial institutions face is the low public understanding of this product. Therefore, effective promotion and education strategies are needed to improve Islamic financial literacy, ensure customer compliance, and expand product acceptance in the community (Syahputra & Sudiarti, 2021).

Increase in the number of customers

Several strategies and factors can be considered to increase the number of customers in the banking sector based on various results of previous research. One of the main strategies is adopting technology and innovation, such as mobile banking services and internet banking, which can attract the interest of tech-savvy customers. Banks must provide user-friendly, secure, and accessible websites and mobile apps. In addition, the implementation of a multichannel strategy—for example, through ATMs, online platforms, and mobile applications—can meet the diverse preferences of customers while increasing their satisfaction (Changchit et al., 2017; Clemes et al., 2012; Farquhar & Panther, 2007; Ferreira & Barata, 2007; Jung & Lee, 2011; Zabri & Abduh, 2013).

Service quality is another important factor in attracting and retaining customers. Professional service, ease of obtaining financing, and a vast network of branches are proven to influence customer decisions. An approach that is oriented towards proximity to customers through personal service and effective communication can increase their loyalty and satisfaction (Hui & Xian, 2014; Lumanaj et al., 2013; Sheikholeslami & Odinaev, 2012; Symonds et al., 2007; Tallon, 2010; Thaichon et al., 2017).

On the marketing side, an aggressive promotional strategy to highlight the advantages of the bank's services is key to attracting new customers, including utilizing digital marketing and social media. Behavioral finance techniques have also been proven to help understand and influence customer behavior, increasing customer acquisition and retention rates (Symonds et al., 2007; Yankov, 2020).

In addition, innovation of financial products oriented to customer needs, such as personalized services according to market segments, can expand the customer base. Banks that consistently collect feedback from customers and tailor services based on their needs will find it easier to maintain satisfaction and loyalty (Ganesamurthy, 2019; Jantan et al., 2015; Madhuwanthi & Patil, 2023; Noor, 2017; Vashishtha & Sharma, 2017).

Demographic and psychographic factors also play an important role. Demographic analysis, such as age, income, and education, can assist banks in tailoring services and marketing strategies to appeal to specific segments. In addition, a sound bank reputation and positive word-of-mouth promotion from existing customers can be a strong attraction for potential customers (De Obesso Grijalvo et al., 2012; Frangos et al., 2011; Gurung, 2023; Safakli, 2007).

Factors influencing customer decisions include service quality and efficiency, convenience of location and access, availability of various service channels, and financial factors such as competitive interest rates, deposit yields, and financial stability of banks. Positive customer experiences, including effective complaint handling and personalized interaction, are key to retaining and attracting new customers (Somasekhar et al., 2023).

By focusing on these strategies and considering the factors that determine customer decisions, banks can effectively expand their customer base while increasing their competitiveness in the market.

Marketing Communication Strategy for Gold Installment Products in Increasing the Number of Customers at Bank Syariah Indonesia

Based on the results of interviews, observations, and document reviews, Bank Syariah Indonesia (BSI) implements various marketing communication strategies to promote gold installment products and attract public interest. This strategy includes five main components, namely advertising, sales promotion, public relations, personal selling, and direct marketing.

Advertising

BSI utilizes various promotional media such as brochures, x-banners, and social media to introduce gold installment products. Brochures are given directly to customers, especially women, as the leading segment of the product target. X-banners are placed in strategic areas, such as near the teller desk, so that customers who come can read product information. Social media—especially WhatsApp Stories—is used to update the daily price of gold. As stated by GM (initials respondent 1), who is BSI's Gold Officer:

"For our advertising strategy, we use brochures that we usually give to customers, especially to mothers, to attract their curiosity... Don't forget that we also use social media to update the price of gold daily" (GM, 2024a).

Sales Promotion

BSI routinely holds special promos, such as special THR e-emas in the month of Ramadan, and collaborates with hospitals to provide free health check services at specific events such as BSI's Anniversary. This strategy aims to create a positive experience and increase customer loyalty. GM explains:

"Usually, during Ramadan, we have a special THR e-gold promotion, and we are working with the hospital to hold free health checks. With the hope that customers will be more comfortable... and an increasing number of customers." (GM, 2024a).

