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The Impact of Banking Security Features on Marketing Performance: Gold Indonesia 2045

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Abstract

The rise in fraud cases in the banking sector has led to negative market sentiment, which can affect market performance. Prospect Theory highlights how individuals make decisions under conditions of uncertainty. As we know, the development of advanced security features through technological innovation can drive sustainable economic growth, and transparent and reliable security features can help reduce this uncertainty. Therefore, banks must enhance the security features in their savings products. These bank security features include security tokens (hard tokens and soft tokens), Mobile Number Verification (one mobile number registered to one CIF), Safety Mode, cardless accounts (to avoid skimming and card trapping), and biometric validation. The problem is how security features in banking savings products can influence bank marketing in the context of negative market sentiment and Prospect Theory, while also supporting sustainability goals towards Gold Indonesia 2045. To address this issue, this research discusses thematic analysis of interviews to gain in-depth insights into the impact of security features on bank marketing and economic development. This study supports Indonesia's long-term vision by showing how banking security features contribute to the economic stability and growth necessary for achieving the goals set out for 2045.

Keywords

Gold Indonesia 2045, Market Performance, Security Features in Bank, Sustainability.

1. Introduction

Banking security features have become a critical aspect of financial institutions worldwide, especially in the context of digital transformation and increasing dependence on online and mobile banking platforms. For the financial sector in Indonesia, particularly in the vision of Indonesia Emas (Gold Indonesia) 2045, the role of secure banking systems is pivotal in promoting trust, driving customer engagement, and boosting marketing performance (Faridi, 2019; Latifah & Komariyah, 2020; Tudescu, 2024).

Indonesia Emas 2045 envisions the country as a leading global economy with strong technological and financial infrastructures. In line with this, the banking sector must prioritize security measures such as encryption, multi-factor authentication (MFA), biometric verification, and fraud detection systems to safeguard consumer data and transactions (Fianto et al., 2021). The effectiveness of these security measures can significantly influence customer trust and loyalty, which in turn impacts the overall marketing performance of banks. Secure banking platforms attract more users, increase customer retention, and enhance the institution's reputation, which is essential for staying competitive in a rapidly evolving financial landscape (Mustika & Puspita, 2020).

Given the increasing frequency of cyberattacks and data breaches globally, Indonesian banks must proactively adopt and continually update their security protocols. As consumers become more aware of the risks involved in online transactions, their demand for secure banking services rises, influencing their choice of financial service providers (Wandira et al., 2022). Therefore, banks that implement advanced security features not only ensure compliance with regulatory standards but also gain a competitive advantage in terms of customer acquisition and retention (Susanto et al., 2023; Maryanti et al., 2023).

This study aims to investigate the impact of banking security features on marketing performance in the context of the Gold Indonesia 2045. Specifically, the research problem is to understand how security features in banking savings products can influence bank marketing in the context of negative market sentiment and Prospect Theory, while also supporting sustainability goals towards Gold Indonesia 2045. This research supports Indonesia's long-term vision by demonstrating how banking security features contribute to the economic stability and growth necessary to achieve the goals set for 2045.

2. Literature Review

Prospect Theory, introduced by Kahneman and Tversky, provides a foundational framework for understanding how individuals make decisions under conditions of uncertainty. This theory suggests that people tend to avoid losses more than they seek equivalent gains, and their decisions are strongly influenced by how information is presented or framed. In the context of banking, uncertainties arising from security threats, such as fraud or data breaches, can significantly affect customers' decisions regarding the use of banking products and services. Bank customers tend to prioritize security features offered by institutions as a way to avoid potential losses associated with security threats (Gayatri et al., 2022; Hidayat et al., 2024). For instance, the implementation of multi-factor authentication, data encryption, and fraud detection systems can enhance customers' sense of safety, making them more likely to choose and remain loyal to those banking services. Additionally, how banks communicate information about these security measures plays a crucial role in shaping customer perceptions. Presenting information that emphasizes protection and risk mitigation can reduce customers' concerns and increase their trust in the financial institution (Ronny et al., 2020).

