

THE INFLUENCE OF BANK INTEREST RATES AND BRAND IMAGE ON CUSTOMER INTEREST IN APPLYING FOR FOUR-WHEEL VEHICLE FINANCING AT PT. BCA FINANCE BANDAR LAMPUNG

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Abstract

In order to provide vehicle financing services for the public, currently PT BCA Finance Bandar Lampung offers financing to people who wish to own four-wheeled vehicles, both new and used vehicles. The purpose of this study is to find out and analyze whether bank interest rates and brand image have an influence on customer interest in applying for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung. The type of research used in this research is using quantitative research. The sample used was 72 respondents, namely customers of PT BCA Finance Bandar Lampung. Data collection techniques using literature, observation, interviews, documentation and questionnaires. Based on the research results, it is known that bank interest rates and brand image have a positive and significant influence on customer interest in applying for 4-wheeled vehicle financing at PT. BCA Finance Bandar Lampung. Bank interest rates and brand image have an effect of 68.1% on the interest of customers who apply for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung. While the remaining 31.9% is influenced by other factors not examined in this study.

Keywords: Bank Interest Rate, Brand Image, Customer Interest

INTRODUCTION

Basically, the company's business activities aim to obtain maximum profits and survive amidst competition. The current development of the business world is characterized by business competition in various fields. This competition causes changes in people's thinking patterns as well as attitudes and behavior in making decisions about purchasing goods or services. This condition causes entrepreneurs and companies to continue to have the right strategy in carrying out business activities to meet their goals.

In carrying out its activities, a financial institution needs consumers or customers as an effort to gain profits. Banks as financial institutions function to collect and distribute funds to the community in the context of equality, economic growth and national stability towards improving people's welfare. In the world of banking, apart from commercial banks or conventional banks, there are also sharia banks that are developing in Indonesia. According to Law Number 10 of 1998 concerning Banking which states that a Bank is a business entity that collects funds from the public in the form of savings and distributes them to the public in the form of credit and/or other forms in order to improve the standard of living of many people.

As people's living needs increase, transportation needs also increase. Vehicles are one of society's means of transportation today. Vehicles have become an absolute necessity to support daily activities. Without vehicles or transportation, human life activities would be slower and difficult to develop. Of the many types of vehicles that are most popular with most people in their daily activities are four-wheeled vehicles or cars.

With so much public interest in owning vehicles, both two-wheeled and four-wheeled, to be used as a means of transportation, this provides opportunities for financial institutions to help people own these vehicles, one of which is by providing vehicle financing to the public. Apart from that, to develop their business activities, financial institutions such as banks can also expand their wings to run a financing business in the vehicle sector, namely by establishing a special sector to provide vehicle financing to the public.

One of the conventional banks that is developing its corporate business specifically to provide services in the field of vehicle financing is PT Bank Central Asia by opening PT BCA Finance which is a subsidiary of Bank BCA which contributes to vehicle financing with various types of vehicle financing products offered to the public. Currently PT BCA Finance has a branch office in Bandar Lampung City which is located at Jl. Patimura Gg. Singgalang No.33, Kupang Kota Village, Teluk Betung Utara District, Bandar Lampung City.

4-wheeled vehicle financing is a type of credit aimed at people who need 4-wheeled vehicles. The aim of this credit is to help people to own 4-wheeled vehicles on a cashless basis with the hope of increasing people's productivity and increasing the level of vehicle sales, which in turn will have an effect. is to encourage economic growth. In order to provide vehicle financing services for the community, PT BCA Finance Bandar Lampung is currently offering financing to people who want to own four-wheeled vehicles, whether new or used vehicles.

Every person who needs vehicle financing will of course be subject to bank interest rates on the vehicle financing provided. According to Fahmi (2018), the meaning of bank interest rates is the amount of money required by the party who borrows it, calculated based on a percentage and carried out based on a specified time period. Basically, bank interest rates are a contribution to income profits for financial institutions, including vehicle financing institutions. Apart from that, bank interest rates are also a strategic way to attract customers' interest in financing.