Public Relations

BSI builds networks with various government and private agencies to expand the reach of promotion and build a positive image of the company. This activity is carried out through the dissemination of news, annual reports, and participation in activities with partners. According to GM:

"We also establish relationships with other agencies and companies to get publicity... build a good corporate image, and deal with unpleasant rumors, stories, and events." (GM, 2024a)

Personal Sales

Personal sales are done by visiting prospective customers directly, as well as individuals and groups, through social gatherings or agency meetings. This approach allows officers to explain products in detail and answer customer questions directly. GM revealed: I offer products to the people closest to me... Then, gold installment products will be introduced to groups such as arisan and government agencies. This strategy has also been very successful. Moreover, saving gold is very promising." (GM, 2024b)

Customer Service, LN (initials of respondent 2), added that personal sales facilitate direct interaction and strengthen closeness with customers:

"By selling personally, I can get closer to customers and be able to answer customer questions until I understand the product I am describing." (LN, 2024)

Direct Marketing

Direct marketing is done to prospective and existing customers through telephones, emails, websites, and WhatsApp messages. The mobile banking system also sends promotional notifications automatically. GM confirms:

"If we use direct marketing, we usually use phone media, websites... and send promotional messages directly to mobile banking users... This strategy also helps introduce our products" (GM, 2024a).

The marketing communication strategy implemented by BSI is integrated and combines above-the-line (advertising) and below-the-line (personal sales, direct marketing, public relations) approaches. Despite technical obstacles such as limited internet networks, delays in printing brochures, and limited marketing human resources, BSI overcame them by

utilizing promotional media and a personal approach. This strategy has been proven to help increase awareness, build a positive image, and encourage customer interest in gold installment products.

Factors Influencing the Marketing Communication Strategy of Gold Installment Products in Increasing the Number of Customers

Based on the interview results, the factors that affect the marketing communication strategy of gold installment products at Bank Syariah Indonesia come from two main things, namely product excellence and ease of implementation of marketing strategies.

Product Advantages

BSI's gold installment products have several attractive features that potential customers will find appealing. GM explains:

"Financing this gold installment product has facilities and advantages, such as easy features... Gold insured, low rates, reliable companies. Gold bars are chosen from 1 gram to 100 grams—installment period starting from 1 year" (GM, 2024a).

LN further added that:

BSI's gold installment product has several advantages that make customers feel safe and comfortable. First, the gold purchased through this installment has been insured. So, customers don't need to worry about the security of their investments. Second, the margin rates are also quite competitive and affordable, so that they can be accessed by various groups, not just those with significant capital. In addition, there is also a guarantee from a trusted company with good service quality, so customer trust is getting stronger. The choice of gold also varies, ranging from a small size of 1 gram to 100 grams, so that customers can adjust to their needs and abilities. And lastly, this gold installment is flexible; the term can be chosen starting from 1 year. So customers can more freely manage their installments according to their respective economic conditions. These advantages make gold installment products at BSI attractive and in demand (LN, 2024).

Ease of Implementation of Marketing Communication Strategy

The marketing communication strategies used—advertising, sales promotion, public relations, personal sales, and direct marketing—are considered easy to implement and effective in reaching the target market.

Advertising

The use of social media, brochures, and x-banners helps the rapid dissemination of information. LN says:

"I gave the brochure directly to the customers who came, while I explained the gold installment product. Brochures can be taken home to read so that they will be considered for their consideration" (LN, 2024).

Sales Promotion

Special promos such as *Special THR e-emas* and free health check programs at certain events can attract attention without burdening the budget because they have been allocated. GM said:

"In my opinion, these special promos are actually very effective. For example, when there is a *Special THR e-emas* and a free health check program at certain events, it immediately makes people interested. The important thing is that the cost does not make it heavy because it has actually been in the budget from the beginning. So the promo is running, the budget is also safe"(GM, 2024b).

