

Effect of Marketing Mix towards the Usage of ATMs (Automatic Teller Machines)

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Abstract---The growth of the banking market in Indonesia, especially after the era of banking deregulation, is a growth in the retail banking market segment. The growth of the retail market segment is of course an opportunity for banking business players to be able to effectively cover it in need of strategies and relevant tips to anticipate it. The market has unique properties. The market is always changing and dynamic, especially in the modern world as it is today. Faced with this reality, companies are required to be able to develop marketing policies that are active and always keep abreast of technological and economic developments. An active and more market-oriented marketing policy brings the banking business to the absolute necessity of defining the needs and desires of consumers, not from the company's point of view. Thus the company can understand what is really the needs and desires of consumers.

Keywords---Marketing Mix, ATM, Banking

I. Introduction

Nowadays, National economic growth in the last three decades has had a very positive impact on the level of welfare of the community in general, the pattern of consumption of the community has also changed towards the needs that are above it. The need for housing from the majority of people on the one hand, met with efforts to supply from small-scale companies, along with the growth of the national economy, is a driving factor for the need for capital, both investment, and working capital.

A series of banking deregulation in the past few years with the impact of growth and competition in the banking business has succeeded in shaping the market through the creation of market needs products, as well as encouraging "banking mindedness" for some people, especially urban communities with educated young people and housewives. In fact, increasingly demanding more efficient banking services in paying and paying matters has become a necessity for prestige that must be anticipated by banking business players. In addition, the insecurity of controlling cash creates the need for banking services in the form of storage deposits and payment transactions, which can incidentally be met by advancing computer technology. All that the authors describe above is the market for the banking business, as a retail market segment that requires products with certain facilities. Types of products that are personal needs with market freedom that require efficient coverage with a high level of security. Concretely, the retail market segment requires products, both types that are classified as generic, savings products, credit, and payment services. One alternative "captive market" by banks in retail business is the convenience provided by savings products and other online facilities by extending the customer service network as a substitute for branch offices by building Automatic Teller Machine (ATM) terminals, which was dioreintaskan to expand the reach of bank services and increase service time to 24 hours per day, including holidays.

According to Kotler, the marketing mix is a combination of 4 P's, namely: product, place, promotion and price. In service marketing, there are still elements that can be controlled and coordinated in consuming and satisfying service

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consumers (Roland T. Rust; AJ Zahorik, T. Keningham, 1996, Service Marketing, p 11), namely: people (people), physical evidence (physical evidence) and process, which are elements of customer service from the marketing mix. Thus what is meant by marketing mix is a marketing concept that emphasizes the importance of quality in terms of product, place, promotion, price, people, physical evidence and process.

In addition, the support of technological infrastructure in this case which is both controllable and uncontrollable variables is strongly influenced by the maximum service level (Service Level agreement).

ATM services to customers can be said to be satisfactory if the ATM machine can function properly so that customers do not need to queue for too long due to customers having trouble making transactions, the machine's response to requests that are made too long.

II. Problem Identification, Limitation and Formulation

Against this background, a problem can be identified that is the high competition in the banking industry requires bank managers to continue to provide satisfactory services to their customers. Likewise, banking companies that do the marketing mix through the ATM terminal that continues to provide services for consumers who want to make payment and withdrawal transactions.

III. Theoretical basis

Bank Service Marketing Mix, Grady et. al. (1985: 133), argues that in general marketing banking services is an intangible process that must reflect the attitude (attitude) within the company itself. Banks that reflect a positive attitude will be actively involved in identifying and anticipating the market needs they serve. Associated with banking services, the concept of marketing services mix especially bank services can be described as follows:

- Product (product), can mean everything (tangible and intangible) offered by the bank to its customers. The current bank service marketing strategy is directed at products that are suitable and can meet the wants and needs of customers. Increasing competition requires banks to create products. which has a competitive advantage, among others by adding attractive attributes or features so as to increase incentives for customers.
- Pricing (price), in banking pricing policies can take the form of interest rates, payment terms and price discrimination between ordinary and potential customers. Considering that bank services are personal and cannot be transferred to other people, the 'price' each consumer receives may be different in value.
- Promotion (promotion), generally done through advertising, sales promotions, public relations, and personal selling. In bank services, all human resources, whether directly related to customers or not, can be an important element in promotional activities. In addition, bank customers themselves can become promotional media through the power of word of mouth information.
- Place (place / location), like most services in marketing bank services there is no distribution channel. Therefore the location selection policy is directed directly to the ease or access of customers in obtaining the services offered. In marketing bank services, the choice of bank location is not limited to branch offices but can also be in the form of ATMs or car cash. At present, there has also been a 'home banking' development where transactions can be done over the telephone so that they are completely independent of place.

