



Analysis of the Implementation of Subsidized Homeownership Credit Financing Based on the Concept of Maslahah

¹Imam Sopingi, ²Ririn Tri Ratnasari, ³Imron Mawardi

¹Hasyim Asy'ari University Tebuireng, Irian Jaya Street No.55, Jombang Regency, 61471, Indonesia.

^{1,2,3}Faculty of Economics and Business, Airlangga University. Airlangga Street No.4, Surabaya 60286, Indonesia.

imamsopingi@unhasy.ac.id, imam.sopingi-2019@feb.unair.ac.id,

ririnsari@feb.unair.ac.id, ronmawardi@feb.unair.ac.id

Article Info

Article History:

Received July th, 2023

Revised August th, 2023

Accepted September th, 2023

Available online on Decem, 2023

DOI: 10.35891/ml.v13i2.3267

Corresponding Author:

Imam Sopingi,

email: imamsopingi@unhasy.ac.id

ABSTRACT

This research aims to analyze the implementation of subsidized home ownership credit financing based on the concept of Maslahah at Bank Tabungan Negara, branch office in Jombang. The research method employed is a qualitative case study with six techniques for data collection, including the researcher's direct participation with the research subject and conducting direct interviews with key informants from the financing service department. The research findings reveal that subsidized home ownership credit is one form of financing provided to the community to purchase homes, with the support of the government through collaboration with Bank Tabungan Negara, branch office in Jombang. Bank Tabungan Negara, branch office in Jombang, also offers various flexible repayment schemes to its customers. However, this research has limitations, such as its focus on a single location and an inability to describe variations in implementation at other locations. Furthermore, the research findings can have positive implications, particularly in the development of more effective policies and programs that align with the community's needs, by offering repayment options that suit customers' financial conditions.

Keywords: *Financing, Subsidized Homeownership Credit, Maslahah, Case Study.*

Paper type: Research paper

MALIA CC BY license. Copyright © 2023, the author(s)

A. INTRODUCTION

The population increase from year to year is getting denser (Risyad & Mawardi, 2023), this encourages developers to develop their business in the housing sector (Nizar & Rakhmawati, 2021), the reason is because everyone must need a place to live (Albar & Ratnasari, 2022). Data from the Central Bureau of Statistics (BPS, 2021) shows that Indonesia's population in 2021 reached 270.20 million people with an average population increase rate of 32.56 million people per year. However, based on data from the Housing and Real Estate Information System (Kompas.com, 2021) there are at least 12,715,297 people who do not own a house. So it is not surprising that the public demand for houses continues to grow every year (Putriani & Iltiham, 2019).

Through the Ministry of Public Housing (KEMENPERA), the government intervenes in the form of providing subsidies for housing funding for low-income people

(Batubara & Fadhilah, 2022). With this subsidised Homeownership credit, it can help low-income people or the lower middle class (Fauziana & Ratnasari, 2023), in obtaining a livable house. The government provides subsidised funds by working with banks as implementers to provide financing with down payments and light instalments as well as low and fixed margins during the repayment period (Santoso, 2017).

Subsidised Homeownership credit are one of the products owned by BTN Syariah that have been adapted to the concept of sharia both regarding the contract and the transaction mechanism. BTN Syariah is still the market leader in housing finance in Indonesia with a total Homeownership credit market share of 27%. As for the subsidised Homeownership credit segment, the role of BTN bank is very dominant by controlling a market share of more than 95% of the total FLPP distribution in 2011, 2012, 2013 and 2014 (www.btn.co.id, 2016). The following is the development of the number of BTN KCPS Jombang subsidised Homeownership credit customers in table 1 below.

Table 1. Development of the Number of BTN KCPS Jombang Customers 2019-2022 Period

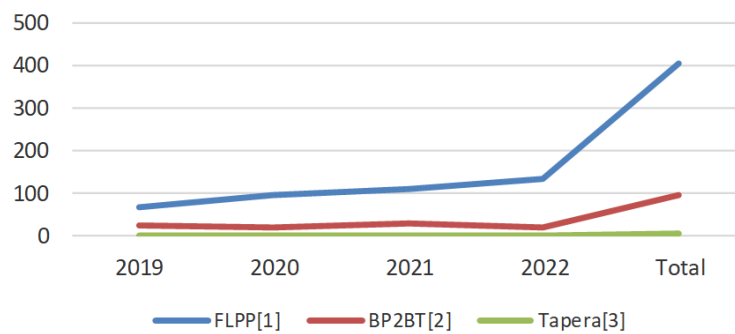
Year	FLPP	BP2BT	Tapera	Total
2019	65	25	0	90
2020	95	18	2	115
2021	109	30	1	140
2022	134	20	1	155
Total	403	93	4	500

Source: Data Processed from BTN Sub-Branch Office in Jombang Financing Service

Based on table 1 above, the development of the number of BTN Sub-Branch Office in Jombang subsidised Homeownership credit customers in the 2019-2022 period is stable. In the last four years, namely 2019-2022, it has grown from 90 to 155, so that the total that has been financed is 500 customers. The most Homeownership credit products are FLPP products, BP2BT after that Tapera. FLPP (Housing Financing Liquidity Facility) is a government subsidy programme to provide financing for residential home ownership with housing financing liquidity facilities for the entire community with light and fixed instalments throughout the credit period (Batubara & Fadhilah, 2022). BP2BT (Savings-Based Housing Financing Assistance) is a subsidised home ownership loan which is a collaborative program between BTN and the Ministry of Public Works and Public Housing (PUPR) which is given together with a down payment subsidy to people who already have savings for the purchase of landed houses and the construction of self-help houses. Tapera (Public Housing Savings) is a public housing savings for civil servants.

Furthermore, based on Figure 1, the demand for Homeownership credit Sub-Branch Office in Jombang during 2019-2022 continued to increase even though at that time there was covid-19. Although the increase is not significant. This means that the Sub-Branch Office in Jombang Homeownership credit product has the durability of enthusiasts. For this reason, this product needs to be preserved and developed by stakeholders so that it can provide wider benefits.