Public Relations

Cooperation with other agencies and companies expands the scope of promotion and strengthens BSI's positive image. As stated by LN:

"BSI is increasingly widely known because it is smart in establishing cooperation. They do not run alone, but collaborate with government agencies, campuses, and private companies. So their promotion is easier to enter many circles. As a result, BSI's image in the eyes of the public is also getting better. It is not just an ordinary Islamic bank, but it is really trusted and relevant to people's needs." (LN, 2024)

Personal Sales

The face-to-face approach makes it easier for customers to understand the details of the product. GM confirms:

"The public will easily understand it if we explain it directly... This strategy has also been very successful, especially since saving gold is very promising"(GM, 2024b).

Direct Marketing

Contacting potential customers via phone, email, and WhatsApp messages makes it easier to convey information to those who live far from the branch office. LN added:

"Direct marketing is effective in reaching customers outside the city. They can still learn about gold installment products without having to come to the bank"(LN, 2024).

Factors that affect the marketing communication strategy of gold installment products at BSI include internal product factors (advantages of gold installment facilities) and external strategy factors (ease of implementation of the five marketing strategies). These two factors play an essential role in expanding the reach of promotions, increasing public trust, and ultimately driving the growth of the number of customers.

The Impact of the Marketing Communication Strategy of Gold Installment Products

Implementing the marketing communication strategy for gold installment products at Bank Syariah Indonesia (BSI) has resulted in several impacts felt by customers and bank internal parties. In general, this strategy has succeeded in increasing public knowledge about gold installment products, although the number of customers has not been significant.

Based on interviews with several customers, most know about gold installment products through various communication channels, such as customer service offers, brochures, and

direct promotions by the marketing team. HD (initial respondent 3) one of the customers revealed:

"I know from the CS offer when I transacted at CS, but I wasn't interested because I only needed to save in hajj savings products, I happened to want to register for the hajj only"(HD, 2024).

FTM (initial respondent 4) one of the customers are familiar with this product from the brochure and direct interaction with the officers. However, they are not yet interested in taking financing:

"Yes, ma'am, I only know a little about the gold installment product from the brochure, and I wonder about the product. Who knows if I will change my mind and become interested? But I don't want to take gold installments because I prefer to buy jewelry"(FTM, 2024).

Meanwhile, there are LR (initials of respondent 5) who actually finance gold installments after receiving direct information:

"I knew it was originally from a brochure, and then the marketing bank also offered it to me directly. I was interested, then took gold installment financing, and I have completed financing for 1 year. There are no obstacles during financing, and I have also gotten the gold" (LR, 2024).

From the internal side, BSI KC Madiun Agus Salim sees that this strategy has had a positive impact, although it has not significantly increased the number of customers. According to GM:

"If we look at the positive or negative impact, we can see how many customers come to the bank to finance or ask about gold installments. It has also interested potential customers, even though they have not yet reached a financing deal, but at least they already know about gold installment products" (GM, 2024b).

In line with that, LN, as Customer Service, said:

"The impact of implementing the strategy is good, namely that customers become more aware of the products in the bank. In addition to understanding, they also know that, although the number of customers does not immediately increase continuously, there is an increase in the number of customers, even though it is not significant in this gold installment product" (LN, 2024).

Based on these findings, it can be concluded that the marketing communication strategy implemented can expand the reach of information and increase customer understanding of gold installment products. However, the conversion from prospective to active customers needs to be optimized. BSI KC Madiun Agus Salim has a good track record in maintaining customer relationships, as seen from the positive testimonials of customers who have completed financing without significant obstacles.

