

The Effect of Product, Promotion, and Service Quality on Customers' Saving Decisions at PT Bank Sinarmas Samarinda Branch Office

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ABSTRACT

This study aims to examine the effects of product, promotion, and service quality on customers' saving decisions at PT Bank Sinarmas KC Samarinda. A quantitative approach was employed using survey data collected from 100 customers selected through purposive sampling. Data was analyzed using multiple linear regression with IBM SPSS Statistics. The results indicate that product quality and service have positive and significant effects on saving decisions, while promotion has no significant effect. Simultaneously, product, promotion, and service quality significantly influence saving decisions. Service quality was identified as the most influential factor affecting customers' saving decisions.

INTRODUCTION

The banking industry is facing increasing competition due to digital transformation, technological advancements, and changing customer expectations. In this environment, banks are required to continuously improve their products, promotional strategies, and service quality to attract and retain customers. Customers' saving decisions have become an important indicator of a bank's ability to meet customer needs and maintain public trust.

PT Bank Sinarmas KC Samarinda is one of the private commercial banks operating in East Kalimantan. Although the bank offers various savings products and banking services, the number of funding customers fluctuated during the period 2022–2025. Internal data show that the number of customers increased from 300 in 2022 to 363 in 2024 but declined to 298 in 2025. This decline suggests that customers may reassess their banking choices based on the attractiveness of products, promotional effectiveness, and service quality offered by the bank.

Product is an important factor influencing customer decisions because banking products that provide attractive features, convenience, security, and financial benefits are more likely to encourage saving behavior. Promotion also plays a significant role by increasing customer awareness and communicating the benefits of banking products. In addition, service quality is considered a key determinant of customer behavior because banking services involve direct interactions between customers and employees. High-quality service can enhance customer trust and encourage long-term relationships.

Previous studies have reported that product, promotion, and service quality influence customer behavior in the banking sector. Kumar et al. (2022) emphasized the importance of marketing strategies and customer communication in attracting banking customers. Likewise, Lymperopoulos et al. (2006) found that service quality significantly affects customers' banking choices. However, empirical findings remain inconsistent regarding the relative influence of product, promotion, and service quality on saving decisions. Furthermore, limited studies have simultaneously examined these variables in the context of regional banking markets.

To bridge the identified literature gap, the present inquiry evaluates the impact of promotional efforts, product attributes, and service excellence on saving behaviors at PT Bank Sinarmas KC Samarinda. Ultimately, these results will expand existing banking paradigms and equip managerial teams with tactical recommendations to bolster customer fund retention.

THEORETICAL REVIEW

Product

Kotler & Keller, (2016), A product represents any market offering including tangible goods, services, or experiences designed to satisfy consumer demands. In the banking sector, these offerings serve as instruments for financial transactions, capital storage, and financing options tailored to public needs. Kasmir, (2018).

Promotion

Promotion encompasses marketing communication efforts aimed at introducing, persuading, and reminding the target market about a firm's offerings to stimulate purchase decisions (Kotler & Keller, 2016; Tjiptono, 2019). Within banking, efficient promotional strategies play a vital role in expanding public awareness regarding the distinct benefits of financial services, thereby driving consumer interest to deposit funds.

Service Quality

Service quality is a critical determinant of customer retention, reflecting an organization's capacity to consistently align its performance with consumer expectations (Kotler & Keller, 2016; Tjiptono, 2019). For banking institutions, delivering accurate, reliable, and consumer-centric services ensures that client needs are adequately met, fostering long-term institutional loyalty.

Saving Decision

Saving decision is defined as a consumer's choice to use a banking product that best satisfies financial needs and expectations. It reflects the outcome of a decision-making process in which individuals evaluate available alternatives before selecting a particular financial service. According to Kotler & Keller, (2016), a purchase decision represents the stage at which consumers make an actual choice and use a product or service. Likewise, Schiffman & Wisenblit, (2019) state that consumer decisions involve selecting one alternative from several available options to fulfill specific needs and wants.

