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Interest Rates and Service Quality as Factors Influencing Customers' Decisions to Choose Time Deposits at Bank Perekonomian Rakyat

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ABSTRACT

Purpose: This study aims to analyze the effects of interest rates and service quality on customers' decisions to choose time deposits at BPR Monta Baru in Dompu Regency, Indonesia.

Research Method: This study employs a quantitative approach grounded in positivist philosophy, with a population of 200 deposit account holders. Using the simple random sampling technique and the Slovin formula, a sample of 67 respondents was selected. Primary data were collected using a questionnaire and subsequently analyzed using multiple linear regression in SPSS.

Results and Discussion: The research findings indicate that interest rates and service quality—both individually and jointly—positively and significantly influence customers' decisions when choosing deposit products.

Implications: These findings can serve as a basis for BPR management in formulating strategies to enhance the company's competitiveness by offering competitive interest rates and improving service quality standards to maintain customer loyalty.

Originality: The novelty of this study lies in its integration of Consumer Behavior Theory and the Marketing Mix to examine the factors influencing customer decisions at rural credit banks (BPRs) in regional areas, particularly following the implementation of nomenclature changes under Law No. 4 of 2023.

Keywords: interest rates; service quality; customer decisions; deposits.

1. Introduction

Within the national banking structure, People's Economic Banks (BPRs) play a strategic role in serving the financial needs of the public, particularly in rural areas. Under Law of the Republic of Indonesia No. 4 of 2023 on the Development and Strengthening of the Financial Sector (PPSK), a BPR is a bank that conducts business either conventionally or based on Sharia principles and does not provide payment transaction services. Previously, these institutions were known as People's Credit Banks (Bank Perkreditan Rakyat); however, under Law No. 4 of 2023, their designation was changed to People's Economic Banks (BPR). This change aims to strengthen the role of BPRs as financial institutions focused on empowering the local economy, particularly micro and small businesses, as well as low- and middle-income communities. With this change, BPRs are expected to become drivers of the regional economy, improve public access to financial services, and strengthen public trust in local banking institutions.

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Nationally, the number of deposit account holders in the BPR industry is projected to reach approximately 800,000 by 2025, indicating that deposit products remain among the public's primary choices for saving. However, amid increasingly fierce competition in the banking industry, BPRs must continually enhance their competitiveness across both products and services. Beyond offering attractive interest rates, BPRs must also ensure a high quality of service that provides satisfaction and convenience to customers. Thus, the success of BPRs in attracting and retaining deposit customers is greatly influenced by their ability to manage the key factors customers consider when making financial decisions.

Within the Indonesian banking system, Rural Banks (BPR) play a vital role as financial institutions serving the public, particularly in rural areas and regions not yet fully reached by commercial banks. BPRs conduct business activities both conventionally and in accordance with Sharia principles; however, they do not provide payment system services (Kasmir, 2019; Financial Services Authority, 2022). One of the BPRs operating in Dompu Regency is BPR Monta Baru, which helps mobilize public funds through deposit products. Various factors influence customers' decisions in choosing deposit products. One of the main factors is the interest rate. The interest rate is the price for the use of funds or the return provided by the bank to customers on the funds they deposit (Boediono, 2014). In economic theory, higher interest rates tend to increase the public's interest in saving or investing their funds because they offer greater returns (Mishkin, 2016). Therefore, interest rates are often a rational consideration for customers when selecting savings products.

In banking practice, deposit interest rates are generally categorized by deposit term: short-term, medium-term, and long-term. Short-term deposits typically mature in 1 to 3 months and offer relatively lower interest rates due to the associated risk and their short duration. Medium-term deposits generally have a 6-month maturity with higher interest rates than short-term deposits because the funds are held for a longer period. Meanwhile, long-term deposits have a maturity of 12 months or more, with interest rates that tend to be higher because the bank has greater certainty about the use of the funds over a longer period. At BPR Monta Baru in Dompu Regency, 1-month short-term deposits earn 5% interest, 3-month medium-term deposits earn 5.25%, and 6-month medium-term deposits earn 5.50%, while 12-month long-term deposits earn 6% interest. These interest rate differentials based on deposit terms are one of the bank's strategies to encourage customers to keep their funds deposited for longer periods. In addition to economic factors such as interest rates, service quality is also a key factor influencing customer decisions. Service quality refers to the effort to meet customer needs and desires, as well as the accuracy in fulfilling them, aligning with customer expectations (Tjiptono, 2020). According to Valarie *et al.,* (2018), service quality is a key factor in building customer satisfaction and loyalty in the service sector, including banking. Good service enhances customer satisfaction and trust in banking institutions, thereby influencing decisions regarding product usage. Customer decisions themselves are part of consumer behavior. According to Kotler & Keller (2016), the purchase decision is the stage in the decision-making process where consumers actually buy a product after going through the stages of needs recognition, information search, evaluation of alternatives, and choice determination. In the banking context, customers' decisions to choose a deposit account are influenced by their perceptions of benefits, fund security, rates of return, and the quality of their interactions with the bank.