Apart from bank interest rates, what can attract a customer's interest in vehicle financing is the company's brand image. Brand image is a customer's assessment of a brand. According to Kotler (2015) defines brand image as a set of beliefs, ideas and impressions that a person has towards a brand. If the brand image of a finance company is well known to the public, then people who need vehicle financing will of course look for more in-depth information about the finance company. With the information obtained by prospective customers about financing companies, it will create customer interest in carrying out vehicle financing.

According to Komarudin (2016), customer interest is a feeling of liking and interest in a thing or activity without any encouragement from other parties. This buying interest is a decision-making process carried out by consumers regarding the financing that will be carried out. Interest is described as a person's situation before taking an action which can be used as a basis for predicting that behavior or action. Purchase interest is something that is related to the consumer's plan to buy a particular product and how many units of the product are needed in a certain period. It can be said that customer interest is a mental statement from the consumer that reflects the customer's plan to finance a vehicle. The more customers who finance vehicles, of course the greater the profits obtained by the financing institution.

It is known that over the last 5 years the number of customers at PT BCA Finance Bandar Lampung has tended to fluctuate, with the highest number of customers getting financing for new vehicle types, namely in 2019 with 141 customers, while for used or used vehicles the highest was in 2018 with 141 customers. The largest number of customers was obtained in 2019 with 167

customers and the lowest in 2020 with 206 customers. The rise and fall in the number of vehicle financing customers at PT BCA Finance is thought to be caused by the influence of bank interest rates given to vehicles and also the brand image of PT BCA Finance Bandar Lampung, thus influencing the number of customers interested in carrying out vehicle financing at PT BCA Finance Bandar Lampung.

LITERATURE REVIEW

Bank Interest Rates

Interest is a liability for borrowing money, which is usually expressed as a percentage of the money lent. Interest rate is the interest rate expressed in percent, for a certain period (monthly or annually). Interest is a measure of the price of resources used by debtors that must be paid to creditors. According to Mishkin (2016) the interest rate is the cost of borrowing or the price paid for the loan funds, usually expressed as a percentage per year.

According to Judisseno (2017) interest rates mean the income earned by people who give their excess money or surplus spending units to be used temporarily by people who need them and use the money to cover their shortages or deficit spending units. According to Fahmi (2018), the meaning of bank interest rates is the amount of money required by the party who borrows it, calculated based on a percentage and carried out based on a specified time period. Meanwhile, according to Kasmir (2017), interest is a liability for borrowing money, which is usually expressed as a percentage of the money lent. Interest rate is the interest rate expressed in percent, for a certain period (monthly or annually). Interest is a measure of the price of resources used by the debtor which must be paid to the creditor. Based on the description above it can be explained that the interest rate is the price paid by the borrower to the lender which is expressed in percent over a certain period of time per month or year.

Brand Image

According to Kotler (2018) a brand is a name, term, sign, symbol, or design or a combination of these which is intended to identify goods or services from a person or group of sellers in order to differentiate them from competing products or goods.

Meanwhile, according to Simamora (2014), image is a perception that is relatively consistent in the long term (enduring perception). So it is not easy to form an image, so once it is formed it is difficult to change it. So it can be interpreted that Brand Image is a representation of the overall perception of a brand and is formed from information and past experiences regarding the brand of a product. Kotler (2018) defines brand image as a set of beliefs, ideas and impressions that a person

has towards a brand. Therefore, consumers' attitudes and actions towards a brand are largely determined by brand image, which is a requirement for a strong brand.

Meanwhile, Sitingjak (2018) states that brand image is an interconnected brand association that creates a series in consumers' memories. Brand image that is formed in the minds of consumers. Consumers who are accustomed to using a certain brand tend to have consistency in the brand image. Meanwhile, the opinion of Firmansyah (2019) a brand is a perception that emerges in the minds of customers when remembering a brand of a particular product.

Customer Interest

Interest is a liking or pleasure or inclination of the heart towards something that is considered interesting. Interest can be interpreted as a desire that arises from a person's attention to goods, objects or it can also be said to be an urge to want to carry out certain activities. Purchase intention is usually used to analyze consumer behavior. Before making a purchase or financing, customers will usually collect information about products based on personal experience and information originating from the environment. This information will be used by customers to assess products or services, carry out evaluations and make purchasing decisions after comparing and considering a product.