By applying the principles of Prospect Theory, banks can design more effective marketing strategies that highlight relevant security aspects for customers. This not only helps improve marketing performance by enhancing customer satisfaction and loyalty but also strengthens the bank's competitive position in an increasingly digital and security-vulnerable market. Therefore, understanding and applying Prospect Theory in the context of banking security is a strategic step essential for achieving marketing goals and long-term sustainability (Islah & Ramadani, 2023; Kaunang & Gibran, 2024).

Banking security features in savings products play a critical role in shaping a bank's marketing performance, especially during periods of negative market sentiment. Customers prioritize security when choosing financial services, as the fear of potential losses due to fraud or data breaches can outweigh the desire for gains. By emphasizing robust security measures—such as multi-factor authentication, encryption, and fraud detection systems—banks can build trust, enhancing customer loyalty and attracting new clients even in uncertain times (Purwanto et al., 2020). Furthermore, these security features contribute positively to economic sustainability by promoting a stable and secure banking environment, which aligns with the broader goals of Indonesia's 2045 Vision. A secure financial system boosts consumer confidence, ensuring continuous participation in economic activities and supporting long-term growth. Applying Prospect Theory helps banks understand how uncertainty and risk influence customer decisions regarding security features, enabling them to frame marketing messages that resonate with consumers' risk aversion tendencies and strengthen trust in the institution (Hasan et al., 2022; Surjaatmadja, 2021).

The qualitative approach of this study involves conducting in-depth interviews to explore perceptions and experiences related to banking security features. Semi-structured interviews will be carried out with key stakeholders, including bank managers, cybersecurity experts, and selected customers, to obtain comprehensive insights into how security features influence trust, satisfaction, and marketing strategies (Siska, 2022; Judijanto et al., 2024). For participant selection, purposive sampling will be used to ensure that individuals with relevant expertise and experience in banking and cybersecurity are chosen. This will allow for more targeted and meaningful insights into the research topic. The data collection instruments include an interview guide that addresses key areas such as security features, customer trust, satisfaction, and the marketing efforts of banks in promoting these features. Data analysis will be conducted using thematic analysis, where the interview transcripts will be examined to identify recurring themes and patterns, providing a rich understanding of the impact of banking security features on marketing and customer trust (Mas'ul, 2023; Masrom et al., 2023).

3. Methods

This research employs a qualitative approach through in-depth interviews to explore perceptions, experiences, and views regarding banking security features and their influence on marketing and economic sustainability. Respondents are selected based on specific criteria, including bank customers with experience using security features, bank marketing staff, and experts in banking security and economics. An interview guide is prepared with open-ended questions to explore customers' experiences with security features, marketing staff's perspectives on the impact of security features on marketing strategies, and experts' insights into the contribution of banking security features to economic sustainability. The interviews are conducted either face-to-face or via online platforms, recorded, and transcribed for further analysis. Data is analyzed using thematic analysis to identify emerging themes and patterns from the interviews. This research aims to provide a deep understanding of the role of banking security features in enhancing marketing

performance and supporting economic sustainability, particularly in line with the Vision of Indonesia Emas 2045.

4. Results

Biometric authentication, particularly through facial recognition and fingerprint scanning, has proven to significantly enhance security by reducing fraud and preventing unauthorized access. This technology not only fortifies the security framework but also increases customer trust in banking systems, making them feel more secure in their transactions. Trust emerges as a pivotal factor in driving customer loyalty. Strong security features play a crucial role in building long-term relationships between customers and banks, reinforcing the notion that trust is an essential element in customer-bank interactions. Enhancing customer trust can be achieved through transparent communication and the establishment of clear security policies that prioritize customer safety. In terms of risk management, banks must develop stronger frameworks to address new and evolving challenges, including operational, cyber, and market risks. Adapting to these risks requires a proactive approach, with a focus on creating more resilient systems.