In Dompu Regency, competition among financial institutions—including commercial banks and rural banks (BPRs)—is intensifying. Each institution strives to offer competitive interest rates and improve service quality to attract the public's interest. Based on data from the Financial Services Authority (Otoritas Jasa Keuangan, 2023), the BPR industry in Indonesia continues to be encouraged to

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improve governance and service quality in order to compete fairly and maintain public trust. This indicates that service quality and interest-rate competitiveness are crucial factors in retaining and increasing customer numbers.

Based on preliminary field observations conducted by the researchers, there are fluctuations in the number of deposit customers at BPR Monta Baru in Dompu Regency. This situation suggests that customer decisions may be influenced by their perceptions of the interest rates offered and the quality of service provided. Some customers tend to choose banks with higher interest rates, while others prioritize convenience and trust in the services provided. Previous studies have yielded mixed results. Research by Achmadi & Khristiana (2020), Sormin *et al.,* (2025), and Adnan *et al.,* (2025) found that interest rates have a positive and significant effect on customers' decisions about selecting deposit products. Meanwhile, studies by Sangi *et al.,* (2022), Amarty & Candraningrat (2025), and Hasanah *et al.,* (2026) indicate that service quality exerts a more dominant influence on customer decisions than interest rates. The differences in these research findings indicate a research gap that requires further investigation, particularly in the context of rural banks (BPR) in regional areas.

The urgency of this study lies in the need to identify the factors that most influence customers' decisions when choosing a deposit account. The results of this study are expected to serve as a basis for evaluation and consideration by the management of BPR Monta Baru in Dompu Regency in formulating strategies to enhance competitiveness, whether through interest rate policies or improvements in service quality. With the right strategy, it is hoped that the number of deposit account customers will increase and the role of BPRs in supporting regional economic growth will be strengthened. Based on the above, it is necessary to conduct a study on the influence of interest rates and service quality on customers' decisions to choose time deposits at BPR Monta Baru in Dompu Regency.

The remainder of this paper is organized as follows. Section 2 provides a literature review and hypothesis development. Section 3 presents the research method and design. Section 4 provides the results and discussion. Section 5 presents concluding remarks and Recommendations.

2. Literature Review and Hypothesis Development

2.1 Consumer Behavior Theory

Consumer behavior theory explains how individuals make decisions when selecting, purchasing, and using a product or service. According to Kotler & Keller (2016), a purchase decision results from a process comprising need recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior. In the banking context, a customer's decision to choose a time deposit is based on an evaluation of the benefits offered, including interest rates and service quality. In this study, consumer behavior theory is used to explain that customers' decisions regarding deposit accounts are influenced not only by economic factors (interest rates) but also by psychological factors and service quality. The combination of these two factors shapes perceived value, which ultimately determines the customer's decision.

2.2 Interest Rates

According to Mishkin (2016), an interest rate is the price for the use of funds over a specific period or the return provided to the owner of the funds. In the banking context, interest rates serve as a key

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instrument that reflects the cost of borrowing for those in need of funds and the return for those who deposit their funds, such as deposit account holders. In banking, the deposit interest rate is the rate of return a bank provides to customers on funds deposited for a specific period (Ismail, 2018). According to Mishkin (2016), interest rates influence the public's decisions regarding saving and investing. The higher the interest rate, the greater the incentive for the public to deposit their funds in banks. Therefore, in the competitive banking industry, interest rates are among the primary strategies for attracting third-party funds.

2.3 *Quality of Service*

Service quality is the level of service excellence that meets or exceeds customer expectations (Tjiptono, 2020). Additionally, service quality can also be defined as the overall characteristics and attributes of a service that influence its ability to satisfy both stated and implied needs (Kotler & Keller, 2016). This means that quality service is not only judged by the final result but also by the service process provided to customers. In the banking sector, service quality is a key factor in building customer trust and loyalty.