Purchase interest is closely related to consumer purchasing decisions. Interest is used to predict a person's tendency to make or not make a purchase. According to Assael (2019), customer interest is behavior that appears as a response to objects that indicate the consumer's desire to make a purchase. According to Sumarwan (2016), interest is a strong tendency or desire for an individual to carry out certain behavior. Interest is an indication of how strong an individual's desire is to realize a behavior, so the stronger the individual's desire, the greater the behavior will be realized. According to Mowen and Minor (2016), purchasing interest is a consumer's desire to behave in a certain way with the aim of disposing of or using a product or service.

Based on the description above, it can be concluded that customer interest is the behavior of consumers who have the desire to buy or choose a product based on experience in choosing, using, consuming and wanting a product or financing service.

RESEARCH METHODS

Types of research

The type of research used in this research is quantitative research. According to Siyoto (2015) quantitative research methods are a specific type of research that is systematic, planned and clearly structured from the start until the creation of the

research design. The type of research used in this research is quantitative research because the researcher wants to know the influence of interest rates and brand image on customer interest in applying for 4-wheeled vehicle financing at PT. BCA Finance Bandar Lampung.

Population and Sample

The population used in this research is PT BCA Finance Bandar Lampung customers in 2022, namely 258. The sample is part of the number and characteristics of a population. The sample is part of the population which is expected to represent the population in the research. The sample was carried out because researchers had limitations in conducting research both in terms of time, energy, funds and a very large population. Researchers must take samples that are truly representative or can represent. In this research the author used purposive sampling. Purposive sampling is a technique for determining samples with certain considerations. Due to the large population, the sample determination in this study used the Slovin formula with the Slovin formula. Based on the calculation of the Slovin formula used, the result was 72.06. The sample used was 72.06 and the researcher rounded it up to 72 respondents, namely customers of PT BCA Finance Bandar Lampung.

Research variable

Research variables are attributes, traits, values of people, objects, organizations, or activities that have certain variations that are determined by researchers to be studied and then drawn conclusions. In this research there are two types of variables, namely independent and dependent variables.

1. Independent variable (X)

Independent variables are variables that influence the dependent variable. The independent variables in this research are as follows.

- a. Bank Interest Rate (X1), According to Fahmi (2018) the meaning of bank interest rate is the amount of money required by the party who borrows it, calculated based on a percentage and carried out based on a specified time period.
- b. Brand Image (X2), According to Kotler (2018) defines brand image as a set of beliefs, ideas and impressions that a person has towards a brand. Therefore, consumers' attitudes and actions towards a brand are largely determined by brand image, which is a requirement for a strong brand.

2. Dependent Variable (Y)

The dependent variable is the variable that is influenced or is the result of the existence of the independent variable. The dependent variable in this research is customer interest (Y). According to Assael (2019), customer interest is behavior

that appears as a response to objects that indicate the consumer's desire to make purchases or financing.

Data Collection and Data Analysis Techniques

Data collection is an activity to search for data in the field that will be used to answer research problems. Data collection techniques used in this research include; Observations, interviews, documentation, and literature studies, as well as questionnaires. Data analysis techniques use validity and reliability tests and multiple linear regression.

RESULTS AND DISCUSSION

Validity Test Results

Based on the results of the validity test above, which was tested on 72 respondents, the r-table value for 72 respondents was obtained, namely 0.229, so the question can be said to be valid if the r-count is > 0.229 , which can be explained as follows.

1. In the Bank Interest Rate variable (X1) it can be concluded that the test of the 10 statement items is valid. Where the condition of 10 statement items has a value of $r\text{-count} > r\text{-table } 0.229$ (attached r-table). it can be concluded that the 10 question items on the variable (X1) Bank Interest Rate are valid.
 - In the Brand Image variable (X2) it can be concluded that the testing of the 8 statement items is valid. Where the condition of the 8 statement items has an r-table value of 0.229 (attached r-table). it can be concluded that the 8 statement items in the variable (X2) Brand Image are valid.
 - In the Customer Interest variable (Y) it can be concluded that the testing of the 9 statement items is valid. Where the condition of the 9 statement items has an r-table value of 0.229 (attached r-table). it can be concluded that the 9 statement items in the variable (Y) Customer Interest are valid.

