

# Analysis of Strength, Weakness, Opportunity and Treath (SWOT) of Gold Savings Products on Customer Satisfaction of PT Pegadaian (Makassar 1 Area)

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**Abstract.** *This research was conducted with the aim to: (1) analyze the Strength, Weakness, Opportunity and Treatment (SWOT) of the Gold Savings Product at PT. Pegadaian Makassar Area 1; (2) examine the effect of Strength Analysis on customer satisfaction; (3) assess the effect of Weakness Analysis on customer satisfaction; (4) evaluate the effect of Opportunity Analysis on customer satisfaction; and (5) investigate the effect of Treath Analysis on customer satisfaction. For this study, 115 individuals from the entire population were given questionnaires to collect primary data using a quantitative technique. The study was carried out at PT. Pegadaian Makassar Area 1, which is located on Jalan Sulawesi No. 285 Butung, Wajo District, Makassar City, South Sulawesi for three months, from October to December of 2023. Multiple linear regression was used in the analytical approach together with the simple random sampling method. The results of this research reported that: (1) The position of Gold Savings products of PT. Pegadaian Makassar Area 1 was in quadrant 1, namely OS (Opportunity, Strength); (2) Analysis of the strength and advantages of gold savings demonstrated a positive and significant effect on customer satisfaction; (3) Weakness analysis/lack of gold savings illustrated a positive and significant effect on customer satisfaction; (4) Opportunity analysis/gold savings opportunities revealed a positive and insignificant effect on customer satisfaction; and (5) Analysis of the threat/threat of gold savings denoted a positive and significant effect on customer satisfaction.*

**Keywords:** *Strength, Weakness, Opportunity, Treath, Customer Satisfaction*

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## INTRODUCTION

In terms of economic development, especially Indonesian financial institutions are developing rapidly and playing an important role in the development and economic growth of local communities. The Indonesian government has established two financial institutions, bank financial institutions and non-bank financial institutions. This institution is obliged to not only support the community, but also contribute to improving the economic welfare of the community. (Yohansyah et al., 2020).

The increasingly rapid business competition between bank and non-bank financial institutions also requires various companies to be able to compete in the business world in order to achieve their planned goals. This makes the company look better than its competitors. For this reason, companies need an accurate business plan. Therefore, good business planning is an important tool for running an effective and efficient business. Apart from planning, companies

also need business analysis to be carried out to support the success of the plan, and the analysis commonly used by a company or business unit is SWOT analysis. (Pasaribu, 2018).

PT. Pegadaian (Makassar Area 1) is a non-bank financial institution in Indonesia that offers various products and services to the public, one of its superior products is gold savings. PT. Pegadaian is required to continue to innovate to make it better, gold savings or gold investment is one of the products from PT. Pegadaian aims to facilitate and make things easier for people who want to buy or invest in gold with as little capital as possible, there is no time period for installments, and does not use any collateral. Gold is also considered an asset to restrain inflation.

In the current digital era where the millennial generation uses smartphones for all kinds of activities, this has not escaped PT's attention. Pegadaian about the opportunities that exist "It is hoped that with the development of social media in this digital era, PT. Pegadaian has an application, namely Pegadaian digital, where the application has many features that make it easier for customers who want to use it and of course the millennial generation will find it very easy to open investment gold savings, while for customers who want to take their savings book, just come to the PT outlet. Just the nearest pawn shop," explained Mr. Hamry Ashari from Pegadaian (Makassar Area 1).

Gold investment is considered more profitable than cash investment. Save gold at PT. Pegadaian also has advantages such as affordability starting from 0.01 gram at a price of around Rp. 10,000, apart from that the requirements are simple, just attach a photocopy of a valid KTP/SIM/passport. It is hoped that the benefits and conveniences offered will attract the interest of people from various circles and open a gold savings account at PT. Pegadaian (Makassar Area 1), including students (Dewi et al., 2019). The latest development in PT. Gold Savings products. Pegadaian, namely gold savings plus or a kind of deposit, for example if we save 100 grams of gold for a certain period of time and cannot be cashed out or pawned at any time. And every month you get a fee or interest percentage of 1%, but currently this is only intended for internal company use, not for customers or external PT. Pawnshop.

Companies need to recognize the company's strengths and weaknesses in competition. This will be very helpful in recognizing themselves, as well as taking advantage of every existing opportunity and avoiding or minimizing company threats. Where SWOT analysis is an effort to find a profitable marketing position in an ongoing competitive company. Marketing in a company, apart from acting dynamically, must also always apply superior principles and the company must abandon old habits that are no longer valid and continue to innovate. Because now is not the era where producers impose their will on customers, but on the contrary, customers impose their will on producers.