2.4 *Customer Decision*

A customer's decision is the final step in choosing a product or service after going through a deliberation process. According to Kotler & Keller (2016), a purchase decision occurs when consumers have determined the best choice based on rational and emotional considerations. The customer decision-making process involves several stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This decision is influenced by internal factors such as motivation and perception, as well as external factors such as the social environment and marketing strategies (Schiffman & Wisenblit, 2019). In the banking context, customer decisions are influenced by various factors, such as service quality, interest rates, trust, and ease of access to services. Therefore, the better the service and the greater the perceived benefits, the more likely customers are to choose the products offered (Tjiptono, 2020). Furthermore, customers' decisions about banking products—particularly time deposits—reflect their confidence in the security of their funds and the credibility of the financial institution. Customers tend to weigh risks and benefits simultaneously before making a decision.

2.5 *Conceptual Framework*

In this study, interest rates are viewed as a rational factor influencing customers' decisions to choose time deposits at BPR Monta Baru in Dompu Regency. Thus, interest rates are not merely an economic consideration but also a key factor shaping customers' perceptions of the returns they will receive. In the context of BPR Monta Baru, setting competitive interest rates can encourage the public to choose deposit products over other savings alternatives. Therefore, the more attractive the interest rate offered, the greater the likelihood that customers will deposit their funds. Interest Rate Indicators: Interest rates in this study were measured using indicators adapted from banking theory (Kasmir, 2019), namely: 1.) The interest rate percentage, 2.) The competitiveness of the interest rate compared to other banks, and 3.) The stability or certainty of the interest rate throughout the deposit period.

> ***H1:*** *Interest rates have a significant impact on customers' decisions to choose time deposits at BPR Monta Baru in Dompu Regency.*

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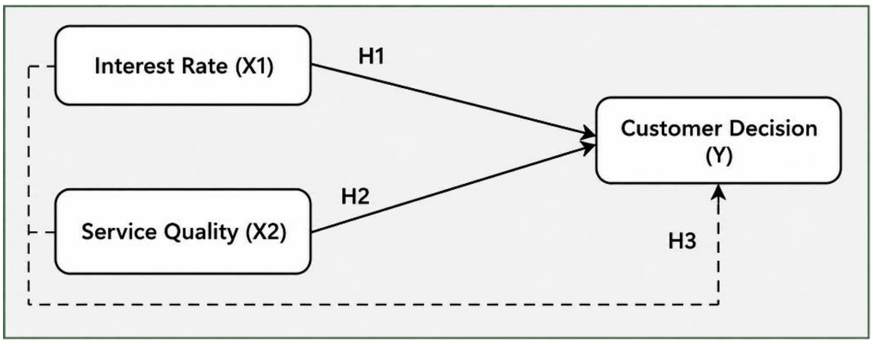
Service quality is identified as a non-economic factor influencing customers' perceptions and satisfaction when choosing deposit products at BPR Monta Baru in Dompu Regency. Therefore, consistent service quality that meets customer expectations will strengthen the long-term relationship between the bank and its customers. The better the perceived service, the more likely customers are to choose and maintain deposit products as a safe and profitable form of investment. Service quality is measured using three indicators adapted from the service quality concepts proposed by Parasuraman *et al.*, (2008) and Tjiptono (2020), which include: 1) reliability; 2) responsiveness; and 3) assurance.

H2: *Service quality has a significant impact on customers' decisions to choose time deposits at BPR Monta Baru in Dompu Regency.*

Customer decisions are viewed as the result of the interaction between economic factors, such as interest rates, and non-economic factors, such as service quality, which collectively influence customers' preferences when selecting deposit products at BPR Monta Baru. In the context of this study, a customer decision refers to selecting and opening a deposit account at BPR Monta Baru in Dompu Regency, based on considerations of interest rates and service quality. Customer decisions in this study were measured using three indicators adapted from Kotler & Keller (2015), namely: 1.) Confidence in the decision made, 2.) Willingness to recommend the product to others, and 3.) Satisfaction after selecting the product.

H3: *Interest Rates and service quality have a significant, simultaneous impact on customers' decisions to choose a deposit account at BPR Monta Baru in Dompu Regency.*

Figure 1. Conceptual Framework



3. Research Method

This study is a quantitative research based on the philosophy of positivism. This approach is used to examine a specific population or sample to test a predetermined hypothesis. Data collection was conducted using a questionnaire as the research instrument, while data analysis was performed quantitatively or statistically (Sugiyono, 2019). The population in this study comprises all deposit account holders registered with BPR Monta Baru in Dompu Regency, totaling 200 account holders, based on the bank's internal data for the year 2025. The sampling technique used is Simple Random Sampling, which involves selecting a sample at random so that every member of the population has an equal chance of being selected (Sugiyono, 2019).