Figur 1. Demand Homeownership Credit Sub-Branch Office in Jombang 2019-2022



Source: Data Processed from Bank Tabungan Negara, Sub-Branch Office in Jombang Financing Service

Some relevant research related to subsidised Homeownership credit include (Marlina, 2018) examining Homeownership credit financing with a profit-sharing scheme; (Batubara & Fadhilah, 2022) examines subsidised Homeownership credit in terms of benefits, both from banks and customers. His research reveals that the benefits obtained by the bank are getting profit (margin), while the benefits for customers are owning a house without waiting for cash in payment; (Aisyah et al., 2023) related to Islamic Homeownership credit that avoid the interest system; (Putri et al., 2021) only reaches the Subsidised Homeownership credit. (Hapsari & Nugroho, 2021) examines subsidised Islamic Homeownership credit using the Artificial Neuron Network (ANN) method. (Apriantoro et al., 2023) examines the analysis of the value of benefits and ease of financing Islamic subsidised Homeownership credit. Meanwhile, the research conducted by researchers focuses on subsidised Homeownership credit financing, namely the role of the government in collaboration with Islamic banks in an effort to prosper the community in owning a house. Based on this, researchers then analyse it based on the concept of *mashlahah*.

In overcoming this problem, one of the government's efforts in the welfare of its people (Mawardi et al., 2021) is to provide funding relief assistance, as the goal of *maqashid al-syariah* is to provide benefits for fellow humans (Irwan, 2021). Therefore, subsidised Homeownership credit financing must have real benefits for the lower middle class economy (Musta'anah & Sopingi, 2019). The goal is none other than to apply the principle of *ta'awun* (helping), this is a separate benchmark so that the Subsidised Homeownership credit financing product is proven to actually apply and practice the objectives of *maqashid al-syariah* (Handalani, 2019).

B. THEORETICAL STUDY

1. Study Relevant Theory

There are two theories used by researchers, namely the first, about subsidised Homeownership credit financing which includes: the definition of subsidised Homeownership credit financing, subsidised Homeownership Credit procedures, types of subsidised Homeownership Credit, benefits of subsidised Homeownership Credit, and the purpose of subsidised Homeownership Credit. Second, about the

concept of *maslahah* which includes: understanding *maslahah*, the purpose of *maslahah*, and various kinds of *maslahah*.

a. Definition of Financing

Financing according to KBBI (2018) is everything related to costs. Etymologically, financing comes from the word cost, which means financing business needs. According to (Shahid et al., 2022) Islamic financing is a form of funding provided to other parties with the aim of meeting someone's needs in the form of investment by getting rewards or profit sharing. Financing based on sharia principles is the provision of money/ bills that are equated with it based on agreements/ agreements between banks and other parties that require the party being financed in return or profit sharing (Ciptanila et al., 2023). According to (Syathori et al., 2023) Sharia Home Ownership Credit is a financing facility provided by banks to individual customers who will buy or repair houses using a sharia system that is free of usury and no party is harmed. Meanwhile, according to (Syathori et al., 2023) sharia subsidised Homeownership Credit are financing or home ownership loans that get financial assistance from the government using sharia principles and have long term instalments.

Based on the above understanding, the researcher concludes that subsidised Homeownership Credit financing is one of the housing financing products provided by banks to relieve low-income people who want to build a house / repair a house with a sharia concept.

b. Types of Subsidised Homeownership Credit

- 1) Housing Finance Liquidity Facility is a government subsidy programme to provide financing for residential home ownership with a housing finance liquidity facility for the entire community with light and fixed instalments throughout the credit period.
- 2) Savings-based Housing Financing Assistance is a subsidised home ownership loan which is a collaborative programme between BTN and the Ministry of Public Works and Public Housing which is given together with a down payment subsidy to people who already have savings for the purchase of landed houses and the construction of self-help houses.
- 3) Public Housing Savings is a public housing savings for civil servants (Batubara & Fadhilah, 2022).

c. Subsidised Homeownership Credit Procedures

According to Syathori et al., (2023) procedure is a system that is arranged to ensure a company's activities for company transactions that occur or stages that can make it easier to carry out certain activities. Meanwhile, according to Iltiham, (2020) procedures are a sequence of clerical activities, usually involving several people in one or more departments, which are made to ensure uniform handling of company transactions that occur repeatedly. Based on the above understanding, the researcher defines the procedure as a sequence or steps that can complete an activity and provide convenience in doing it.

The terms and conditions for applying for BTN's Homeownership Credit subsidy programme are that the applicant must be an Indonesian citizen, have an ID

card and be registered with Dukcapil, be at least 21 years old or married, the applicant and spouse do not own a house and have never received a house subsidy from the government, have a maximum basic salary of IDR 4 million for landed houses and IDR 7 million for flats, have an NPWP and annual income tax return for individuals, the developer must be registered with the Ministry of PUPR, and the house specifications are in accordance with government regulations.

In addition, customers must also complete the required BTN Homeownership Credit application documents, namely: credit application form with a recent photo of the applicant and spouse, photocopy of ID card or identity card, photocopy of family card, photocopy of marriage or divorce certificate, last salary slip or income certificate, photocopy of permanent employee appointment decree or employment certificate, last three months financial statements or records, photocopy of practice permit, last three months bank statement, photocopy of NPWP / tax return, income statement signed by the applicant on stamp duty and known by the head of the agency where he works or the local village head / lurah for people with irregular income, a statement of not having a house known to the agency where he works or the local lurah, a domicile certificate from the local village if he does not live according to the KTP.