According to Rangkuti (2016), SWOT analysis is an analysis model to determine the strengths and weaknesses of a company as well as the magnitude of potential opportunities and threats. SWOT analysis is very useful for strategic business planning because it can assess the strengths and weaknesses, opportunities and threats of a project, both existing and new. If the SWOT analysis can be carried out well by combining the four factors, then the chances of success of what the company has previously planned will be high, and of course the execution will be smoother and better with optimal and maximum results. According to research conducted by Maharani (2020), the price of gold, which is quite fluctuating, requires analysis taking into account macroeconomic conditions, political policies and global gold price trends so that the price of gold can be predicted for some time in the future.

A product released must have its own advantages and disadvantages, to assess these advantages and disadvantages usually use analysis or research. SWOT analysis is considered capable of assessing products and marketing the products. The purpose of carrying out this SWOT analysis is to carry out product diagnosis so that it can be carried out correctly on the products being marketed. So, the function of SWOT analysis is to analyze the company's strengths and weaknesses, which is done through analysis of the company's internal conditions, which is done

through the company's external conditions. The SWOT analysis technique is basically a technique for identifying various conditions that form the basis for strategic planning.

However, it seems that all these advantages and conveniences have not fully attracted many potential customers to open a gold savings account, this happened to PT. Pegadaian (Makassar Area 1). Where some customers still know that PT. Pawnshops are only a medium for pawning or entrusting gold. To find out whether the pawnshop's gold savings product is good or not, it is necessary to conduct research on how to analyze the strengths, weaknesses, opportunities and threats of gold savings products so that they influence customer satisfaction. Customer satisfaction is a main concept in business and management studies. Basically, customers expect products in the form of services that are acceptable, and provided by management through good and satisfying products.

Customer satisfaction is one of the keys to business success. This is because by satisfying customers, the company can of course increase its profit level. One of the factors that influences customer satisfaction is the quality of the product itself. According to Naini et al. (2021), factors that influence customer satisfaction include: (1) Service, (2) Promotion, (3) Product Quality, (4) Price, and (5) Distribution.

## **METHODS**

The approach in this research uses a qualitative approach and a quantitative approach, which is useful for analyzing how an independent variable influences the dependent variable and is useful in explanatory research where the independent variable is treated in a controlled manner by the researcher to see its impact on the dependent variable. The independent variables in this research consist of the SWOT Analysis variable (X) which has indicators, namely Strength (X.1), Weakness (X.2), Opportunity (X.3), Treath (X.4) and Variable The dependent variable is Customer Satisfaction (Y).

This research was carried out at PT. Pegadaian (Makassar Area 1) located on Jalan Sulawesi No. 285, Butung, District. Wajo, Makassar City, South Sulawesi. The time period for this research will be carried out is approximately 3 months, starting from October 2023 to December 2023. The population in this research is all customers of PT Pegadaian (Makassar Area 1) who have opened gold savings. This research was carried out by taking data from respondents, the data taken was sample data that represented the entire population. So the sample taken from the population must be truly representative. Stratified random sampling is carried out by dividing the entire population into groups called strata. Population elements are divided into several levels (stratification) based on their inherent characteristics. The sampling technique used in this research uses a simple random sampling technique, namely a technique for taking sample members from a population randomly without paying attention to the strata in the population (Sugiyono, 2017). The form of questionnaire used in this research is a closed questionnaire, namely the respondent provides the answers that have been provided. By providing a list of statements related to the variables Strength, Weakness, Opportunity, and Treath, gold savings products and customer satisfaction.

## **RESULTS AND DISCUSSION**

### **SWOT Analysis**

The next step is calculating the weights, ratings and scores which serve as the basis for determining the company's position in business. Determination of weights is based on the number 0 - 1, namely the accumulation of strengths and weaknesses and the accumulation of opportunities and threats. The weight value was determined from the results of an interview between the author and Mr. Hamri Ashari. Meanwhile, the determination of the rating is based on the level of influence of these factors on the company. Ratings from 1 – 4, the most influential has a rating of 1, while a rating of 4 is the least influential. The rating is determined based on discussions with the company owner. The weights and scores of each element are added up.

Strengths are combined with weaknesses, while opportunities are combined with threats (Saragih, 2014).