Marketing Communication Strategy for Gold Installment Products in Sharia Banking to Increase the Number of Customers

The results of the study indicate that the marketing communication strategy of gold installment products in Islamic banking has a significant influence on the increase in the number of customers. The strategies implemented include promotion through social media, direct counseling to the community, and campaigns that highlight the ease of installments and the certainty of Sharia law. This approach is in line with the concept of marketing strategies put forward by Changchit et al. (2017) and Clemes et al. (2012), which affirm that the accuracy of segmentation largely determines marketing success, the selection of effective communication channels, and the consistency of the message conveyed to the target market (Changchit et al., 2017, Clemes et al., 2012). In the aspect of gold installment products, the majority of customers are interested because of the guarantee of compliance with sharia principles, payment flexibility, and potential profits from future gold price appreciation. This is in line with the findings of Syahputra et al. (2021), who explained that gold financing in Islamic banks requires a combination of competitive financing instruments and full compliance with sharia regulations, such as Law Number 21 of 2008 concerning Sharia Banking and DSN-MUI Fatwa Number 77 of 2010. This support is further strengthened by research by Khalil and Ismaulina (2022), which found that the practice of gold murabahah will gain public trust if financial institutions transparently convey the price structure, profit margin, and contracts used (Syahputra et al., 2021; Khalil & Ismaulina, 2022).

The success factors of the marketing communication strategy were also found to be closely related to the quality of service, the bank's reputation, and the ability to adapt to customer needs. In line with Yusup's view (2019), the success of selling gold-based products does not only depend on promotion, but also on the clarity of contracts, speed of service, and the level of public trust in these financial institutions (Yusup, 2019).

The impact of the implementation of this strategy can be seen in the increase in the number of customers, especially from young workers and MSME actors who view gold as a haven asset in the midst of economic fluctuations. These findings are consistent with the research of Vanitha and Saravanakumar (2019), which shows that gold has high attractiveness as an investment instrument with a relatively stable value, so marketing strategies that emphasize investment security have proven to be effective in attracting new investors (Vanitha and Saravanakumar, 2019).

Thus, the results of this study confirm that the success of marketing gold installment products in Islamic banking is not only determined by promotion, but also by the synergy of four main components: (1) product innovation that is relevant to market needs, (2) compliance with sharia principles, (3) superior service quality, and (4) communication strategies that are responsive to the dynamics of consumer behavior. The effective integration of these four components not only encourages an increase in the number of customers but also strengthens the image of Islamic banking as a modern, trustworthy, and competitive financial institution in the midst of competition in the global financial industry.

CONCLUSION

This study concludes that marketing communication strategies designed in an integrated manner—combining traditional and digital media, product education, and emphasis on sharia values—have proven to be effective in increasing the number of customers of gold installment products in Islamic banking. This approach not only positions gold installments as an investment instrument but also as a financial planning solution that is safe, stable, and in accordance with Islamic law. The advantages of the strategy found in this study lie in maintained sharia compliance, product innovation that is relevant to market needs, consistent service quality, and communication responsiveness that builds customer trust. The combination of these factors has significantly boosted customer growth while strengthening the positive image of Islamic banks in the eyes of the public.

The results of this study enrich the previous literature by providing empirical evidence that the success of gold installment products does not only depend on the attractiveness of gold investment itself, but also on the effectiveness of marketing communication strategies that can build customer understanding, trust, and loyalty in a sustainable manner. These findings provide practical implications that Islamic banks need to strengthen sharia-based financial literacy programs, especially related to the benefits, mechanisms, and laws of gold installments, through seminars, webinars, educational content on social media, and interactive materials in mobile banking applications. In addition, gold installment promotions need to be optimized through digital channels such as Instagram, TikTok, YouTube, and Islamic finance marketplace platforms, including collaborations with credible influencers or ustaz.

The development of service features in mobile banking applications equipped with gold installment simulations, real-time gold exchange rate calculations, and payment tenor flexibility will increase customer convenience. Islamic banks also need to utilize customer data to segment the market and personalize offers, so that gold installment products can reach potential segments such as millennial workers, MSME actors, and homemakers with relevant offers. Furthermore, strategic partnerships with gold shops, sharia cooperatives, and educational institutions can expand marketing networks and create a mutually beneficial service ecosystem. With the implementation of these strategies, gold installment products in Islamic banking are expected not only to attract new customers but also to maintain the loyalty of existing customers, as well as strengthen the position of Islamic banks in the midst of increasingly competitive competition in the financial industry.

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