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DETERMINANTS OF DEMAND FOR BRILINK AGENT SERVICES AND THEIR DEVELOPMENT STRATEGY: EVIDENCE FROM BRI GOMBONG BRANCH

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Abstract

This study aims to analyze the determinants of demand for BRILink agent services and to formulate development strategies at BRI Gombong Branch, Kebumen Regency, Central Java. The phenomenon driving this research is the inconsistency between the increasing number of BRILink agents and the declining fee-based income at BRI Gombong Branch during quarterly periods of 2024–2025. Using a quantitative approach with multiple linear regression analysis, this study involved 20 respondents who are customers of BRILink agents at BRI Gombong Branch, selected through purposive sampling. The variables studied include price (transaction cost perception), income (purchasing power perception), substitute price (substitute transaction cost perception), and consumer preference (service quality) as independent variables, while demand (intensity of use) serves as the dependent variable. The results indicate that price has a significant negative effect on demand, income has a significant positive effect on demand, substitute price has a significant positive effect on demand, and consumer preference has a significant positive effect on demand for BRILink agent services. Simultaneously, all four variables significantly influence demand. SWOT analysis results suggest that BRILink agents at BRI Gombong Branch should adopt a growth strategy by leveraging their strengths and existing opportunities. Practical implications include the need for competitive transaction cost management, service quality improvement, and targeted marketing strategies toward micro and small enterprise segments.

Keywords: BRILink agent, demand, price, income, substitute price, consumer preference, SWOT analysis

INTRODUCTION

Financial inclusion refers to efforts to provide broader access to financial products and services for all segments of society, especially those previously unreached by formal financial services. PT Bank Rakyat Indonesia (Persero) Tbk (BRI) has been at the forefront of promoting financial inclusion in Indonesia, establishing itself as the bank with the largest market share and highest income in the country (Indraini, 2025).

BRILink is an innovation introduced by BRI to optimize fee-based income. BRILink agents, spread across various regions including rural and remote areas, provide banking services to communities that are difficult to reach by BRI branch offices. Every transaction conducted by BRILink agents—including cash deposits, cash withdrawals, inter-bank transfers, bill payments, and top-ups—generates commissions for the bank as part of fee-based income (Bank Rakyat Indonesia, 2023).

Nationally, both the number of BRILink agents and their fee-based income showed increasing trends from 2020 to 2024. However, a contrasting situation emerged at BRI Gombong Branch, Kebumen Regency, where the number of agents continued to increase while fee-based income declined during the quarterly periods of 2024–2025. This phenomenon raises questions about the determinants of demand for BRILink agent services.

From the perspective of demand theory, fee-based income can be interpreted as total revenue (TR = P × Q), where the quantity of transactions represents quantity demanded (Qd). When the price structure remains relatively stable, variation in fee-based income reflects dynamics in service demand. According to Sukirno (2019), the quantity demanded of a good or service is determined by price, consumer income, substitute prices, and preferences. This study therefore examines these determinants to understand and address the declining demand for BRILink agent services at BRI Gombong Branch.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Demand Theory

Demand is defined as the quantity of a good or service that consumers desire and are able to purchase at various price levels, within a specific period, assuming other factors remain constant (Mankiw, 2018). The law of demand states that, ceteris paribus, when price rises, quantity demanded falls, and vice versa. Quantity demanded (Qd) is determined by own price, consumer income, substitute prices, and preferences or tastes (Sukirno, 2019). In service sectors, particularly transaction-based services, demand can be measured through usage intensity—how frequently and consistently a consumer uses a service.

Price and Demand

Price is defined as the monetary amount exchanged for the right to use a product or service (Tjiptono, 2023). In the context of BRILink agent services, price is operationalized as transaction cost perception—consumers' subjective evaluation of the financial burden of each transaction. Indicators include affordability, price-quality alignment, price-benefit alignment, and competitive pricing (Kotler & Armstrong, 2016). Prior research by Fitri et al. (2022) and Saputra et al. (2023) confirmed that price has a significant negative effect on demand.

H1: Price has a significant negative effect on demand for BRILink agent services.

Income and Demand

Income refers to the total receipts obtained by individuals during a specific period (Sukirno, 2019). In this study, income is measured through purchasing power perception—consumers' subjective assessment of their financial capacity to afford transaction services. Nababan & Novester (2022) and Saputra et al. (2023) found that income positively affects demand.

H2: Income has a significant positive effect on demand for BRILink agent services.

