



**UNIVERSITAS ANDALAS**

**ANALYSIS OF FACTORS THE PREFERENCE CUSTOMERS OF  
BANK SYARIAH INDONESIA**

**THESIS**

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# **Analysis of Factors the Preference Customers of Bank Syariah Indonesia**

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## **ABSTRACT**

This study aims to analyze the factors the preference customers of Bank Syariah Indonesia. The factors the respondent's as customers preferences consist of sharia factors, service factors, social factors, product factors, facility factors. The research sample was 100 respondents who were taken by accidental sampling. The data was collected using a questionnaire and then the data was analyzed using descriptive statistics. The characteristics of respondents based on gender, age, and education level cause differences in respondent preferences in terms of the preference factors of Bank Syariah Indonesia respondents. Respondent preferences in terms of the preference factors of Bank Syariah Indonesia respondents also differ based on occupation (students, civil servants, private employees, entrepreneurs, housewives, others) and based on average monthly income.

**Keywords:** Bank Syariah Indonesia, Factors Preference, Characteristics of Respondent.

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