Hypothesis Development

Effect of Product on Saving Decision

Well-designed banking products featuring attractive attributes, security, and convenience significantly increase customers' interest in financial services. Previous studies indicate that superior product characteristics strongly influence customers' bank selection and saving decisions (Tucker & Jubb, 2018; Zineldin, 1996). Therefore, banking products that provide greater value are more likely to encourage customers to save.

H1: Product positively influences saving decisions.

Effect of Promotion on Saving Decision

Promotion serves as an essential marketing tool for communicating product benefits and increasing customer awareness. Effective promotional activities enable customers to better understand the advantages of banking products and encourage them to make saving decisions (Dadzie et al., 2020; Kumar et al., 2022). Therefore, promotion is expected to positively influence saving decisions.

H2: Promotion positively influences saving decisions.

Effect of Service Quality on Saving Decision

Service quality is a key determinant of customers' behavioral intentions in the banking sector. Reliable, professional, and responsive services strengthen

customer trust and confidence in financial institutions, thereby encouraging customers to save (Lymperopoulos et al., 2006; Patel & Siddiqui, 2023). Therefore, service quality is expected to positively influence saving decisions.

H3: Service quality positively influences saving decisions.

METHODOLOGY

Research Design

This study employed a quantitative approach with an associative research design to examine the effects of product, promotion, and service quality on customers' saving decisions at PT Bank Sinarmas KC Samarinda. Primary data were collected through structured questionnaires distributed to respondents and subsequently analyzed using IBM SPSS Statistics version 25. In this study, product, promotion, and service quality served as the independent variables, while customers' saving decisions served as the dependent variable. The findings are expected to provide strategic recommendations for improving banking services and encouraging customers' saving decisions.

Population and Sample

The population in this study comprises all customers of PT Bank Sinarmas KC Samarinda who use savings products and reside in Samarinda. Because the exact number of the population was unknown, the sample size was determined using the Cochran formula, with a 95% confidence level ($Z = 1.96$), a proportion of 0.5, and a tolerated error of 10%. The calculation yielded a minimum sample of 96 respondents, which was rounded up to 100 respondents. Respondents were selected based on the criterion of being customers who own or use savings products at PT Bank Sinarmas KC Samarinda.

Data Analysis

Multiple linear regression analysis was employed to analyze the data. Before testing the hypotheses, the validity and reliability of the research instrument were assessed. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the regression model met the required assumptions. The hypotheses were tested using the t-test to examine the partial effects of each independent variable, the F-test to evaluate their simultaneous effect, and the coefficient of determination (R^2) to assess the model's explanatory power. The regression equation is presented as follows.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

where Y represents Saving Decision, X_1 represents Product, X_2 represents Promotion, X_3 represents Service Quality, α is the constant, β_1 - β_3 are the regression coefficients, and ε is the error term.

RESULTS

Respondent Characteristics

The sample comprised 100 qualified clients of PT Bank Sinarmas KC Samarinda. The demographic background encompassing gender, age, education level, occupation, and length of becoming a customer as a foundation to

contextualize the behavior of respondents regarding the examined variables. The complete demographic profile is structured in Table 1.

Table 1. Demographic Characteristics of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	43	43.0
	Female	57	57.0
Age	< 20 years	4	4.0
	21-30 years	15	15.0
	31-40 years	29	29.0
	41-50 years	35	35.0
	> 50 years	17	17.0
Education Level	Senior High School	13	13.0
	Diploma	24	24.0
	Bachelor's Degree	52	52.0
	Master's Degree	8	8.0
	Others	3	3.0
Occupation	Civil Servant / Military / Police	5	5.0
	Private Employee	36	36.0
	Entrepreneur	48	48.0
	Student	4	4.0
	Others	7	7.0
Length of Becoming Customer	< 1 year	8	8.0
	1-3 years	46	46.0
	4-5 years	22	22.0
	> 5 years	17	17.0
	Others	7	7.0

Source: Output SPSS.