The sample size for this study was determined using the Slovin formula with a 10% margin of error (0.1).

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The calculation is performed using the formula. $n = \frac{N}{1+N\,(e)^2}$

By substituting the numbers, we get $n = \frac{200}{1+200\,(0{,}1)^2} = 66{,}67 \approx 67$.

This resulted in a sample size of 67 respondents. The data used in this study were primary data obtained directly from the respondents—namely, deposit account holders at BPR Monta Baru in Dompu Regency—through the distribution of questionnaires using a Likert scale as the measurement tool (Sugiyono, 2019). To ensure data quality, validity and reliability tests were conducted. The validity test was used to measure the accuracy of the research instrument, with the criteria of calculated r > tabulated r or significance < 0.05. Meanwhile, the reliability test was used to assess the consistency of respondents' answers, with a Cronbach's alpha threshold of> 0.60 (Ghozali, 2021). Next, classical assumption tests were conducted, including a normality test using the One-Sample Kolmogorov-Smirnov Test with a significance level criterion of ≥ 0.05, a multicollinearity test with criteria of a tolerance value ≥ 0.10 and a VIF ≤ 10, and a heteroscedasticity test using a scatterplot, where the absence of any specific pattern indicates no heteroscedasticity (Ghozali, 2021). The data analysis technique used was descriptive statistics to characterize the research data, including the mean, standard deviation, maximum, and minimum. This analysis aimed to provide an overview of the data obtained and to relate it to relevant theory. If the mean is high and the standard deviation is low, respondents tend to share similar, positive perceptions; conversely, if the mean is low and the standard deviation is high, this indicates greater variation in opinions (Sugiyono, 2019).

The final stage of this study involved using multiple linear regression to test the effect of the independent variables on the dependent variable. The equation used is:

$$Y = \alpha + b1X1 + b2X2 + e. \quad (1)$$

Where Y represents the customer's decision to choose a time deposit, X1 represents the interest rate, X2 represents service quality, α is a constant, β1 and β2 are regression coefficients, and e is the error term. Hypothesis testing was conducted partially using the t-test with a significance level of < 0.05 to determine the effect of each independent variable on the dependent variable. Additionally, simultaneous testing was performed using the F-test with a significance level of < 0.05 to determine the combined effect of the independent variables on the dependent variable (Ghozali, 2021). Next, the coefficient of determination (R^2) was calculated to determine the extent to which the independent variables explain the variation in the dependent variable. The R^2 value ranges from 0 to 1; the closer it is to 1, the better the model's ability to explain the dependent variable (Ghozali, 2021).

Table 1. Variables and Measurements

Variable	Indicator	Likert Scale	Reference
Interest Rates (X1)	The interest rate	1-5	(Kasmir, 2019)
	Competitive interest rates compared to other banks	1-5	
	Interest rate stability or certainty	1-5	
Quality of Service (X2)	Responsiveness	1-5	(Parasuraman *et al.*, 2008)
	Guarantee	1-5	
	Reliability	1-5	
Customer Decision (Y)	Confidence in the decisions made	1-5	(Kotler Keller, 2015)
	Willingness to recommend	1-5	
	Satisfaction after choosing a product	1-5	

Source: *Previous Research (2026)*

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4. Results and Discussion

4.1 Analysis Results

This study focuses on the Monta Baru Rural Bank (BPR) in Dompu Regency, specifically examining its role in mobilizing public funds through deposit products. The respondents involved in this study are deposit account holders registered at the bank. Based on the bank's internal data for 2025, the population consisted of 200 deposit account holders. From this total population, a sample of 67 respondents was drawn using the Slovin formula, with a 10% margin of error. Respondents were selected using the Simple Random Sampling technique, in which the sample is determined at random so that every member of the population has an equal chance of being selected.