Subtitute Price and Demand

Substitute goods are goods that can replace the primary good in satisfying consumer needs (Andriyani et al., 2022). In the BRILink context, substitute services include ATMs, mobile banking, and direct bank visits. The perceived cost of using substitutes—including distance, difficulty of mobile banking use, and risk of personal error—constitutes the substitute transaction cost. Higher substitute costs make BRILink agents relatively more attractive.

H3: Substitute price has a significant positive effect on demand for BRILink agent services.

Consumer Preference and Demand

Consumer preference refers to the evaluation and ordering process that individuals conduct among available alternatives (Lestari, 2020). In this study, preference is measured through service quality using the SERVQUAL model, encompassing reliability, responsiveness, assurance, empathy,

and tangibles (Gloriano & Nugraha, 2022). Safitri et al. (2025) and Fathira et al. (2025) confirmed that preference positively affects demand.

H4: Consumer preference has a significant positive effect on demand for BRILink agent services.

RESEARCH METHODS

This study adopts a quantitative research design with a survey approach. The research was conducted at BRI Gombong Branch, Kebumen Regency, Central Java Province. The population consists of customers who actively use BRILink agent services at BRI Gombong Branch. A sample of 20 respondents was selected using purposive sampling, with the criteria that respondents must be active users of BRILink agent services.

Data were collected through structured questionnaires using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The questionnaire measures five constructs: demand (intensity of use, 5 items), price/transaction cost perception (4 items), income/purchasing power perception (4 items), substitute price perception (4 items), and consumer preference/service quality (5 items based on SERVQUAL dimensions).

Data analysis employed the Method of Successive Intervals (MSI) to convert ordinal data to interval scale, followed by multiple linear regression analysis using Ordinary Least Squares (OLS). The regression model is:

$$PERMi = \alpha + \beta_1 HJ_i + \beta_2 PEND_i + \beta_3 HJS_i + \beta_4 PREF_i + e_1 \quad .....(1)$$

Where: PERM = Demand for BRILink Agent Services; HJ = Price (transaction cost perception); PEND = Income (purchasing power perception); HJS = Substitute Price; PREF = Preference (service quality); α = constant; $\beta_1,\beta_2,\beta_3,\beta_4$ = regression coefficients; e = error term.

Hypothesis testing was conducted using t-tests (partial) and F-test (simultaneous). Normality was tested using the Jarque-Bera test, heteroscedasticity using the Glejser test, and autocorrelation using the Lagrange Multiplier (LM) test. SWOT analysis was conducted through interviews with BRI Gombong Branch employees managing the BRILink program.

RESULTS AND DISCUSSION

Respondent Characteristics

The study involved 20 respondents consisting of active BRILink agent service users at BRI Gombong Branch. Based on gender composition, 12 respondents (60%) were female and 8 respondents (40%) were male. In terms of age, the majority of respondents (45%) were in the 26–35 year age group. Regarding education, 55% of respondents had completed senior high school education, while 30% had undergraduate degrees. Based on occupation, 40% of respondents were self-employed/traders, reflecting the dominance of micro and small enterprise operators among BRILink agent service users. The average monthly income of respondents ranged between Rp 2,000,000–Rp 4,000,000 (50% of respondents).

Table 1. Respondent Characteristics (n=20)

Characteristic	Category	n	%
Gender	Female	12	60%
	Male	8	40%
Age	18–25 years	4	20%
	26–35 years	9	45%
	36–45 years	5	25%

Characteristic	Category	n	%
	> 45 years	2	10%
Education	Senior High School	11	55%
	Diploma	3	15%
	Undergraduate	6	30%
Occupation	Self-employed/Trader	8	40%
	Private Employee	5	25%
	Civil Servant	4	20%
	Others	3	15%
Monthly Income	< Rp 2,000,000	3	15%
	Rp 2,000,000–4,000,000	10	50%
	Rp 4,000,001–6,000,000	5	25%
	> Rp 6,000,000	2	10%

Source: Primary data processed, 2026

Multiple Linear Regression Results

The classical assumption tests indicate that the model satisfies all required conditions: residuals are normally distributed (Jarque-Bera p-value > 0.05), no heteroscedasticity (Glejser p-value > 0.05), and no autocorrelation (LM test p-value > 0.05). The regression results are presented in Table 2.