- People, banking is a service industry where the production process and delivery of services to customers involves a lot of direct contact between seller (bank employee) with buyer (customer). Therefore the quality of bank services is largely determined by the quality of service of the sales force.
- Physical evidence, because services are intangible in the marketing strategy of bank services, tangible service attributes are important and greatly influence the decision to use bank services by customers. Physical evidence bank services can mean attractive bank building and interior conditions, brochures on bank products that are easy to understand, or the appearance of bank officers who can be reassuring and generate customer confidence.
- Process, in accordance with service characteristics in general, namely the production process and the delivery of services cannot be separated between producers and consumers. In banking services, personal contact between petug, us banks and customers is very high, so that in manual banking services, service quality is often determined by the quality or skills of salespeople. In addition, the speed of service delivery is closely related to technology.

In this case the superior bank service industry must be supported by information technology or computerized service systems that are adequate.

• **Technology.** One of the most dramatic forces in shaping human life is technology. Technology has produced miracles such as penicillin, open heart surgery, and birth control pills. Technology also creates horrors such as hydrogen bombs, nerve gas and machine guns.

Every new technology is a force of "creative destroyer". Transistors hit the air tube industry, cars hit trains, and television hit newspapers. Many old industries did not move to a new business, instead, they fought or ignored the new business, and their business declined (Thaker et al, 2020).

New technology that provides superior value in satisfying needs will stimulate investment and economic activities. Unfortunately, technological inventions do not emerge evenly over time. The railroad industry creates investment, and then investment follows until the emergence of the automotive industry. New technology creates long-term consequences that cannot always be predicted. Contraceptive pills, for example, produce smaller families, more working wives, and greater discretionary income - which leads to higher expenses for holiday travel, durable goods, and luxury goods. Marketers must understand these technological trends.

IV. Discussion

National economic growth in the last three decades has had a very positive impact on the level of welfare of society in general. The consumption patterns of society have also changed, which initially focused on primary growth has changed towards the needs that are above it. The need for housing from the majority of people on the one hand, met with efforts to supply from development companies. In addition, the increasingly widespread growth of small-scale companies, along with the growth of the national economy, is a factor that drives the need for capital, both investment and work capital. A series of banking deregulation in the past few years with the impact of growth and competition in the banking business has succeeded in shaping the market through the creation of market needs products, while also encouraging "banking mindedness".

The growth of the banking market in Indonesia, especially after the era of banking deregulation, is a growth in the retail banking market segment. The growth of the retail market segment is certainly an opportunity for banking business players to be able to effectively cover it in need of strategies and relevant tips to anticipate it. Bank Jabar in anticipating this retail business market segment, has also anticipated it by building a "full time" service network, namely by building Automated

Teller Terminals (ATMs) in several branch / capem locations and also in locations deemed capable of and feasible to meet the needs of banking service customers and of course can also contribute to bank revenue.

Various facilities can be obtained by consumers using an ATM, including being able to withdraw money at any time, of course if the ATM machine is functioning properly. Consumers certainly feel happy with the convenience, and Bank Jabar also has its own advantages with the ATM terminal. ATM terminals are usually installed in various strategic places. Behind the convenience that is obtained by consumers, many of the problems it causes are common in ATM terminals running out of money or paper. In addition, sometimes the engine happens to be inaccurate alias "awesome". For example, money can come out of the ATM terminal, but not debit or vice versa money does not come out but has been debited.

For banks, the ATM terminal is a service for consumers who want to make payment and withdrawal transactions. Decisions in the "marketing mix" that is applied in its management are used as a basis as a center to reach the market. Today's banking managers always carry out consumer surveys / research to get answers to the most important questions that arise in the market, which Kotler calls the Seven O 'marketplace.

According to Kotler, the marketing mix is a combination of 4 P's, namely: product, place, promotion and price. In service marketing, there are still elements that can be controlled and coordinated in consuming and satisfying service consumers (Roland T. Rust; AJ Zahorik, T. Keningham, 1996, Service Marketing, p 11), namely: people (people), physical evidence (physical evidence) and process, which are elements of customer service from the marketing mix. Thus what is meant by marketing mix is a marketing concept that emphasizes the importance of quality in terms of product, place, promotion, price, people, physical evidence and process.

In addition, the support of technological infrastructure in this case which is both controllable and uncontrollable variables is strongly influenced by the maximum service level (Service Level agreement).

V. Conclusions

Based on the explanation above, it is necessary to have a journal about the Marketing Mix program carried out by banks and associated with an increase in the use of ATMs so that the role of the marketing mix can increase the use of these ATMs in banking consumers.

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