Reliability Test Results

Based on the results of the reliability test which was tested on 72 respondents, if the Cronbach's alpha value was > 0.60 , it could be said that the data in the research was reliable, thus it could be explained as follows.

1. Reliability test results for the Bank Interest Rate variable (X1) based on the reliability test output in the table above which was tested on 72 respondents with 10 statement items where a Cronbach's Alpha value was obtained of 0.712. Thus, it can be concluded that the Bank Interest Rate variable (X1) has a Cronbach's Alpha value of $0.712 > 0.60$, so it can be concluded that the test for the 10 question

items on the Bank Interest Rate variable (X1) is reliable with acceptable reliability criteria.

- a. The reliability test results for the Brand Image variable (X2) are based on the reliability test output in the table above which was tested on 72 respondents with 8 statement items where a Cronbach's Alpha value was obtained of 0.787. Thus, it can be concluded that the Brand Image (X2) variable has a Cronbach's Alpha value of $0.787 > 0.60$, so it can be concluded that the test for the 8 question items on the Brand Image (X2) variable is reliable with acceptable reliability criteria.
- b. The reliability test results for the Customer Interest variable (Y) are based on the reliability test output in the table above which was tested on 72 respondents with 9 statement items where a Cronbach's Alpha value was obtained of 0.733. Thus, it can be concluded that the Customer Interest (Y) variable has a Cronbach's Alpha value of $0.733 > 0.60$, so it can be concluded that the test for the 9 question items on the Customer Interest (Y) variable is reliable with acceptable reliability criteria.

Multiple Linear Regression Analysis Test Results

Table 1 Linear Regression

		Coefficients ^a		
		Unstandardize dCoefficients		Standardized Coefficients
Model		B	Std. Error	Beta
1	(Constant)	2,623	2,749	
	Bank Interest Rates	,355	,113	,339
	Brand Image	,595	,120	,535

Source: Processed data, 2023

Based on the multiple regression test from the table above, an equation is obtained based on the regression coefficient formula, namely $Y = 2.623 + 0.355 X1 + 0.595 X2$

1. The Constant Value (α) is 2.623 if the management of PT BCA Finance Bandar Lampung has absolutely no idea or understanding of Bank Interest Rates and Brand Image then it is analogous to the level of Customer Interest in applying for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung has a positive value of 2,623.

2. The regression coefficient value of the independent variable bank interest rate (X1) is 0.355, which means that if management at the PT BCA Finance Bandar Lampung office pays attention to the bank interest rate variable (X1) for every 1 unit increase in the bank interest rate variable, it will affect customer interest. Apply for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung with a positive increase of 0.355.
3. The regression coefficient value of the independent variable brand image (X2) was obtained at 0.595, which means that if management at the PT BCA Finance Bandar Lampung office pays attention to the brand image variable (X2) for every 1 unit increase in the Brand Image variable, it will influence customer interest in applying for vehicle financing. four wheels at PT. BCA Finance Bandar Lampung with a positive increase of 0.595.

t Test Results

In this research, the t test is used to determine whether the independent variables between bank interest rate (X1) and brand image (X2) partially or individually have an effect on the dependent variable customer interest (Y). The partial t-test in this research uses the basis for decision making, namely:

- a. If the t-count > t-table or sig value < 0.05 then this shows that there is a partial influence of the independent variable X1 or X2 on the dependent variable (Y)
- b. If the t-count < t-table or sig value > 0.05 then this shows that there is no partial influence of the independent variable X1 or X2 on the dependent variable (Y)

In this study, to determine the t-table value with a confidence level of 95% = 0.05 using the formula to determine the t-table value, namely:

- a. T-table = t (a/2; n-k).
- b. Then t-table = (0.05/2) = 0.025 and (72- 2) = 70.
- c. So 0.025 with 70 gets a ttable value of 1.994 (attached ttable)

Table 2 t Test

Coefficients		
a		
Model	t	Sig.
1 (Constant)	,954	,343
Bank Interest Rates	3,150	,002
Brand Image	4,977	,000

Source: Processed data, 2023

In this research, based on the t-test results in the table above, it can be explained as follows:

1. The influence of bank interest rates on customer interest
 - a. Based on the results of the t-test in the table above, the calculated t-value for the Bank Interest Rate variable (X1) is 3.150 with a Sig value of 0.002. On the basis of decision making, if the tcount > t-table or sig value < 0.05 then there is an influence of the independent variable bank interest rate (X1) on the dependent variable Customer Interest (Y).
 - b. The value of t-count is 3.150 > ttable 1.994 (attached ttable) with a Sig value level. 0.002 < 0.05. This shows that the hypothesis H1 is accepted. it can be concluded that the bank interest rate variable (X1) has a positive and significant influence on customer interest (Y) who applies for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung.
 - c. With the bank interest rates given to PT BCA Finance Bandar Lampung customers when applying for four-wheeled vehicle financing, this will of course be a consideration for customers applying for four-wheeled vehicle financing at BCA Finance. If the bank interest rate provided by PT BCA Finance Bandar Lampung is lower than other financing institutions, of course customers who will apply for four-wheeled vehicle financing will have an interest in PT BCA Finance Bandar Lampung to finance their vehicles compared to other financing institutions.
2. Influence of brand image on customer interest
 - a. Based on the t-test results in the table above, the calculated t-value for the customer interest variable (X2) is 4.977 with a Sig value of 0.000. On the basis of decision making, if the t-count > t-table or sig value < 0.05 then there is an influence of the independent variable brand image (X2) on the dependent variable customer interest (Y).
 - b. Thus the t-count value is 4.977 > t-table 1.994 (attached ttable) with a Sig value level. 0.000 < 0.05. This shows that hypothesis H2 is accepted. So it can be concluded that the brand image variable (X2) has a positive and significant influence on customer interest (Y) who applies for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung.
 - c. Brand image is the image or impression that a brand creates in the minds of consumers. When a financing institution has a strong and positive image in the minds of consumers, the financing institution will always be remembered and will enable consumers to have an interest in using the products or services of that financing institution. In this way, the image of PT BCA Finance will

influence the interest of customers who will apply for four-wheeled vehicle financing.

F Test Results

The simultaneous F-test was carried out to test the influence of bank interest rates (X1) and brand image (X2) simultaneously or together on customer interest (Y) who applied for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung. In this research, the basis for decision making to carry out the simultaneous F test is as follows:

- a. If the F-count value > F-table or sig value < 0.05 then there is an influence of the independent variables X1 and X2 together on the dependent variable (Y)
- b. If the F-count value < F-table or sig value > 0.05 then there is no influence of the independent variables X1 and X2 together on the dependent variable (Y)

In this research, to determine the F-table value, we use the formula to determine the t-table value, namely $F\text{-table} = (n-k-1)$. So $F\text{-table} = (72-2-1) = 69$. This research get F-table of 3.13 (attached F-table). Based on the output of the simultaneous F-test results above, it can be seen that the significant value for the influence of the independent variables bank interest rate (X1) and brand image (X2) simultaneously or together on customer interest (Y), obtained an F-value of 73.759 and a sig value of 0.000. Thus, F-count is $73.759 > 3.13$ F-table and the sig value is $0.000 < 0.05$. This shows that hypothesis H3 is accepted. It can be concluded that the independent variables bank interest rate (X1) and brand image (X2) simultaneously or together have a positive and significant effect on (Y) customer interest in applying for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung. Thus, this shows that Ha3 is accepted and Ho3 is rejected.

Determination test (R-test)

Table 3 Determination test

Model Summary				
Model	R	Adjusted Square	Adjusted R Square	Std. Error of the Estimate
1	,825 ^a	,681	,672	2,05495

Source: Processed data, 2023

Based on the results of the R2 test output in the table, it is explained that the Adjusted R Square is 0.672, which means that the independent variables bank interest rate (X1) and brand image (X2) have a strong influence on the dependent variable customer interest (Y).

CONCLUSION

From the results of the research that has been carried out, the author makes a conclusion that:

1. Bank interest rates have a positive and significant influence on customer interest in applying for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung.
2. Brand image has a positive and significant influence on the interest of customers who apply for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung.
3. Bank interest rates and brand image simultaneously or together have a positive and significant effect on (Y) Customer Interest in applying for four-wheeled vehicle financing at PT. BCA Finance Bandar Lampung.

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