

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Islamic Marketing Mix* terdiri dari 9p (*product, price, place, promotion, people, proses, physical evidence, promise, patience*) terhadap keputusan nasabah menggunakan tabungan haji di Bank 9 Jambi Syariah Kantor Cabang Pembantu Olak Kemang. Penelitian ini menggunakan metode kuantitatif dengan jumlah nasabah baru di Bank 9 Jambi Syariah Kantor Cabang Pembantu Olak Kemang periode 2017-2023. Metode pengambilan sampel menggunakan metode *probability sampling* dengan menggunakan teknik *cluster sampling* dengan hasil 70 responden. Pengumpulan data menggunakan kuesioner. Data hasil kuesioner diolah menggunakan SPSS. Hasil penelitian menunjukkan bahwa *price, promotion dan physical evidence* berpengaruh terhadap keputusan nasabah menggunakan produk tabungan haji di Bank 9 Jambi Syariah Kantor Cabang Pembantu Olak Kemang, sedangkan *product, place, people, proses, promise dan patience* tidak berpengaruh terhadap keputusan nasabah menggunakan produk tabungan haji di Bank 9 Jambi Syariah Kantor Cabang Pembantu Olak Kemang.

Kata Kunci: *Islamic Marketing Mix*, Keputusan

ABSTRACT

This study aims to determine the effect of Islamic Marketing Mix consisting of 9p (product, price, place, promotion, people, proces, pysical evidence, promise, patience) on customer decisions using Hajj savings at Bank 9 Jambi Syariah Olak Kemang Sub-Branch Office. This study uses a quantitative method with the number of new customers at Bank 9 Jambi Syariah Olak Kemang Sub-Branch Office for the period 2017-2023. The sampling method uses probability sampling method using cluster sampling technique with the results of 70 respondents. Data collection using a questionnaire. The data from the questionnaire was processed using SPSS. The results showed that price, promotion and pysical evidence had an effect on customer decisions using Hajj savings products at Bank 9 Jambi Syariah Olak Kemang Sub-Branch Office, while product, place, people, process, promise and patience had no effect on customer decisions using Hajj savings products at Bank 9 Jambi Syariah Olak Kemang Sub-Branch Office.

Keywords: *Islamic Marketing Mix, Decision*