The sample consisted of 100 customers of PT Bank Sinarmas KC Samarinda. Most respondents were female (57%), aged 41-50 years (35%), held a bachelor's degree (52%), worked as entrepreneurs (48%), and had been customers for 1-3 years (46%). These characteristics indicate that the respondents were sufficiently familiar with the bank's products and services, enabling them to provide relevant information for this study.

Descriptive Statistics

Descriptive statistical analysis was conducted to outline the profile of each research variable. The corresponding distribution data encompassing the mean, standard deviation, along with minimum and maximum scores are structured in Table 2.

Table 2. Result of Descriptive Statistics

Variable	N	Min	Max	Mean	Std. Deviation
Product (X1)	100	2.30	5.00	4.2370	0.49516
Promotion (X2)	100	2.00	5.00	3.8280	0.75278

Variable	N	Min	Max	Mean	Std. Deviation
Service Quality (X3)	100	2.80	5.00	4.3300	0.46090
Saving Decision (Y)	100	2.90	5.00	4.3280	0.47759

Source: Output SPSS.

The empirical data reveal elevated mean scores across all analyzed variables, spanning from 3.828 to 4.330. Service quality attained the maximum mean (4.330), followed sequentially by customer saving decisions (4.328), product attributes (4.237), and promotional efforts (3.828). Additionally, the minimal standard deviations indicate a high level of homogeneity among respondent feedback.

Validity and Reliability Testing

To verify the structural quality of the research instrument, measurement validity and reliability diagnostics were executed. The comprehensive metrics of these assessments are detailed in Table 3.

Table 3. Result of Validity and Reliability Test

Variable	Number of Items	Range of r-values	Cronbach's Alpha	Result
Product (X ₁)	10	0.322-0.541	0.772	Valid & Reliable
Promotion (X ₂)	10	0.242-0.721	0.816	Valid & Reliable
Service Quality (X ₃)	10	0.197-0.569	0.767	Valid & Reliable
Saving Decision (Y)	10	0.252-0.607	0.810	Valid & Reliable

Source: Output SPSS.

The measurement items demonstrated structural validity, with all correlation coefficients exceeding the critical threshold of 0.1966. Reliability metrics were likewise satisfied, as Cronbach's Alpha values ranged from 0.767 to 0.816, surpassing the recommended 0.70 benchmark. Consequently, all constructs were deemed suitable for subsequent empirical modeling.

Classical Assumption Test

Diagnostic assessments confirmed that the regression framework fulfilled all necessary econometric assumptions. The normality criterion was met with an Asymp. Sig. value of 0.200 ($p > 0.05$), validating a normal distribution of residuals. Multicollinearity was absent, evidenced by Tolerance values exceeding 0.10 and VIF parameters remaining well below 10 across all predictors. Furthermore, homoscedasticity was verified as significance values for the heteroscedasticity test consistently exceeded 0.05. These outcomes establish the model's robustness for structural estimation.

Multiple Linear Regression and Hypothesis Testing

To evaluate the structural paths, multiple linear regression analysis was executed to measure the impacts of the core marketing and service attributes on customer deposition choices. The comprehensive statistical findings are structured in Table 4.

Table 4. Result of Multiple Linear Regression and t-Test

Variable	Coefficient	t-count	t-table	Sig.	Conclusion
Constant	0.978	2.836	-	0.006	-
Product (X1)	0.268	2.863	1.985	0.005	Significant
Promotion (X2)	0.045	0.825	1.985	0.411	Not Significant
Service Quality (X3)	0.472	4.691	1.985	0.000	Significant

Source: Output SPSS.

