

# **ANALYSIS OF THE FACTORS INFLUENCE THE CUSTOMER IN DECISION MURABAHAH FINANCING**

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## ***ABSTRACT***

*This research was about the factors influence the customer in decision murabahah financing. The purpose this research is how to know what factors affect the customer in decision of murabahah financing. There are three factors used are syariah factor, location and facility factor and margin of murabahah factor. This research using deskriptif kuantitatif.*

*The result of this research indicate that the three factors that influence observed for 65.8% and 34.2% the rest influence by other factor beyond the observation.*

*Keyword: murabahah, syariah, location and facility, margin of murabahah*

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