Table 1. Calculation of Internal Factor Weights

<b>Strength/Kekuatan</b>				
<b>No</b>	<b>Factor</b>	<b>Weight</b>	<b>Ratings</b>	<b>Score</b>
1	Easy and fast requirements	0,10	3	0,30
2	Profitable Savings Products	0,12	4	0,48
3	There is no target for saving	0,12	4	0,48
4	Can be withdrawn at any time	0,10	3	0,30
5	Available at all outlets, agents, marketplaces and digital pawnshop applications	0,09	2	0,18
<b>Total Strength score</b>		<b>0,53</b>		<b>1,74</b>

<b>Weakness</b>				
<b>No</b>	<b>Factor</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
1	There are additional fees required if you want to print your gold savings balance	0,09	4	0,36
2	There are administration fees and storage fees of Rp. 30,000, - / year	0,10	3	0,30
3	Buyback or sale price of gold is lower than the purchase price of gold	0,10	3	0,30
4	If the gold balance is converted into gold bullion, it takes several working days	0,09	4	0,36
5	In a period of less than 5 years, the difference in gold prices is no more than 5%	0,09	4	0,36
<b>Total Weakness score</b>		<b>0,47</b>		<b>1,68</b>
<b>Total (Strengths + Weaknesses)</b>		<b>1,00</b>		<b>3,42</b>

Based on the determination of the IFAS matrix weights in Table 1, it shows that the factor that is the main strength of the PT Gold Savings product. Pegadaian (Makassar Area 1) A profitable product and apart from that there is also a factor of not having a target in saving with a score of 0.48, this result is also the largest of the other strengths. This shows that PT. Pegadaian (Makassar Area 1) has good profits and of course there is no target for saving, this is very good for customer satisfaction.

Meanwhile, the weakness itself is that there are additional costs for gold printing, the gold conversion process which takes several days and of course the price difference if it is less than 5 years, the selling price is of course below 5%. Each of these scores received the highest value, namely 0.36. This shows that the gold printing conversion process must be improved and of course customers will feel satisfied if there is a reduction or discount given if they want to print their gold balance into gold bullion.

Table 2. Calculation of External Factor Weights

<b>Opportunity/Peluang</b>				
<b>No</b>	<b>Factor</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
1	A promising investment opportunity that does not experience inflation	0,15	4	0,60
2	There are many events that have been carried out to introduce Gold Savings	0,12	3	0,36
3	Indonesian people tend to have a penchant for investing in gold	0,15	4	0,60

4	Many millennials are interested in opening a gold savings account	0,12	3	0,36
5	Transactions are easier with social media features	0,11	3	0,33
<b>Total Chance score</b>		<b>0,65</b>		<b>2,25</b>
<b>Treath</b>				
<b>No</b>	<b>Factor</b>	<b>Weight</b>	<b>Rating</b>	<b>Score</b>
1	Cyber Crime	0,13	4	0,52
2	Technical incompetence or sometimes maintenance occurs on the digital pawnshop application	0,11	3	0,33
3	Privacy concerns	0,11	3	0,33
<b>Total Threat score</b>		<b>0,35</b>		<b>1,18</b>
<b>Total (Opportunities + Threats)</b>		<b>1,00</b>		<b>3,43</b>

Based on the EFAS matrix in table 2, it shows that the main factors that become opportunities are promising and anti-inflation investments and of course the Indonesian people tend to like investing, especially in gold, so that each score gets 0.60. This is a very good opportunity for PT Pegadaian (Makassar Area 1), with gold investment which is very profitable because it does not experience inflation and of course also the tendency of Indonesian people to like investing, especially in gold.

Meanwhile, regarding the threat from PT. Gold Savings products. Pegadaian (Makassar Area 1) itself has cyber crime with a very high score, namely 0.52. This shows that PT. Pegadaian (Makassar Area 1) of course must strengthen existing security, and of course must always provide education to customers to avoid digital dangers.