Table 2. Results of the Descriptive Statistical Analysis

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Interest Rates	67	11	45	33.60	6.206
Quality of Service	67	13	45	33.63	6.422
Customer Decision	67	19	68	52.24	10.095
Valid N (listwise)	67				

Source: *SPSS Data Analysis Results (2026)*

Table 3. Validity Test Results

Variable	Item	r calculated	r estimated α = 5%	Info
Interest Rates (X1)	X1.1	0.619	0.2404	Valid
	X1.2	0.666	0.2404	Valid
	X1.3	0.611	0.2404	Valid
	X1.4	0.596	0.2404	Valid
	X1.5	0.636	0.2404	Valid
	X1.6	0.612	0.2404	Valid
	X1.7	0.565	0.2404	Valid
	X1.8	0.638	0.2404	Valid
	X1.9	0.672	0.2404	Valid
Quality of Service (X2)	X2.1	0.610	0.2404	Valid
	X2.2	0.683	0.2404	Valid
	X2.3	0.628	0.2404	Valid
	X2.4	0.604	0.2404	Valid
	X2.5	0.627	0.2404	Valid
	X2.6	0.678	0.2404	Valid
	X2.7	0.598	0.2404	Valid
	X2.8	0.632	0.2404	Valid
	X2.9	0.740	0.2404	Valid
Customer Decision (Y)	Y.1	0.654	0.2404	Valid
	Y.2	0.711	0.2404	Valid
	Y.3	0.601	0.2404	Valid
	Y.4	0.711	0.2404	Valid
	Y.5	0.586	0.2404	Valid
	Y.6	0.643	0.2404	Valid
	Y.7	0.677	0.2404	Valid
	Y.8	0.617	0.2404	Valid
	Y.9	0.647	0.2404	Valid
	Y.10	0.619	0.2404	Valid
	Y.11	0.685	0.2404	Valid
	Y.12	0.636	0.2404	Valid
	Y.13	0.655	0.2404	Valid
	Y.14	0.690	0.2404	Valid

Source: *SPSS Data Analysis Results (2026)*

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Based on Table 2, which presents the descriptive statistics in this study, the following can be summarized: 1.) The Interest Rate variable (X1) has a minimum value of 11, a maximum value of 45, and a mean of 33.60. This mean value indicates that respondents' perceptions of interest rates are generally favorable. Meanwhile, the standard deviation of 6.206 indicates that the data exhibit a fairly high degree of variation. 2.) The Service Quality variable (X2) has a minimum value of 13, a maximum value of 45, and a mean of 33.63. This mean value indicates that the service quality perceived by the respondents is classified as good. The standard deviation of 6.422 indicates that the data exhibit a relatively high degree of variation, and 3.) The Customer Decision variable (Y) has a minimum value of 19, a maximum value of 68, and a mean of 52.24. This mean value indicates that customer decisions are classified as good. Meanwhile, the standard deviation of 10.095 indicates that the data exhibits a fairly high degree of dispersion.

Based on the validity test results in Table 3, all items for the variables Interest Rate (X1), Service Quality (X2), and Customer Decision (Y) have calculated r values greater than the table r value (0.2404). Thus, it can be concluded that all statement items for each variable are valid and suitable for use as research instruments.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Alpha coefficient	Description
Interest Rates	0.802	0.60	Reliabel
Quality of Service	0.823	0.60	Reliabel
Customer Decision	0.895	0.60	Reliabel

Source: *SPSS Data Analysis Results (2026)*

Table 5. Results of the Multicollinearity Test

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Interest Rates	0.149	6.725
	Quality of Service	0.149	6.725

Source: *SPSS Data Analysis Results (2026)*

Table 6. Results of the Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		67
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	5.28986098
Most Extreme Differences	Absolute	.092
	Positive	.050
	Negative	-.092
Kolmogorov-Smirnov Z		.753
Asymp. Sig. (2-tailed)		.623

Source: *SPSS Data Analysis Results (2026)*

Based on Table 4, the reliability coefficients for the variables "Interest Rate," "Service Quality," and "Customer Decision" were 0.802, 0.823, and 0.895, respectively. From these results, it can be concluded that the questionnaire used in this study is reliable because the Cronbach's Alpha values for