According to (Putri et al., 2021), the steps for applying for a BTN subsidised Homeownership Credit are as follows: 1) Documents: Complete submission. Completeness of credit application documents is the initial basis for assessment. Therefore, prospective debtors must fulfil and complete the requirements set by each bank so that their credit application can be processed. 2) Interview: After the credit application documents are complete, the next step is the interview stage which aims to obtain verbal information about the prospective debtor as a consideration for analysing credit decisions. Based on the results of the research, the interviewees stated that the questions asked during the interview to prospective debtors were general questions such as personal data of the prospective debtor and spouse (if married), information about employment and income data, previous credit experience, emergency contacts that can be contacted, monthly living expenses, debt data with other parties and information about the proposed credit such as where the location of the mortgage to be taken, how long the desired credit application. 3) Input of Credit Application Document Data After the interview is conducted and the credit application documents are complete, the documents are ready for processing. The credit application document process begins with checking SLIK (Financial Information Service System) to see whether there is a credit history of the prospective debtor. After that, input data into the banking system based on information received verbally or in writing as attached. 4) Verification: Re-examination of the truth of the information provided by prospective debtors, especially information regarding their employment and income data. Verification itself is divided into two, namely: Verification by telephone and direct survey to the field. 5) Credit analysis and credit decision: credit analysis is the final stage of the credit application process carried out by the bank until the decision is issued. The basic considerations taken must be able to convince the bank about prospective debtors so that the provision of subsidised

Homeownership Credit facilities can be right on target. As explained by the informant, the 5C principle can be used as a reference basis for credit analysis whether the prospective debtor's credit application is approved or rejected. However, it is accompanied by other considerations that cannot be explained in detail considering that this is a bank secret.

d. Benefits and Purpose of Subsidised Homeownership Credit

According to (Kennedy et al., 2020) subsidised Homeownership Credit have benefits and objectives. The benefits of subsidised Homeownership Credit are divided into two, namely for banks and for customers. The benefit for the bank is as a form of channeling funds to obtain profits (income) in the form of margins. As for customers, it makes it easier for people to own government-subsidised houses in instalments without the need to wait to have cash to buy a house. Subsidised Homeownership Credit aim to help Low-Income Communities (MBR) in financing houses at affordable prices.

The quality of service applied to customers according to (Nisa & Sopingi, 2020) statistically shows that there is a positive and significant influence between service quality on customer satisfaction. If the quality of service is increasing, customer satisfaction will also be higher. It can be concluded that customer satisfaction is closely related to the bank products offered and the services provided by the bank. Based on this explanation, the researcher concludes that the benefits and objectives of a subsidised Homeownership Credit are to help low-income people to own a subsidised house where the bank as a distributor of government programs by taking profits in the form of margins (profit sharing).

e. Subsidised Homeownership Credit Contract

According to (Sururi et al., 2022) subsidised Homeownership Credit use two contracts, namely the *wakalah* and *murabahah* contracts. The *wakalah* contract is the granting of power by the bank to the customer to buy and receive a house along with the building from the developer as the seller. So the bank will buy the subsidised housing desired by the customer first from the developer or developer, after that by using this *wakalah* contract the bank authorises the customer to buy a house that has been purchased by the bank from a developer or developer and the customer with this *wakalah* contract submits the house and related documents to the bank to mutually agree to bind themselves between the bank and the customer. Meanwhile, the *murabahah* contract is a sale and purchase transaction where the bank mentions the amount of profit so the customer asks the bank to buy the house the customer wants and the customer buys the house from the bank at the actual price purchased by the bank plus a margin or profit agreed upon by the customer and the bank (Aulia et al., 2019).

Based on DSN Fatwa No. 04/DSN-MUI/IV/2000 concerning the general provisions of *murabahah* in Islamic banks, the bank purchases goods needed by customers or the bank's own name, and this purchase must be legal and free of usury. The bank then sells the goods to the customer (the customer) at a selling price equal to the purchase price plus profit. In this regard, the bank must honestly disclose the cost

of goods to customers along with the necessary costs, including in this case home financing in Islamic banks.

As the Word of Allah SWT in Q.S. Al-Baqarah (1): 275

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ
مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ فَاتَّقِهَا فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ
وَمَنْ عَادَ فَأُولَئِكَ أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ

"Those who eat usury cannot stand up except as one who is possessed by a demon through insanity stands up. That is because they say that buying and selling is the same as usury. But Allah has made buying and selling lawful and usury unlawful. Whoever receives a warning from his Lord and stops, then what he had earned is his, and his affair is for Allah. Whoever repeats it, then they are the inhabitants of hell, they will abide therein" (Q.S. Al-Baqarah: 275).

Fiqh rules:

الْأَصْلُ فِي الْمُعَامَلَةِ الْإِبَاحَةُ إِلَّا أَنْ يَدُلَّ دَلِيلٌ عَلَى تَحْرِيمِهَا

"Basically, all forms of muamalah are permissible unless there is evidence that forbids it."

Home Ownership Financing in the Islamic concept must avoid the practices of *maisir* (gambling), *gharar* (uncertainty), *riba* (addition), and *bathil* (injustice). The bank purchases the goods required by the customer on behalf of the bank, and this purchase must be legal and free of usury. The bank then sells the goods to the customer (the customer) at a selling price equal to the purchase price plus profit. Thus the bank must tell honestly the cost of goods to nasaah along with the necessary costs. The customer then pays the agreed price of the goods at a certain agreed period. To prevent abuse or damage to the contract, the bank can enter into a special agreement with the customer. Based on this explanation, the researcher concludes that there are two contracts on subsidised Homeownership Credit, namely *wakalah* and *murabahah*.

2. The Concept of *Maslahah*

Maslahah etymologically is a single word from *al-masalih*, which means with the wrong word, namely "bringing good", which contains benefits in it either to obtain benefits, goodness, or to reject harm, then all of that is called *maslahah*. According to Imam Ghazali, *maslahah* is achieving benefits and rejecting harm. Benefit is an expression of the overall pleasure obtained from the efforts that have been made and everything that is still related to these benefits, while damage is the overall result that is detrimental and painful or everything that is related to the damage (Fahlefi, 2016).