Internal External	<b>Strength (S)</b>	<b>Weakness (W)</b>
	1. Easy and fast requirements 2. Profitable savings products 3. There is no target for saving 4. Can be withdrawn at any time 5. Available at all outlets, agents, marketplaces and digital pawnshop applications	1. There are additional fees required if you want to print your gold savings balance 2. There are administration fees and storage fees of Rp. 30,000, - / year 3. Buyback or sale price of gold is lower than the purchase price of gold 4. If the gold balance is converted into gold bullion, it takes several working days 5. In a period of less than 5 years, the difference in gold prices is no more than 5%
<b>Chance (O)</b>	<b>S-O Strategy</b>	<b>W-O Strategy</b>
1. A promising investment opportunity that does not experience inflation 2. There are many events that have been carried out to	1. With easy and fast requirements, customers will feel satisfied, especially with the digital pawnshop application features 2. Gold savings are a very	1. The additional cost of printing gold savings balances is certainly not an obstacle if you look at this very promising investment opportunity 2. Admin fee Rp. 30,000/year is certainly not a big problem

<p>introduce Gold Savings</p> <p>3. Indonesian people tend to have a penchant for investing in gold</p> <p>4. Many millennials are interested in opening a gold savings account</p> <p>5. Transactions are easier with social media features</p>	<p>profitable and promising investment because they do not experience inflation</p> <p>3. Gold savings products do not have a savings target. This is certainly an attraction for the millennial generation who want to start saving</p> <p>4. Gold savings products can of course be cashed in too, and a good time to cash out the balance from gold savings is of course when there is an event being held so you get lots of promos and vouchers of course</p> <p>5. Gold savings products are also available at all pawnshop outlets, agents and of course on digital pawnshop applications, this is very helpful for Indonesian people who tend to like investing in gold</p>	<p>when compared to the monthly admin fees, this is also one of the attractions for the millennial generation</p> <p>3. The gold buyback price is lower than the gold purchase price due to profit margins and operational costs, therefore it is best if you want to sell, wait for the events that will be held by PT. Pawnshop</p> <p>4. Converting gold balances into gold bullion should be done using a digital pawnshop application to make it easier for customers</p> <p>5. Gold savings are an investment that Indonesian people tend to enjoy, because gold is anti-inflation and is very suitable for long-term investment</p>
<b>Threat (T)</b>	<b>S-T Strategy</b>	<b>W-T Strategy</b>
<p>1. Digital cyber</p> <p>2. Technical incompetence or sometimes maintenance occurs on the digital pawnshop application</p> <p>3. Privacy concerns</p>	<p>1. With a company image that is very well known, of course PT. Pegadaian will continue to innovate in safeguarding its customers' personal data so that it remains safe</p> <p>2. PT. Pegadaian also continues to innovate regarding cyber crime so that customer data security is better maintained.</p>	<p>1. 1. With an additional admin fee of Rp. 30,000/year is very cheap compared to the monthly admin fees. This can also help provide security for customer data and gold savings balances, because PT. Pegadaian (Makassar Area 1) will of course improve IT security to avoid cyber crime.</p>

Based on the results of the SWOT matrix analysis in table 3, alternative strategies that can be obtained are as follows:



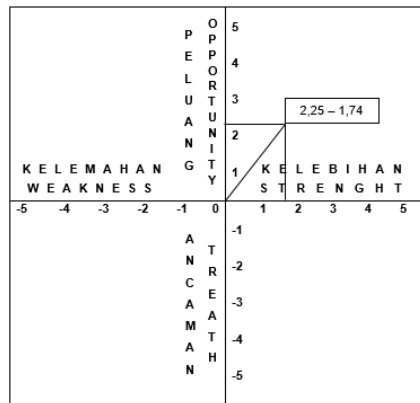


Figure 1. SWOT Analysis Diagram

Based on Figure 1, it can be concluded that the SWOT matrix is in Quadrant 1 or OS (Opportunity, Strength) where each positive value has a strong position for internal and external factors. The results in the graph show that the position of internal factors, namely strengths, is higher than weaknesses, where the value is 1.74, and in the position of external factors, namely opportunities are very high than threats, where the value is 2.25.

Based on the results of the analysis regarding the Strength, Weakness, Opportunity and Treatment of Gold Savings products on PT Customer Satisfaction. Pegadaian (Makassar Area 1) using data collection techniques both through interviews and distributing questionnaires, namely related to internal conditions and external conditions, both supporting and hindering the gold savings product at PT. Pegadaian (Makassar Area 1) shows that a number of supporters both internally and externally are still able to overcome weaknesses and threats. This can be seen from the answer scores for each IFAS and EFAS matrix in the SWOT analysis.