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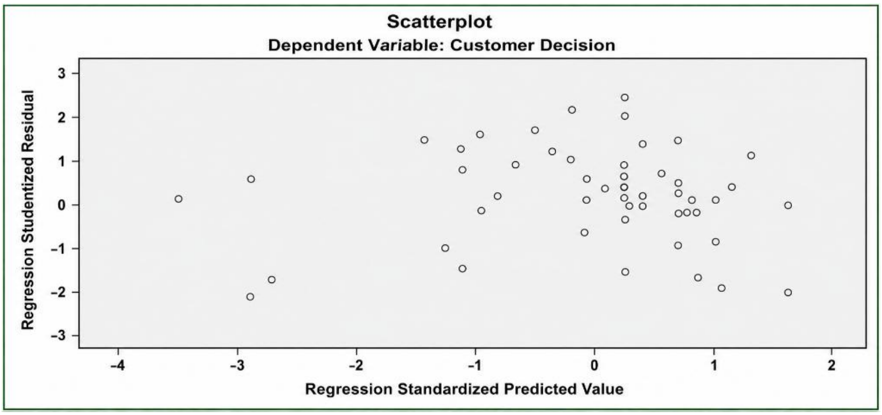
each variable are greater than 0.60. Based on the results of the multicollinearity test in Table 5, the variables Interest Rate (X1) and Service Quality (X2) have a tolerance of 0.149 and a Variance Inflation Factor (VIF) of 6.725. Thus, it can be concluded that there is no multicollinearity in the regression model of this study because the tolerance is > 0.10 and the VIF is < 10. Based on Table 6, which shows the results of the normality test above, the Asymp. Sig. (2-tailed) value is 0.623 > 0.05; therefore, it can be concluded that the data for the variables Interest Rate (X1), Service Quality (X2), and Customer Decision (Y) are normally distributed. This indicates that the regression model satisfies the assumption of normality and is therefore suitable for further analysis.

Figure 2. Results of the Heteroscedasticity Test



Source: *SPSS Data Analysis Results (2026)*

Based on the results of the heteroscedasticity test in the scatterplot above, there is no indication of heteroscedasticity in this study's regression model. This is demonstrated by the random distribution of the residual points, which do not form any specific pattern and are scattered both above and below 0 on the Y-axis. Thus, the regression model for the variables Interest Rate (X1), Service Quality (X2), and Customer Decision (Y) satisfies the assumption of no heteroscedasticity.

Table 7. Results of the Multiple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.430	3.663		1.483	.143
	Interest Rates	.837	.276	.514	3.028	.004
	Quality of Service	.556	.267	.354	2.082	.041

Source: *SPSS Data Analysis Results (2026)*

Based on Table 7, the multiple linear regression equation is: $Y = 5.430 + 0.837X_1 + 0.556X_2$. The explanation is as follows: 1.) The constant value of 5.430 means that if the variables Interest Rate (X_1) and Service Quality (X_2) are both 0, then the value of Customer Decision (Y) is 5.430; 2.) The Interest Rate variable has a positive coefficient (b) of 0.837, meaning that if the Interest Rate variable (X_1) increases by 1 unit, then the Customer Decision variable (Y) will increase by 0.837, assuming all other variables remain constant. And 3.) The Service Quality variable has a positive coefficient (b) of 0.556, meaning that if the Service Quality variable (X2) increases by 1 unit, the Customer Decision variable (Y) will increase by 0.556, assuming all other variables remain constant.

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Table 8. Results of the Coefficient of Determination (R2) Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852[a]	.725	.717	5.372

Source: *SPSS Data Analysis Results (2026)*

Based on Table 8, which presents the results of the coefficient of determination (R^2) test, the coefficient of determination is 0.725 (72.5%) in the R-squared column. This indicates that the variables Interest Rate (X1) and Service Quality (X2) account for 72.5% of the variation in the Customer Decision (Y). In comparison, the remaining 27.5% is explained by other variables outside the scope of this study.

Table 9. Results of the t-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	5.430	3.663		1.483	.143
1	Interest Rates	.837	.276	.514	3.028	.004
	Quality of Service	.556	.267	.354	2.082	.041

Source: *SPSS Data Analysis Results (2026)*

Based on Table 9, the results of the t-test above show the following: 1.) The effect of the Interest Rate (X1) on Customer Decision (Y) yielded a calculated t-value of 3.028 > 1.998 (table t-value), and a significance level of 0.004 < 0.05. This means that the Interest Rate (X1) has a positive and significant, albeit partial, effect on Customer Decisions (Y). 2.) The effect of Service Quality (X2) on Customer Decisions (Y) yielded a calculated t-value of 2.082 > the critical t-value of 1.998, and a significance value of 0.041 < 0.05. This means that, in part, Service Quality (X_2) has a positive and significant effect on Customer Decision (Y).