Table 2. Multiple Linear Regression Results

Variable	Coefficient	Std. Error	t-stat	Prob.
Constant (α)	2.145	0.832	2.578	0.021
Price / Transaction Cost (X_1)	-0.412	0.148	-2.784	0.014
Income / Purchasing Power (X_2)	0.387	0.132	2.932	0.010
Substitute Price (X_3)	0.356	0.127	2.803	0.013
Consumer Preference / Service Quality (X_4)	0.478	0.155	3.084	0.008

F-statistic: 12.847 Prob(F-statistic): 0.000 Adjusted R^2: 0.714

Source: Primary data processed, 2026

The Adjusted R^2 value of 0.714 indicates that 71.4% of the variation in demand for BRILink agent services can be explained by the four independent variables, while the remaining 28.6% is explained by other factors not included in the model. The F-statistic of 12.847 with a probability of 0.000 (< 0.05) confirms that all independent variables simultaneously have a significant effect on demand.

Effect of Price on Demand

Price (transaction cost perception) has a regression coefficient of -0.412 with a t-statistic of -2.784 and probability of 0.014 (< 0.05). This confirms H1: price has a significant negative effect on demand for BRILink agent services. The higher the perceived transaction cost, the lower the intensity of service use. This finding is consistent with the law of demand and is supported by

prior research by Fitri et al. (2022), Saputra et al. (2023), and Diniarty et al. (2025). Consumers tend to reduce the frequency of BRILink agent use when transaction fees are perceived as high, especially given the availability of alternative services.

Effect of Income on Demand

Income (purchasing power perception) has a regression coefficient of 0.387 with a t-statistic of 2.932 and probability of 0.010 (< 0.05). This confirms H2: income has a significant positive effect on demand. Consumers with higher perceived purchasing power tend to use BRILink agent services more frequently. This aligns with Nababan & Novester (2022) and Saputra et al. (2023). Higher income enables more frequent financial transactions, increasing the volume of BRILink agent use.

Effect of Substitute Price on Demand

Substitute price has a regression coefficient of 0.356 with a t-statistic of 2.803 and probability of 0.013 (< 0.05), supporting H3. When the perceived cost of using substitute services (ATM, mobile banking) increases—such as greater distance to ATM, difficulty using mobile banking, or higher risk of personal error—consumers tend to prefer BRILink agent services. This confirms the theoretical relationship between substitute price and demand for the primary service.

Effect of Consumer Preference on Demand

Consumer preference (service quality) has the largest positive coefficient (0.478) with a t-statistic of 3.084 and probability of 0.008 (< 0.05), strongly supporting H4. Better perceived service quality—across reliability, responsiveness, assurance, empathy, and tangibles—significantly increases the intensity of BRILink agent service use. This is consistent with Safitri et al. (2025) and Fathira et al. (2025), emphasizing that preference is the most influential determinant of demand in service-based contexts.

SWOT Analysis and Development Strategy

Based on interviews with BRI Gombong Branch employees, the SWOT analysis results are as follows:

Strengths: strong BRI brand reputation, wide agent network covering rural and remote areas, diverse service offerings (deposits, withdrawals, transfers, bill payments), real-time transaction capability through EDC mini-ATM, and additional income source for agents.

Weaknesses: limited transaction amounts, network connectivity issues in certain locations, limited agent training, inconsistent service quality across agents, and low awareness among potential users.

Opportunities: large unbanked population in Kebumen Regency, increasing financial literacy programs, growing UMKM sector requiring convenient financial services, government financial inclusion policies, and expanding digital payment ecosystem.

Threats: growing competition from mobile banking and digital payment applications, increasing ATM network coverage, changing consumer preferences toward fully digital services, and potential price-based competition from other agent banking providers.

Based on the SWOT matrix analysis, the recommended primary strategy is an SO (Strength-Opportunity) strategy: leveraging BRI's strong brand and wide agent network to penetrate the unbanked market and support UMKM financial inclusion. Supporting strategies include ST (Strength-Threat): differentiating through personalized and reliable service to compete with digital alternatives; WO (Weakness-Opportunity): improving agent training and quality standards

to capture growing financial inclusion opportunities; and WT (Weakness-Threat): establishing minimum service quality standards to maintain competitiveness.

CONCLUSION

This study examined the determinants of demand for BRILink agent services at BRI Gombong Branch with 20 respondents. The findings confirm that price (transaction cost perception) has a significant negative effect on demand, while income (purchasing power perception), substitute price, and consumer preference (service quality) each have significant positive effects. Simultaneously, all four variables significantly influence demand, explaining 71.4% of its variation.

The practical implication for BRI is to maintain competitive and affordable transaction fees, improve agent service quality through systematic training programs, and develop targeted marketing strategies toward UMKM segments. The recommended development strategy is primarily SO (growth) by leveraging strengths to exploit available opportunities.

This study has limitations, including a small sample size of 20 respondents which may limit generalizability. Future research is recommended to expand the sample, incorporate additional variables such as technological literacy and trust, and employ panel data to capture temporal dynamics of demand changes.

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