### IFAS Matrix Analysis

For research results related to internal conditions where Weakness (weakness) of PT gold savings products. Pegadaian (Makassar Area 1) said that first, there are additional costs required if you want to print a gold savings balance, meaning there are various types of additional costs, for example, if you want to print 1 gram, the customer will pay IDR. 85,000, - via PT. Antam, while through PT. UBS amounting to Rp. 40,000, -. Second, there is an administration fee of Rp. 30,000/year means account management fees. Third, the buyback or sale price of gold is lower than the purchase price of gold due to the profit margin from the pawnshop and operational costs. Fourth, if the gold balance is converted into gold bullion, it takes several working days because this requires a process for printing the gold itself. Fifth, within a 5-year period the difference in gold prices is no more than 5%, meaning that an investment would be better done over a long period of time so that the benefits or benefits can be felt compared to a short investment.

With the overall results, the total value of the IFAS matrix is 3.42, where Strength (strength) is 1.74 and Weakness is 1.68, which means that the company is making good use of the company's internal conditions in terms of existing strengths.

### EFAS Matrix Analysis

For research results related to external conditions where threats (threats) from PT gold savings products. Pegadaian (Makassar Area 1) said that First, digital cyber means that the pawnshop itself tries to always protect customer data. Second, technical incompetence or sometimes maintenance on digital pawnshop applications means that pawnshops are happy to always make updates regarding their application so that customers feel happy or satisfied with the convenience of the application. Third, privacy concerns mean that customers often feel worried about their personal data being leaked, but of course PT. Pegadaian will always protect customers' personal data.

With the overall results, the total value of the EFAS matrix is 3.43, where Opportunity (opportunity) has a value of 2.25 and Treath (threat) has a value of 1.18, which means that the company responds well to existing opportunities by effectively utilizing these opportunities and preventing the company from from external threats.

### **SWOT Matrix Analysis**

#### ***The Effect of Strength Analysis (X.1) on Customer Satisfaction (Y)***

The results of the multiple linear regression correlation show that there is a positive and significant relationship with customer satisfaction in taking gold savings products at PT. Pegadaian (Makassar Area 1). This can be proven by looking at the sig (2-tailed) Strength Analysis value of  $0.000 < 0.05$ . So it can be concluded that the H1 Strength hypothesis is accepted. The coefficient value is 4.145 and is positive, indicating a very strong relationship, so that the higher the Strength of the Gold Savings product, the more satisfied the customer will be.

In terms of strength/advantages of gold savings products, PT. Pegadaian (Makassar Area 1) must recognize the basic strength of gold savings products. By recognizing what aspects are the strengths of the gold savings product, the next task is to maintain and strengthen the advantages that are the strengths of the gold savings product.

For example, in terms of Strength/advantages of gold savings products, we can see from the descriptive test the highest value is X1.2 "How much do customers agree that the EMA savings product at PT. Pegadaian (Makassar Area 1) provides the potential for profitable growth in the value of gold" from this question resulted in a total of 476.5% and an average value of 4.765%. And the lowest value is X1.4 "Do customers find it easy to resell gold if necessary" from this question produces a total of 438.7% and an average value of 4.387%.

This is in line with research conducted by Sondakh (2015) in his journal entitled "Service quality, brand image and its influence on customer satisfaction and savings customer loyalty (study of Taplus BNI Manado Branch customers)" with the research results showing that the quality variable service has a significant effect on the customer satisfaction variable partially.

Quoted from research by Hijrah & Rahmayani (2021) in their journal entitled "Gold Savings Product Strategy at PT. Pegadaian (Persero) Nganjuk Branch" the biggest strength factor in customer satisfaction is the absence of targets for saving and using the application from the pawnshop "Pegadaian Digital" can easily and at any time buy gold at prices starting from Rp. 10,000 only.

This research shows that Strength Analysis has an effect on customer satisfaction at PT. Pegadaian (Makassar Area 1) in purchasing gold savings products. Customers feel that with the many advantages of this product they will certainly feel satisfied.

#### ***The Effect of Weakness Analysis on Customer Satisfaction***

The results of the multiple linear regression correlation show that there is a significant relationship with customer satisfaction in taking gold savings products at PT. Pegadaian (Makassar Area 1). This can be proven by looking at the sig (2-tailed) Weakness Analysis value of  $0.022 < 0.05$ . So it can be concluded that the H2 Weakness hypothesis is accepted.

Weakness is a condition or anything that is a weakness or deficiency in a company. Basically, a weakness is something that is normal for a company. However, what is important is how the company develops a policy so that it can minimize these weaknesses or even eliminate existing weaknesses. It can also turn a weakness into an advantage that other companies don't have. For example, we can see from Table 8 the results of the SWOT matrix, namely admin costs Rp. 30,000/year is certainly not a big problem when compared to the monthly admin costs, this is also one of the attractions for the millennial generation.