Table 10. Results of the F-Test (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	4879.326	2	2439.663	84.543	.000[b]
1	Residual	1846.854	64	28.857		
	Total	6726.179	66			

Source: *SPSS Data Analysis Results (2026)*

Based on Table 10, the F-test results show that the calculated F-value (84.543) exceeds the critical F-value (3.143), and the significance level (0.000) is < 0.05. This indicates that the variables Interest Rate (X1) and Service Quality (X2) have a positive and significant effect on Customer Decision (Y).

4.2 Discussion

4.2.1 *The Effect of Interest Rates on Customer Decisions*

Based on the data analysis, the Interest Rate (X1) has a positive and significant effect on Customer Decisions (Y). This is evidenced by the t-test results, which show a calculated t-value of 3.028 > 1.998

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and a significance level of 0.004 < 0.05. This indicates that the interest rate is one of the key factors influencing customers' decisions when selecting banking products. The more favorable the interest rate offered by the bank, the more likely customers are to choose that banking product. In this study, the interest rate was measured using three indicators: the percentage interest rate, the competitiveness of the interest rate compared to other banks, and the stability or certainty of the interest rate throughout the deposit period. These three indicators are the primary considerations for customers in making their choices. Based on data collected in the field, the bank offers deposit interest rates of 5% for a 1-month term, 5.25% for a 3-month term, 5.50% for a 6-month term, and 6% for a 12-month (1-year) term. This data indicates that the longer the deposit term, the higher the interest rate offered to customers. In addition to earning interest on their deposits, customers also receive rewards such as jars and umbrellas bearing the Bank BPR logo as a token of appreciation for using deposit products. These rewards serve as an additional incentive that can boost customer interest and influence their decision to choose deposit products.

Customers tend to choose banks that offer competitive, stable interest rates and provide better benefits and additional facilities than other banks. Attractive interest rates and rewards will increase customer confidence in their decisions, encourage them to recommend the bank to others, and provide satisfaction after selecting a product. According to Kasmir (2019), interest rates are the compensation banks provide to customers for the use of their funds. They are one of the main factors influencing public interest in using banking products. The more competitive the interest rates offered, the greater the interest and the likelihood that customers will choose that bank's products.

The results of this study align with Consumer Behavior Theory, which explains that consumer behavior is influenced by considerations of benefits, satisfaction, and value derived from a product or service. In this study, the interest rate emerged as one of the economic factors influencing customer behavior and decisions when selecting banking products. Customers tend to choose banks that offer higher returns, additional benefits, and a sense of security for their deposits. This study is consistent with research by Achmadi & Khristiana (2020), which found that interest rates have a positive and significant effect on customers' decisions about selecting banking products. These findings are also supported by research (Sormin *et al.,* 2025), which indicates that competitive interest rates can increase customers' interest in and likelihood of using bank deposit products.

4.2.2 *The Impact of Service Quality on Customer Decisions*

Based on the analysis of the research data, Service Quality has a positive and significant effect on Customer Decisions (Y). This is evidenced by a calculated t-value of 2.082 > 1.998 and a significance level of 0.041 < 0.05. Thus, the second hypothesis is accepted. This indicates that good service quality can influence customers' decisions to choose and use banking products. Service quality in this study was measured using the indicators of reliability, responsiveness, and assurance. Reliability relates to the bank's ability to provide services precisely and accurately; responsiveness relates to employees' promptness in addressing customer needs; and assurance relates to the sense of security and trust customers experience when using the bank's services. As the quality of service improves, customers will feel more comfortable, confident, and satisfied with the products and services they receive.

According to Tjiptono (2020), service quality represents a company's efforts to meet consumer needs and desires, as well as the precision with which these are delivered to align with consumer expectations. Good service fosters customer satisfaction and loyalty, thereby influencing consumers'

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decisions about whether to use a product or service. This positive influence indicates that the higher the bank's service quality, the more likely customers are to make favorable decisions. Service that is prompt, friendly, and capable of addressing customers' needs will boost customers' confidence in making decisions. Additionally, good service encourages customers to recommend the bank to others and fosters satisfaction after choosing the bank's products. Conversely, if the quality of service is poor, customers' decision-making is likely to decline because they feel dissatisfied with the service they receive.

The results of this study align with Consumer Behavior Theory, which holds that consumer behavior is influenced by the experiences and satisfaction associated with using a product or service. In this study, service quality emerged as a key factor influencing customers' perceptions, satisfaction, and decisions regarding banking services. Customers tend to choose banks that provide the best, fastest, and most reliable service. This study aligns with research by Azizah & Ariasih (2024), which finds that service quality has a positive and significant effect on customer decisions. These findings are also supported by research by Zalelawati *et al.,* (2023), which shows that good service can increase customer satisfaction and influence their decisions regarding the use of banking products.

