ABSTRACT

This study aims to comprehensively analyze the determinant factors influencing employees of Badan Riset dan Inovasi Nasional (BRIN) in selecting pension accounts at Bank Rakyat Indonesia (BRI). The background of this research is driven by the increasing number of Indonesian civil servants approaching retirement and the growing competition among banks in providing pension fund services. In this context, the decision to choose a pension account is influenced not only by rational considerations but also by psychological, social, and institutional factors. This study employs a mixed-method approach with a sequential explanatory design. The quantitative phase was conducted through questionnaire distribution to identify dominant factors, followed by a qualitative phase using in-depth interviews and participatory observation to explore the underlying meanings and subjective experiences of the respondents. The research subjects consist of BRIN employees who have retired, are approaching retirement, or are considering pension account services at BRI. The findings reveal several key determinants influencing the selection of pension accounts, including service accessibility and network coverage, bank reputation and trust, product benefits and features, social influence from colleagues and family, as well as institutional relationships between BRIN and BRI. Among these, accessibility and bank reputation emerge as the most dominant factors, supported by perceptions of security and service convenience. Furthermore, social recommendations and institutional policies strengthen employees' preferences for choosing BRI as their pension fund distribution bank. This study contributes both academically and practically, particularly in enriching the literature on financial behavior among civil servant retirees and providing insights for banking institutions and government agencies in designing more responsive strategies and policies tailored to the needs of future retirees.

Keywords: pension account, customer decision, accessibility, bank reputation, social influence, mixed method.