In order to maintain its objectives. According to Imam Ghazali, the objectives of Shara' are five forms, namely maintaining religion, soul, mind, offspring and property. If a person performs an action that is essentially to maintain the five aspects of the shara's objectives, it can be called *maslahat*. *Maslahah* means benefits both in

origin and process, such as producing pleasure and benefits, or prevention and protection, such as avoiding harm and disease. All of that is called *maslahah*. According to (Fahlefi, 2016) *maslahah* is the ultimate goal to be achieved by the Sharia and the variety of secrets behind every provision in the Islamic Sharia. The meaning of sharia is the law stipulated by Allah for his servants regarding religious affairs, either in the form of 'worship or muamalah which can move human life. According to (Apriliawan et al., 2021) the distribution of financing from BWM Tebuireng Mitra Sejahtera to the community around the pesantren, makes the community around the pesantren have access to capital so that they can run micro businesses and have income. Meanwhile, according to (Amir, 2008) there are two forms of *maslahah*:

- a. Realising benefits, goodness and pleasure for humans called *jalb al manafi* (bringing benefits). Some goodness and pleasure are felt immediately by the person doing the commanded action but some goodness and pleasure are felt after the action is done. All of Allah's commands apply to realise such goodness and benefits.
- b. Avoiding mankind from damage and ugliness, which is called *dar'u al mafasid*. Damage and ugliness are felt immediately after doing the prohibited action. There are also those who feel some pleasure when doing the prohibited action, but after that what they feel is damage. For example: drinking sugary drinks for those with sugar sickness.

Maslahah is needed in buying and selling in order to achieve the principle of *falah* (happiness). (Yahya & Agunggunanto, 2011) in *maslahah* theory there are two approaches to determine consumer satisfaction, namely the marginal *maslahah* approach and the iso-*maslahah* approach. The first *maslahah* approach, that the benefits or blessings of an item can be felt or measured by consumers. Meanwhile, the iso *maslahah* approach is an approach that believes that blessings can only be felt, but cannot be measured. From some of the definitions above, the researcher concludes that *maslahah*/ benefit is everything that brings benefit or pleasure and avoids harm to create welfare for humans.

3. The Purpose of *Maslahah*

According to (Shah & Susilo, 2022) *maslahah* has the purpose of Islamic law (*maqasid al-syariah*) in the form of benefits for humans and must be understood broadly. In the sense that this Islamic law is to realise the ultimate good for humans, both individually and socially. Based on the explanation above, the researcher concludes that the purpose of *maslahah* is to realise goodness or human welfare.

Experts suggest that *maslahah* is divided based on several reviews. *First*, the review in terms of the priority of its use. Divided into three types, namely:

- a. *Maslahah Dharuriyah* (Primary Needs)

Maslahah dharuriyah is a benefit related to the basic needs of mankind in the world and the hereafter. In the sense that without its presence (the existence of this *maslahah*) will cause damage in the world and the hereafter. The category of *daruriyyah* includes five things, namely: *din* (preserving religion); *nafs* (preserving the soul); *'aql* (preserving reason); *nasl* (preserving offspring); *mal*

(preserving property). These five *maslahahs* are called *al-maslahah al-khamsah* which have been universally accepted by scholars.

b. *Maslahah Hajjiyah* (Secondary Needs)

Maslahah hajjiyah is a benefit that is needed in perfecting the previous basic (primary) benefit in the form of relief to maintain and maintain basic human needs, and provide flexibility for him to expand (*tawassu'*) goals (*maqashid*). So if *hajjiyah* is not considered along with *daruriyyah* then humanity as a whole will face difficulties.

c. *Maslahah Tahsiniyah* (Tertiary Needs)

Maslahah tahsiniyah is a benefit that is light in nature, which is as a complement in the form of flexibility that can complement the previous benefit in other words, it is a necessity of life that is complementary and further enhances the welfare of human life if this *maslahah tahsiniyah* is not fulfilled, then the benefit of human life will feel less beautiful and less enjoyable, even though it does not lead to destitution and destruction of life. Its existence is desired for moral honour and good social order.

Second, a review in terms of sufficiency/content. This can be divided into:

- a. *Maslahah Al-'Ammah*, which is a public good that concerns the interests of many people. It does not mean for everyone but can also be for the benefit of most or the majority of people.
- b. *Maslahah Al-Khashah*, namely personal benefits. Of course this is very rare, for example relating to the termination of a person's marriage relationship which is declared to have disappeared.

Third, the review in terms of whether it can change or not. This can be divided into:

- a. *Maslahah Al-Tsubitsh*, namely the benefit that is permanent, does not change until the end of time.
- b. *Maslahah Al-Mutaghayyirah*, which is a benefit that changes according to changes in place, time, and legal subjects.

Fourth, the review in terms of the existence of *maslahat* according to *shara'* is divided into:

- a. *Maslahah Al-Mu'tabarah*, which is a benefit that is supported by Islamic law, both from the Qur'an and Al-Hadith. That is, there is a specific argument both in the Qur'an and Hadith which is the basis for the form and type of this benefit.
- b. *Maslahah Al-Mulghah*, which is a benefit that is rejected by Islamic law, because it contradicts the provisions or in other words *maslahat* which is cancelled by Islamic law or prohibited from use. This kind of cancellation can be due to the fact that the benefits are smaller than the harm or the benefits can cause harm. For example, Islam determines that people who have sexual intercourse during the day in the month of Ramadan are subject to the penalty of freeing a slave, or fasting for two consecutive months (Patih, 2022).

C. METHODOLOGY

Based on the objectives of this study, the method used by researchers is qualitative. This research uses a case study approach according to (Yin, 2020). Robert K. Yin is a renowned research methodologist known for his contributions to the development of case studies. The case study approach according to Yin seeks to understand the overall context of the phenomenon being studied. This approach involves collecting data from multiple sources to provide a more complete understanding. This approach allows the use of various types of data. According to Yin, there are six techniques in data collection when using a case study approach, namely through interviews, archival recordings, direct observation, participant observation, documentation, and physical devices.