4.2.3 *The Effect of Interest Rates and Service Quality on Customer Decisions*

Based on the results of the F-test (simultaneous), the variables Interest Rate (X_1) and Service Quality (X_2) collectively have a positive and significant effect on Customer Decision (Y). This is evidenced by the calculated F-value of 84.543 > 3.143 and a p-value of 0.000 < 0.05. Thus, the hypothesis stating that Interest Rate and Service Quality simultaneously influence Customer Decision can be accepted. This indicates that customer decisions are influenced by a combination of financial benefits and the quality of service provided by the bank. Competitive interest rates attract customers for financial gain, while high service quality creates a sense of comfort, security, and satisfaction. When the bank can optimally provide both of these factors, customers' decisions to choose and use the bank's products will increase.

According to Kotler and Keller (2016), consumer decisions are influenced by various factors, including economic, psychological, and service experience factors perceived by consumers. In this study, interest rates serve as the economic factor influencing customers' profit considerations, while service quality acts as the experiential factor affecting customers' comfort and satisfaction when using banking services. In this study, customer decisions were measured using indicators of confidence in those decisions, willingness to recommend the bank to others, and satisfaction with the selected product. A favorable interest rate and satisfactory service quality can enhance customers' confidence in their choices, foster satisfaction with the products they use, and encourage them to recommend the bank to others. Thus, these two variables are key factors in improving customer decision-making.

The results of this study align with Consumer Behavior Theory, which explains that various factors, including both economic considerations and perceived service experiences, influence consumer decisions. Interest rates are a rational consideration for customers seeking to maximize returns, while service quality is an emotional factor influencing customer comfort and satisfaction. Therefore, if both of these factors are well met, customers' decisions regarding banking products will improve.

This study is consistent with research conducted by Jariah (2013) and Handayani *et al.,* (2023), which found that interest rates and service quality simultaneously have a positive and significant effect on customers' decisions when choosing banking products. These findings are also supported by

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research (Ningtiyas *et al.,* 2019), which shows that a combination of competitive interest rates and good service quality can improve customers' decisions to use banking products.

5. Concluding Remarks and Recommendation

The conclusions of this study are as follows: 1) Based on the results of the data analysis, it can be concluded that the interest rate (X1) has a positive and significant effect on customer decision-making (Y). The more competitive the interest rate offered, the more likely customers are to choose a banking product. The interest rate is an important consideration because it provides financial benefits, builds customer confidence, and enhances satisfaction when selecting banking products; 2.) Based on the data analysis, Service Quality (X2) has a positive and significant effect on Customer Decision (Y). Service that is fast, friendly, and responsive, and that instills a sense of security, enhances customer comfort, satisfaction, and trust in using banking products. Therefore, service quality is a crucial factor in boosting customer decision-making and loyalty toward the bank. And 3.) Based on the results of the F-test (simultaneous), it was found that Interest Rates (X1) and Service Quality (X2) jointly have a positive and significant effect on Customer Decisions (Y).

Competitive interest rates are one of the key factors that can influence customers' considerations when selecting and using banking products. Attractive interest rates can provide greater economic benefits to customers, thereby increasing their interest and confidence in choosing a particular banking product. On the other hand, high-quality service—fast, responsive, friendly, accurate, and capable of meeting customer needs—can create a sense of comfort and enhance satisfaction during transactions or when using banking services. When customers receive interest rates that meet their expectations and are supported by optimal service quality, their trust in the bank will increase. Therefore, interest rates and service quality are two mutually reinforcing factors that play a crucial role in shaping customers' decisions to select and use banking products.

The recommendations from this study are: 1.) For banks, it is recommended to maintain and improve competitive interest rates and high-quality service, such as service that is fast, friendly, responsive, and instills a sense of security in customers. Attractive interest rates and satisfactory service can increase customer interest, trust, satisfaction, and their decisions about selecting banking products. And 2.) For future researchers, it is recommended to include additional variables that may influence customer decisions, such as promotions, trust, location, or product quality, to make the research findings more comprehensive.

Statement of Use of Generative AI

During the preparation of this work, the author used generative artificial intelligence tools to support the scientific writing process. Grammarly was used to check grammar, refine writing style, and improve clarity in scientific writing. All interpretations, analyses, and conclusions presented in this study are the sole responsibility of the author.

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