Based on Table 2, the estimated regression equation is:

$$Y = 0.978 + 0.268X_1 + 0.045X_2 + 0.472X_3$$

The regression results indicate that Product, Promotion, and Service Quality have positive coefficients toward Saving Decision. The t-test results show that Product and Service Quality significantly influence Saving Decision, whereas Promotion does not have a significant effect. Among the independent variables, Service Quality exhibits the largest regression coefficient, indicating the strongest contribution to customers' saving decisions. Furthermore, the F-test produced an F-value of 32.295 with a significance level of 0.000, indicating that Product, Promotion, and Service Quality jointly affect Saving Decision. The coefficient of determination shows an Adjusted R² value of 0.487, suggesting that 48.7% of the variation in Saving Decision can be explained by the independent variables included in the model, while the remaining 51.3% is influenced by other factors outside the scope of this study. that 48.7% of the variance in the saving decision is explained jointly by product, promotion, and service quality, while the remaining 51.3% is attributable to other factors not included in the model.

Discussion

Effect of Product on Saving Decision

The findings indicate that product attributes have a positive and significant effect on customers' saving decisions at PT Bank Sinarmas KC Samarinda, supporting H1. Customers consider product features, convenience, security, and the benefits offered by savings products when deciding to save their money. These findings support the marketing theory of Kotler and Keller (2016), which states that products providing superior value positively influence customer decisions. The results are also consistent with Tucker and Jubb (2018), who found that product attributes play an important role in customers' bank selection. Therefore, PT Bank Sinarmas KC Samarinda should continuously improve product features and develop innovative savings products to strengthen customer retention.

Effect of Promotion on Saving Decision

The findings reveal that promotion has no significant effect on customers' saving decisions, indicating that H2 is not supported. This suggests that customers tend to prioritize the actual benefits of banking products and service quality rather than promotional activities when making saving decisions. Although Kotler and Keller (2016) identify promotion as an important marketing communication tool, the findings imply that the current promotional strategies of PT Bank Sinarmas KC Samarinda have not been sufficiently effective in influencing customers' saving behavior. Therefore, the bank should develop more targeted and informative promotional programs that better communicate the value of its banking products.

Effect of Service Quality on Saving Decision

The findings indicate that service quality has a positive and significant effect on customers' saving decisions, supporting H3. Customers highly value reliable, responsive, and professional services when selecting banking products. This finding supports the SERVQUAL theory proposed by Parasuraman et al. (1988), which emphasizes that high service quality strengthens customer trust and behavioral intentions. The results are also consistent with Lympelopoulos et al. (2006), who identified service quality as one of the main determinants of customers' banking preferences. Therefore, PT Bank Sinarmas KC Samarinda should continue improving employee competence, service responsiveness, and customer relationship management to enhance customer satisfaction and long-term customer loyalty.

Conclusions and Recommendations

Conclusions

This study aimed to examine the effects of product, promotion, and service quality on customers' saving decisions at PT Bank Sinarmas KC Samarinda. The findings show that product and service quality have positive and significant effects on saving decisions, indicating that attractive banking products and high-quality services are the main factors encouraging customers to save. In contrast, promotion does not have a significant effect, suggesting that customers tend to prioritize tangible product benefits and service experiences over promotional activities. Furthermore, the three independent variables simultaneously have a significant influence on saving decisions, with service quality emerging as the strongest determinant. Therefore, improving service quality and continuously developing competitive banking products are more effective strategies for encouraging customers to save than relying solely on promotional activities.

Recommendation

Based on the findings, PT Bank Sinarmas KC Samarinda should prioritize improving service quality, as it was found to be the strongest factor influencing customers' saving decisions. The bank is also encouraged to maintain product quality by offering features and services that better meet customer needs. Although promotion did not significantly affect saving decisions, promotional

strategies may still be improved through more targeted digital marketing and clearer product information. Future studies are recommended to examine additional factors, such as customer trust, corporate image, digital banking services, and customer loyalty, to provide a broader understanding of saving decisions.

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