Data collection techniques in this research in detail are through: (a) direct interview to the financing service of BTN in Jombang related to the procedure of subsidised homeownership credit financing and the implementation of subsidised homeownership credit financing. (b) archival recordings in the form of subsidised KPR application files such as photocopies of KTP, family card, NPWP, 3x4 photos, unmarried certificate or marriage certificate. (c) direct observation, namely researchers carrying out internships at BTN in Jombang by conducting activities to collect data and evidence in the form of photographs of locations and data needed to provide additional information. (d) participant observation, namely researchers participating in homeownership credit in Jombang employee activities such as organising subsidised homeownership credit financing files. (e) documentation, namely researchers looking for general documents such as subsidised homeownership credit procedure documents and subsidised homeownership credit financing application documents. (f) physical devices in this study, researchers can find items in the form of subsidised homeownership credit financing file sheets that are stored.

The data that has been collected, then the researcher analyses using four Ds, namely: (1) grouped based on the research objectives, namely researchers grouped into two groups, the first related to subsidised homeownership credit procedures and the second related to documents for applying for subsidised homeownership credit financing, (2) interpreted the data that has been grouped, namely researchers interpreting data using explanatory descriptions that make it easier for readers, then (3) analysed using the theoretical basis, namely researchers trying to analyze data by comparing or measuring with the theories described above. Finally (4) compared with previous research, namely researchers comparing the findings of researchers with the findings of previous researchers, either from similarities or differences.

D. DISCUSSION

From the research findings on the benefits and facilities implemented in the process of Shariah-compliant subsidized housing financing, several points can be highlighted. Firstly, these findings are based on the disclosures made by several residents who were the subjects of the research, all of which relate to the research indicators. From the initial disclosures, such as "I feel very assisted and happy because I can buy a house that I can afford without burdening my finances. This subsidized housing program has

been very helpful for me to have a permanent home," it is evident that Shariah-compliant subsidized housing financing holds significant emotional value for individuals. This emotional value pertains to the development of one's quality of life. In other expressions, the informants stated that Shariah-compliant subsidized housing financing provides motivation and boosts their self-confidence within the community, as expressed by one informant: "I feel more productive because I have responsibilities to fulfill, you know. And having our own home certainly brings a sense of pride."

These expressions show that Shariah-compliant subsidized housing financing has the ability to elevate an individual's social status through personal asset ownership. Therefore, Shariah-compliant subsidized housing financing offers benefits in an individual's social aspect or what can be referred to as social value. This is a concept of self that enhances a person's performance within their environment. Moreover, the informants felt the benefits of the services and prices provided, which they considered to align with their needs in terms of price and service quality (Santoso, 2017). This aligns with the informant's statement that "The quality of the houses is quite good and suitable, like any other house. Actually, this housing financing is more expensive, but it will become our own property. The price is almost the same as renting or boarding, but it's more effective. At least, even though it may be more expensive when calculated per year, we are better off owning a house. Buying through installment does not burden us. When estimated compared to renting, the difference is almost 10%, but this house becomes our own."

This statement explains that the prices and services provided are in line with the needs of the informants, and the presence of standards demonstrates that the housing provided as a financing product can meet consumer needs, thus having price and quality value. Furthermore, a new finding was discovered in the statement: efficiency, referring to a process that is advantageous compared to other methods. This happens when customers find that the relatively higher cost is slightly more expensive but results in permanent housing, which is considered more efficient than renting or boarding. In this process, it can be referred to as efficiency value (Batubara & Fadhilah, 2022).

Regarding ease, the informants understood the level of convenience they experienced. This convenience encompasses information access to cost submission. In terms of information access, the informants were proficient in using an application called SIKASEP. After accessing information and guidance, the informants went through a financing process that they found very easy and fast, as expressed by one informant: "Yes, first of all, because the approval is fast. The first time I came to the bank to do administration. Then I was assisted in document preparation and facilitated by a notary. The process is quite easy, from the initial application to the transfer of ownership, it only took 2 months." Based on the explanations above and the informants' statements, it can be concluded that in the process, Shariah-compliant subsidized housing financing is very easy to understand, user-friendly, and does not require much mental effort. Furthermore, to elaborate on the findings in more detail, the value of benefits and convenience can be outlined as follows:

1. Implementation of Value and Benefits

In the context of this research, benefits are defined as the level of an individual's belief that using a specific system or technology will help improve their performance and work achievements. Benefit perception refers to a person's belief that using a particular technology will enhance their work performance. Benefit perception reflects the extent to which someone believes that using technology will enhance their performance. Customers can also evaluate the difference between benefits and marketing costs that are relatively similar to competitive offers.

In this research, benefits are obtained through interviews and observations. Interviews provide direct insights from informants based on their personal experiences, perspectives on products or services, and their knowledge of the situations they have experienced. Observation, on the other hand, is the researcher's observation of informants' behavior and their environment, especially the behavior of subsidized housing customers (Santoso, 2017).

In the context of Shariah-compliant subsidized housing financing, understanding the value of benefits will focus on how owning a home through this program affects the emotions and performance of customers. In other words, how home ownership through this financing affects the emotional, social, quality, price, and efficiency aspects of customers' lives. The research results and discussions indicate that Shariah-compliant subsidized housing financing provides significant benefits in several aspects of individual identity who are beneficiaries. Some aspects of the self that are considered to have benefits include:

a. Emotional Value

Emotional value, in this context, refers to the extent to which Shariah-compliant subsidized housing financing can enhance an individual's performance and self-satisfaction. In this case, Shariah-compliant subsidized housing financing provides emotional satisfaction and pleasure to customers through home ownership. Informants feel satisfied because their primary need, which is to have a decent home, has been met. This success brings emotional satisfaction, which is an indication of improved performance and self-satisfaction.

