

Analisis keputusan pengusaha muslim dalam melakukan pembiayaan pada Bank Syari'ah di Tulungagung

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Abstrak

The establishment of bank mu'amalah Indonesia is 1991 is the triges of growing syari'ah bank in Indonesia. Of course each syariah bank has interesting product to stimulate client, so it is important to be discussed about factors influenced customers to choose syari'ah bank. The study aimed to analyze knowledge factors, motivation, group concering and bank exceting towards moslem businessman choose syari'ah bank in Tulungagung. The research finding stated that three factors, why moslem businessman choosed syari'ah, namely; knowledge factors, motivation, and bank located.