However, despite the effectiveness of new security technologies, their implementation poses certain challenges. The discussion highlights the need for banks to overcome these obstacles through strategic investments in technology and comprehensive training for staff to ensure smooth integration and adoption of these systems. Looking ahead, security features are projected to play an increasingly crucial role in the banking industry by 2045. Banks that prioritize investments in digital security will be better positioned to compete in the future. Recommendations include collaborating with technology companies and improving customer education on digital security to enhance both security and marketing performance.

Strong security measures are fundamental to building trust, which significantly impacts customer loyalty and satisfaction. Trust, in turn, enhances the bank's marketing performance by fostering a positive reputation and encouraging customer retention. Effective security features not only bolster customers' sense of safety but also contribute to higher levels of satisfaction. When customers feel secure, they are more likely to express positive feedback and recommend the bank to others. This word-of-mouth promotion aids in acquiring new customers and reinforces the bank's brand image. By prioritizing security, banks can improve customer satisfaction and strengthen their market position, ultimately leading to better marketing outcomes and a more resilient customer base.

Modern security technologies, including biometric authentication and end-to-end encryption, can serve as powerful marketing tools for banks. By highlighting their commitment to advanced cybersecurity measures, banks can attract customers who are concerned about digital security and differentiate themselves from competitors. Emphasizing these security features in marketing efforts not only reassures potential clients but also enhances the bank's overall reputation. However, implementing new security features comes with challenges, such as high costs and the need for extensive training. Despite these hurdles, investing in security technology is highly beneficial in the long term. Banks that prioritize security not only safeguard their assets but also boost customer satisfaction and loyalty. The investment pays off by creating a more secure environment, leading to increased trust and a stronger market position. Thus, while the initial costs and challenges are significant, the long-term advantages of enhanced security and customer loyalty are substantial.

As Indonesia approaches 2045, security features are set to become a crucial differentiator in the banking industry. Banks that focus on innovating and enhancing their security measures will be better positioned to thrive in an increasingly digital market. In this evolving landscape, staying ahead with advanced security technologies will help banks maintain a competitive edge and build strong customer

trust. To stay competitive, banks should continuously develop and implement the latest security technologies to protect customer data and transactions effectively. Additionally, prioritizing customer education on digital security is essential. By increasing awareness and understanding of security measures, banks can foster greater trust and loyalty among their customers. These strategies will not only safeguard against emerging threats but also enhance the overall customer experience, positioning banks for long-term success in a rapidly changing financial environment.

5. Conclusion

This research concludes that banking security features play a crucial role in the bank's marketing performance. By enhancing customer trust and satisfaction, banks can increase loyalty and acquire new customers. Although there are challenges in implementation, investment in security technology proves to be beneficial and is a crucial strategy for the future of the banking industry in Indonesia. Banks should continue to innovate in security technology and promote their commitment to security as part of their marketing strategy to achieve long-term success. The study highlights that robust banking security features are essential for building and maintaining customer trust. This trust is a fundamental driver of customer loyalty and satisfaction, which in turn enhances the bank's marketing performance. Effective security features not only boost customers' sense of security but also contribute to their overall satisfaction. Satisfied customers are more likely to give positive feedback and recommend the bank to others, which helps in acquiring new customers and strengthening the bank's brand image.

Modern security technologies, such as biometric authentication and end-to-end encryption, can also serve as powerful marketing tools. Banks that emphasize their commitment to cybersecurity attract customers concerned about digital security and stand out from competitors. While implementing new security features presents challenges, including high costs and training requirements, investing in security technology proves advantageous in the long run. Banks that prioritize security not only safeguard their assets but also enhance customer satisfaction and loyalty. Looking ahead to 2045, security features will increasingly become a key differentiator in the Indonesian banking sector. Banks that continuously innovate and improve their security measures will be better positioned to compete in a digital marketplace. Therefore, banks are advised to keep developing and implementing the latest security technologies and to enhance policies supporting cybersecurity and consumer data protection.

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