The success of Shariah-compliant subsidized housing financing in providing benefits is evident from several factors. First, there is a subsidized housing program that makes homes affordable to people with various income levels. Second, the low margin rate makes this financing accessible to low-income communities. Third, the installment system allows for periodic payments, which are considered easier than having to accumulate funds over a long period (Batubara & Fadhilah, 2022).

b. Social Value Aspect

Social value refers to the benefits that arise from a product's ability to enhance a consumer's social self-concept. It is related to social approval and the improvement of a consumer's self-image in society. Social value also encompasses the benefits derived from consumers' association with specific social groups. Research indicates that attention from friends and consumers' association with social groups play a significant role in consumers' evaluation of products or services (Putriani & Iltiham, 2019).

In the context of Shariah-compliant subsidized housing financing, social value is about how home ownership through this program helps individuals develop their social self-concept in their environment. Individuals experience the benefits of owning a home provided by the subsidized housing program because owning a home is one of the benchmarks that their basic needs have been met. This provides satisfaction and boosts individuals' work motivation because they have a responsibility to repay the Shariah-compliant subsidized housing loan.

Additionally, owning a home through the Shariah-compliant subsidized housing program brings a sense of privilege to customers. Permanent home ownership enhances individuals' self-confidence in their environment because owning a private home is a sign of improved social status in society. Owning a home permanently enhances individuals' self-esteem because it is the result of their own efforts (Santoso, 2017).

c. Quality Value Aspect

Quality Value relates to the quality of products or services provided. In the context of Shariah-compliant subsidized housing financing, this quality encompasses the quality of service and the physical quality of the funded homes. In interviews, many informants rated the service quality provided by BTN Shariah as quite good. This is due to the process being perceived as easy and fast, from application to home acquisition. BTN Shariah also provides facilitation and support to customers from the initial application to the legal process with the notary, which is provided by BTN. The quality of the product, such as the quality of the home's construction, is also considered good because it must meet the standards set by the government to serve subsidy recipients.

d. Price Value Aspect

Price Value assesses the extent to which the price of a product aligns with consumer expectations and the product's affordability. The interview results indicate that the price of homes in the subsidized housing program is considered affordable by customers. Low installments and prices that match customers' economic abilities make this program efficient. The affordable price of the product is seen as matching the quality provided, so customers feel they are getting good value for their investment.

e. Efficiency Value Aspect

Efficiency Value relates to how efficient a process is in the use of resources. In the context of Shariah-compliant subsidized housing financing, efficiency is viewed based on how well this financing meets customers' primary needs efficiently compared to other alternatives such as renting, leasing, or living in a boarding house. Efficiency here is assessed based on the ability of Shariah-compliant subsidized housing financing to provide a more economical and faster solution. With the installment system, customers can meet their primary needs more efficiently than having to accumulate funds over a long period. This financing is also considered more advantageous than alternatives such as renting, leasing, or living in a boarding house.

2. Ease in Financing

Ease in financing for Shariah-subsidized homeownership credit encompasses a series of processes, ranging from information access, usage guidance, application, to the handover of the house. These conveniences can be personally experienced by the informants through the processes they undergo without encountering specific obstacles or

complexities at each stage of this process. From these processes, several conveniences can be identified based on existing indicators.

a. Clear and Understandable

This indicator refers to the extent to which a system or process can be understood and executed without the need for complicated mental effort. In the case of Shariah-subsidized homeownership credit financing, its accessibility is considered relatively easy. Information about the Shariah-subsidized homeownership credit program can be readily found within the community of the customers, such as within their workplace, indicating that information about this program is easily accessible to various segments of society. Furthermore, there is an application that aids customers in guidance, which can be easily accessed and provides clear instructions on what Shariah-subsidized homeownership credit is, how to access it, and the processes to follow (Putriani & Iltiham, 2019).

b. Does Not Require a Lot of Mental Effort

This indicator measures how easy the accessibility of Shariah-subsidized homeownership credit is without the need for excessive mental effort. One aspect of this ease is the existence of a guidance application accessible to customers, eliminating the necessity of visiting a physical information center. Additionally, the approval process is perceived as relatively straightforward, with some customers feeling that they obtain approval quickly and without significant difficulties. The payment process is also considered easy, as some customers can conveniently make payments through mobile banking transfers or direct deductions from their salaries, which are seen as practical and not requiring excessive mental effort.

c. Easy to Use

This ease encompasses the activities carried out by customers in accessing and utilizing Shariah-subsidized homeownership credit financing. One aspect of this ease pertains to payments, where customers find the payment system easy to use. Some customers find the payment system user-friendly because it can be done at any time and from anywhere via mobile banking transfers. Other customers find it easy because payments are processed practically through direct deductions from their salaries, sparing them the inconvenience of manual payment processes. All of these factors make the utilization of Shariah-subsidized homeownership credit financing feel practical and user-friendly for customers (Putriani & Iltiham, 2019).

E. CONCLUSION

From the research on the benefits of subsidized homeownership credit, it can be identified that the benefits in the implementation of Shariah-compliant subsidized mortgage financing encompass several aspects, including individual, social, quality, price, and efficiency aspects. In terms of individual aspects, the community receives assistance in fulfilling their primary needs, while on the social side, they experience an improvement in their quality of life because their basic needs have been met. In terms of quality, the community perceives good service and products that align with the price they pay. Furthermore, this financing has also proven to be efficient in helping the community achieve permanent homeownership.

The ease of the financing process appears to be quite understandable and devoid of significant obstacles. This is because information related to the product and services is easily accessible, and its accessibility is relatively straightforward. One factor that contributes to this ease is the presence of an application that provides guidance on subsidized mortgage loans, enabling the public to comprehend and smoothly navigate the process of permanent homeownership.