This is in line with research conducted by Ulya & Anggrainingsih (2021) in their journal entitled "The Influence of Promotion, Motivation and administration costs on people's decisions



to choose gold savings products" with the results of research on promotion, motivation and administration costs together having a positive effect and significant impact on people's decisions to choose gold savings products.

This research shows that Weakness analysis of gold savings products influences customer satisfaction at PT. Pegadaian (Makassar Area 1). Customers choose gold savings because their shortcomings can of course still be minimized.

### ***The Effect of Opportunity Analysis on Customer Satisfaction***

The results of the multiple linear regression correlation show that there is a positive and insignificant relationship with customer satisfaction in taking gold savings products at PT. Pegadaian (Makassar Area 1). This can be proven by looking at the sig (2-tailed) Opportunity Analysis value of  $0.052 < 0.05$ . So it can be concluded that the H3 Opportunity hypothesis is rejected. The coefficient value is 1.967 and is positive, indicating a very strong relationship.

Opportunity is a condition outside the company environment that is profitable and can even become a weapon to advance the company. One example of an opportunity is the events held by PT. Pegadaian (Makassar Area 1) is expected to increase sales and of course to attract customers' interest in making more transactions (repurchase) using pawnshop application media (Digital pawnshops) and pawnshop agents.

This is in line with research conducted by Sari & Suryaningsih (2020) in his journal entitled "The influence of Islamic promotion and Islamic service quality on customers' decisions to choose study gold savings at the Gresik Regency Syariah Pegadaian." The results of this research found that Islamic promotion does not has a significant effect because the implementation of Islamic promotions and the quality of Islamic services provided together have an impact on customer decisions.

This research shows that Opportunity analysis/opportunities for gold savings products have no effect on customer satisfaction at PT. Pegadaian (Makassar Area 1). This shows that opportunities in gold savings products are not always the main thing in customer satisfaction. The reason customers don't pay too much attention to gold savings product opportunities is because customers feel that PT. Pegadaian (Makassar Area 1) still has to carry out socialization regarding investment, because there are still many people around customers who don't understand about investing in gold savings, especially the millennial generation.

### ***The Effect of Treath Analysis on Customer Satisfaction***

The results of the multiple linear regression correlation show that there is a significant relationship with customer satisfaction in taking gold savings products at PT. Pegadaian (Makassar Area 1). This can be proven by looking at the sig (2-tailed) Treath Analysis value of  $0.000 < 0.05$ . So it can be concluded that the H4 Treath/threat hypothesis is accepted.

Treath/Threat is an external condition that can disrupt the smooth running of a company. One threat to PT. Pegadaian (Makassar Area 1) is Digital Cyber, therefore PT. Pegadaian will certainly increase the security of company data so that customers no longer worry about data leaks.

This is in line with research conducted by Fitria (2021) entitled "The influence of promotion, motivation and digitalization of services on the decision to purchase gold savings products at PT. Pegadaian UPC Ajibarang" the results of this research show that promotion, motivation and digitalization of services have a positive and significant effect.

In this research, it shows that the analysis of the treatment/threats of gold savings products influences customer satisfaction at PT. Pegadaian (Makassar Area 1). Therefore, by increasing the cyber security resilience of PT. Pegadaian implements a modern and up to date system to comply with applicable security standards.

## CONCLUSION

Based on the internal factors (Strength and Weakness) shown through the IFAS matrix for this savings product, there are five strengths and five weaknesses of the product with a score of 3.42, which means that the company is above average and is able to make good use of the company's internal conditions in this case. existing powers. Based on external factors (Opportunity and Treath) through the EFAS matrix for this gold savings product, there are five opportunities and three product threats with a total score of 3.43, which means that the position is above average and means that the company responds well to existing opportunities by make effective use of these opportunities and prevent the company from external threats. Based on the results of these calculations, it can also be concluded that the position of PT. Pegadaian (Makassar Area 1), namely OS (Opportunity, Strength) is in quadrant I using a strategy that takes advantage of existing opportunities by utilizing the strengths it has. In determining the SWOT analysis of gold savings products, you must take advantage of the strengths and opportunities you have while still looking at weaknesses and threats. By carrying out promotions at events and social media, it is hoped that this will provide additional encouragement for customers to consider purchasing gold savings products, judging from the many advantages this product has. It is recommended to design easy conversion features and enable customers to exchange their gold savings balances into other forms, such as jewelry or gold coins.

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