REFERENCES

- Aisyah, S., Qudni, A. Y. A., & Fajri, A. (2023). Risk Management in Minimizing KPR Bank BTN Syariah KCPS Probolinggo Financing. *Enrichment: Journal of Management*, 12(6), 4737–4744. <https://doi.org/10.35335/enrichment.v12i6.1135>
- Albar, M., & Ratnasari, R. T. (2022). Analysis of the Effect of Consumption Expenditure , Foreign Direct Investment , and Manufacturing Industry moderated by Labor force on Growth of Economy of OIC Countries during the Covid-19 Pandemic. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(6), 787–799. <https://doi.org/10.20473/vol9iss20226pp787-799>
- Apriantoro, M. S., Puspa, E. R., Yafi, D. I., Putri, D. A., & Rosyadi, R. I. (2023). Beyond Mortgages: Islamic Law and The Ethics of Credit Financing for Public Housing. *Profetika: Jurnal Studi Islam*, 24(02), 196–206. Retrieved from <https://journals2.ums.ac.id/index.php/profetika/article/view/1795/665>
- Apriliawan, F. B. A., Ridlwan, A. A., & Haryanti, P. (2021). Peran Bank Wakaf Mikro Dalam Meningkatkan Kesejahteraan Masyarakat (Studi Kasus BWM Tebuireng Mitra Sejahtera). *JIES: Journal of Islamic Economics Studies*, 2(1), 41–55. <https://doi.org/10.33752/jies.v2i1>
- Aulia, R. W., Farida, A., & Iitiham, M. F. (2019). Analisis Perhitungan Dan Mekanisme Pengajuan Pembiayaan Pada Akad Murabahah (Studi Kasus Pada PT. BPRS Kota Mojokerto KCP Pandaan). *MALIA: Jurnal Ekonomi Islam*, 10(2), 221–236. <https://doi.org/10.35891/ml.v10i2.1435>
- Batubara, M., & Fadhilah, F. R. (2022). Analisis Efektivitas Penyaluran Pembiayaan KPR Syariah Bersubsidi di Bank. *Jurnal Ilmiah Ekonomi Islam*, 8(02), 2135–2142. <https://doi.org/10.29040/jiei.v8i2.4506>
- BPS. (2021). *Indonesia's population in 2021*. Retrieved from <https://bps.go.id>
- Ciptanila, Kusnul Yuni, K., Sopingi, I., & Nur, M. (2023). Strategi Penyelesaian Non Performing Financing (NPF) Pada Produk Kepemilikan Multi Guna (KMG): Sebuah Pendekatan Fenomenologi Husserl. *JIES: Journal of Islamic Economics Studies*, 4(1), 60–70. <https://doi.org/10.33752/jies.v4i1.745>
- Darnis, A. D. (2018). *Kamus Besar Bahasa Indonesia*. Jakarta: KEMENDIKBUD.
- Fahlefi, R. (2016). Implementasi Masalah dalam Kegiatan Ekonomi Syariah. *JURIS (Jurnal Ilmiah Syariah)*, 14(2), 225–233. <https://doi.org/10.31958/juris.v14i2.310>
- Fauziana, H., & Ratnasari, R. T. (2023). The Effect of Health , Education , and Labor Force with Urban Population As Moderating Variables on Human Development Index in Oic Member Countries. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 10(1), 82–95. <https://doi.org/10.20473/vol10iss20231pp82-95>
- Handalani, R. T. (2019). Determinan Kemiskinan Daerah Provinsi di Indonesia: Tinjauan Kebijakan Publik. *Jurnal Borneo Administrator*, 15(1), 59–80. <https://doi.org/10.24258/jba.v15i1.373>
- Hapsari, H. P. N., & Nugroho, M. (2021). The Effectiveness of Distribution of Subsidized Sharia Mortgage of Bank BTN Syariah for Communities With Low Income: A Case Study in Kendal Regency. *Journal of Management and Islamic Finance*, 1(1), 125–

135. <https://doi.org/10.22515/jmif.v1i1.3541>
- Iltiham, M. F. (2020). Mekanisme Penentuan Margin Pembiayaan Murabahah di Lembaga Keuangan Syariah. *Malia: Jurnal Ekonomi Islam*, 12(1), 109–124. <https://doi.org/10.35891/ml.v12i1.2386>
- Irwan, M. (2021). Kebutuhan dan Pengelolaan Harta Dalam Maqashid Syariah. *Elastisitas: Jurnal Ekonomi Pembangunan*, 3(2), 160–174. <https://doi.org/10.29303/e-jep.v3i2.47>
- Kennedy, P. P., Juliana, J., & Utami, S. A. (2020). Efektivitas Penyaluran Pembiayaan KPR Syariah Bersubsidi Pada Pt Bank BTN Syariah Cirebon. *Ekspansi: Jurnal Ekonomi, Keuangan, Perbankan, Dan Akuntansi*, 12(2), 209–223. <https://doi.org/10.35313/ekspansi.v12i2.2224>
- Kompas.com. (2021). Pemerintah Siapkan Bantuan Rumah Swadaya Rp 90 Miliar, Ini Syaratnya. Retrieved from Housing and Real Estate Information System website: https://hreis.pu.go.id/portal_hreis/
- Marlina, A. (2018). Analisis Kemampuan Membayar (Capacity To Repayment) Dalam Mengambil KPR BTN Bersubsidi iB Di Bank Tabungan Negara Kantor Cabang Syariah Bogor. *Moneter: Jurnal Keuangan Dan Perbankan*, 6(1), 1–7. <https://doi.org/10.32832/moneter.v6i1.2401>
- Mawardi, I., Ningsih, S., Widiastuti, T., & Mustofa, U. Al. (2021). Efficiency Analysis of Islamic Microfinance Institutions: Case of East Java. *Proceedings of the 1st UMGESHIC International Seminar on Health, Social Science and Humanities (UMGESHIC-ISHSSH 2020)*, 585, 306–314. Retrieved from <https://repository.unair.ac.id/113885/>
- Musta'anah, A., & Sopingi, I. (2019). Implementasi Pengelolaan Zakat Produktif Hibah Modal Dalam Meningkatkan Kesejahteraan Mustahik Miskin (Studi Pada Baznas Kota Mojokerto). *ZISWAF: Jurnal Zakat Dan Wakaf*, 6(1), 65. <https://doi.org/10.21043/ziswaf.v6i1.5611>
- Nisa, K., & Sopingi, I. (2020). Pengaruh Kualitas Layanan, Emosional Marketing dan Spiritual Marketing Terhadap Kepuasan Nasabah Tabungan. *JIES: Journal of Islamic Economics Studies*, 1(1), 50–59. <https://doi.org/10.33752/jies.v1i1.197>
- Nizar, M. (2016). Pengaruh Pembiayaan Mudharabah Terhadap Peningkatan Kesejahteraan Pelaku UMKM (Studi Kasus BMT Masalah Capang Pandaan). *MALIA: Jurnal Ekonomi Islam*, 7(2), 287–310. <https://doi.org/10.35891/ml.v7i2.382>
- Nizar, M., & Rakhmawati, A. (2021). Tantangan dan Strategi Pemasaran Produk Halal di Indonesia. *Malia: Jurnal Ekonomi Islam*, 13(1), 123–140. <https://doi.org/10.35891/ml.v13i1.2872>
- Patih, H. dan K. H. (2022). Penerapan Masalah Mursalah dalam Pengeolaan Zakat Profesi pada BAZNAS Kabupaten Tuban. *Jurnal Ilmiah Ekonomi Islam*, 8(1), 770. <https://doi.org/10.29040/jiei.v8i1.4287>
- Putri, S. E., Astuti, N., & Oktalina, G. (2021). Analisis Penerapan Prinsip 5C dalam Penyaluran Kredit Pemilikan Rumah Bersubsidi (Studi Kasus Di Pt Bank Tabungan Negara (Persero) Tbk Kantor Cabang Pangkalpinang Dan Bank Sumsel Babel Kota Pangkalpinang). *Jurnal Ilmiah Progresif Manajemen Bisnis*, 8(2), 16–20. Retrieved from e-jurnal.stie-ibek.ac.id/index.php/JIPMB/article/view/46
- Putriani, T. A., & Farida, A. (2019). Pengaruh Dana Pihak Ketiga dan Pembiayaan Terhadap Profitabilitas Bank Umum Syariah di Indonesia Periode 2014-2018. *MALIA: Jurnal Ekonomi Islam*, 11(1), 1–20. <https://doi.org/10.35891/ml.v11i1.1724>
- Putriani, T. A., & Iltiham, M. F. (2019). Implementasi Akad Mudharabah Berdasarkan PSAK 105 Tentang Akuntansi Mudhrabah Dan Fatwa DSN MUI Pada Produk Pembiayaan. *MALIA: Jurnal Ekonomi Islam*, 11(1), 21–38. <https://doi.org/10.35891/ml.v11i1.1725>
- Risyad, M. H., & Mawardi, I. (2023). Determinants of Economic Growth in Gulf

- Cooperation Council (GCC) Countries. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 10(2), 123–133. <https://doi.org/10.20473/vol10iss20232pp123-133>
- Santoso, U. (2017). *Hukum Perumahan*. Prenada Media.
- Shah, H. S., & Susilo, A. (2022). E-Commerce on The Study of Masalah Mursalah (a Review from an Islamic Economic Perspective). *Tasharruf: Journal Economics and Business of Islam*, 7(1), 17–28. Retrieved from https://www.researchgate.net/profile/Adib-Susilo-2/publication/365210214_ECommerce_on_the_Study_of_Maslahah_Mursalah_A_Review_From_an_Islamic_Economic_Perpective/links/636b1cd5431b1f5300823ca3/E-Commerce-on-the-Study-of-Maslahah-Mursalah-A-Review-From-an-Islamic-Economic-Perpective.pdf
- Shahid, M., Bhatti, F. A., Mohtesham, M. M. J., & Mahadi, N. F. B. (2022). The Value Propositions and The Nature of The Islamic Banks Products and Services in Providing The Solutions for The Financial Needs of BIMB Business Customer Segments. *El Barka: Journal of Islamic Economics and Business*, 5(1), 105–134. <https://doi.org/10.21154/elbarka.v5i1.3815>
- Sopingi, I. (2016). Etika Bisnis Menurut Al-Ghazali: Telaah Kitab Ihya' 'Ulum Al-Din. *Iqtishoduna*, 10(2), 142–148. <https://doi.org/10.18860/iq.v10i2.3223>
- Sururi, A., Rusli, B., Widianingsih, I., & Ismanto, S. U. (2022). Housing Policy for Low-Income Communities in Indonesia and Its Reforms: an Overview. *Public Policy and Administration*, 21(1), 158–174. <https://doi.org/10.5755/j01.ppaa.21.1.30151>
- Syarifuddin Amir. (2008). *Ushul Fiqh*. Jakarta: Kencana Prenada Media Group.
- Syathori, A., Febriyani, S., & Umam, A. K. (2023). Sistem dan Prosedur Produk Pembiayaan Kredit Pemilikan Rumah (KPR) di BTN Syariah KCPS Indramayu. *JSEF: Journal of Sharia Economics and Finance*, 2(1), 20–25. <https://doi.org/10.31943/jsef.v2i1.23>
- www.btn.co.id. (2016). BTN, Penyaluran KPR BTN Naik 36,11 Persen <http://www.btn.co.id/ContentPage/Berita/Penyaluran-KPR-BTN-Naik-36,11-Persen>. Retrieved from <http://www.btn.co.id/ContentPage/Berita/Penyaluran-KPR-BTN-Naik-36,11-Persen>
- Yahya, M., & Agunggunanto, E. Y. (2011). Teori Bagi Hasil (Profit and Loss Sharing) dan Perbankan Syariah dalam Ekonomi Syariah. *Jurnal Dinamika Ekonomi Pembangunan*, 1(1), 65–73. <https://doi.org/10.14710/jdep.1.1.65-73>
- Yin, R. K. (2020). *Studi Kasus : Desain dan Metode*. Jakarta: Raja Wali Pers.