



Research paper

MANFA'AH – Journal of Islamic Business and Management 4 (1), 2024, 1-7

The Influence of Service Quality, Customer Trust, Customer Satisfaction, Financial Literacy, and Information Systems on Customer Loyalty (Case Study of PT. Bank Syariah Indonesia Bogor City)

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ARTICLE INFO

Keywords:

*Crowdfunding, Crowdlending,
Investment.*

ABSTRACT

This study was conducted to prove the influence of service quality and customer trust on the loyalty of Sharia Bank customers in Bogor City. This study uses the population of Sharia Bank customers in Bogor City with a sample of 100 respondents and questionnaire distribution techniques to get respondents' answers. This research is a quantitative research which collects data in the form of numbers and then presents it using descriptive. The type of data used in this study is primary data, direct data collected by researchers through distributed questionnaires. The results of this study are that service quality, customer trust, and financial literacy have no effect on customer loyalty. Meanwhile, customer satisfaction and information systems affect customer loyalty.

ABSTRAK

Penelitian ini dilakukan untuk membuktikan pengaruh kualitas layanan dan kepercayaan nasabah terhadap loyalitas nasabah Bank Syariah di Kota Bogor. Penelitian ini menggunakan populasi nasabah Bank Syariah di Kota Bogor dengan sampel sebanyak 100 responden dan teknik penyebaran kuesioner untuk memperoleh jawaban dari responden. Penelitian ini merupakan penelitian kuantitatif yang mengumpulkan data dalam bentuk angka dan kemudian disajikan secara deskriptif. Jenis data yang digunakan dalam penelitian ini adalah data primer, yaitu data langsung yang dikumpulkan oleh peneliti melalui kuesioner yang disebar. Hasil dari penelitian ini menunjukkan bahwa kualitas layanan, kepercayaan nasabah, dan literasi keuangan tidak berpengaruh terhadap loyalitas nasabah. Sementara itu, kepuasan nasabah dan sistem informasi berpengaruh terhadap loyalitas nasabah.

1. Introduction

BSI is a bank as a result of a merger between PT Bank BRI Syariah Tbk, PT Bank Syariah Mandiri and PT Bank BNI Syariah. The Financial Services Authority (OJK) officially issued a merger permit for the three Islamic bank businesses on January 27, 2021 through letter Number SR-3/PB.1/2021. Furthermore, on February 1, 2021, President Joko Widodo inaugurated the presence of BSI. (Bank Syariah Indonesia, 2021) BSI has more than 1,200 offices spread across Indonesia and also in Singapore, the table above is branch offices, sub-branch offices, and BSI cash offices in Bogor City as many as 14 offices.

There are many factors that can affect customer loyalty in this Islamic banking company, one of which is the service quality variable which is one of the factors that determine customer loyalty, according to , quality or quality in the service industry 'a presentation of a product or service according to the size that applies in the place where the product is held and the delivery is at least the same as what is desired and expected by consumers'. The second variable is trust, according to , explaining that "consumer trust as all the knowledge possessed by the consumer and all the conclusions made by the consumer about its objects, attributes and benefits". The third variable is customer satisfaction regarding what the customer expresses about the value and expectations of the services provided by the bank. Meanwhile, customer loyalty is related to what customers do after they use services from banks. Satisfied and loyal customers will not hesitate to recommend the service that has been used to other customers. (Sunyoto, 2014) (Sangadji, 2013) (Yulia Widi Astuti, 2020)

The fourth variable is financial literacy, according to , financial literacy is a basic need for everyone to avoid financial problems. Financial difficulties are not only a function of income alone (low income), financial difficulties can also arise if there are errors in financial management (miss-management) such as misuse of credit, and the absence of financial planning. The fifth variable of the information system, according to , Information systems can be a combination of any order and people, (Novi, 2017)(James A. O'Brien, 2014)hardware, software, communication networks, and data resources that collect, transform, and disseminate information within an organization. People depend on information systems to communicate with each other using different types of physical devices (hardware), Information processing orders and procedures (software), communication channels (networks), and data that are stored (data resources) since the beginning of civilization. Therefore, the author wants to see the influence of service quality, customer trust, customer satisfaction, financial literacy, and information systems on customer loyalty. So that this research can be a guideline or reference for Islamic banks, especially Bank Syariah Indonesia Bogor City. In improving banking performance to provide good service.

2. Literature Review

2.1 Theoretical Framework

Bank is linguistically taken from the Italian language, namely banco which means table. The use of this term is due to the fact that every process and transaction from the past and possibly in the future is carried out on the table. In Arabic, banks are commonly called mashrof which means a place where property is exchanged, either by taking or saving or other than to perform muamalat.

According to , explaining that there are two factors that affect the quality of service, namely (Tjiptono, 2007)expected service and perceived service. If the service obtained is in accordance with the customer's wishes, then the quality of the service can be said to be good quality, while vice versa, if the service obtained is not according to the customer's expectations, then it can be said that the service is not good. Service Quality According to , states that all forms of products and services depend on a person's ability to satisfy and provide something that is declared good or bad, there are five dimensions to measure the quality of service. (Kotler & Keller, Manajemen Pemasaran, 2009)

According to , trust is one party's belief in the reliability, durability, and integrity of the other party in the relationship and the belief that his actions are in the best interest and will produce positive results for the trusted party, there are four indicators in the trust variable, namely; reliability, honesty, caring, credibility. Trust is very important for a commitment or promise, and a commitment can only be realized if it is meaningful at some point. Morgan and Hunt in Dharmmesta argue that when one party has confidence that the other party involved in the exchange has reliability and integrity, then it can be said that there is trust.(Maharani, 2010)

Customer satisfaction is the level of comparison between performance and services received by customers whether they are in accordance with the customer's expectations for the service. Satisfaction is the state of a person's emotional reaction when they consume or buy an item that triggers their perception of the item/service. The level of customer satisfaction has become one of the important things for every company. Why is that, because the level of satisfaction obtained by customers will be feedback and value for the company itself.

Financial literacy (financial literacy) which means financial literacy, according to the book National Strategy Guidelines for Indonesian Financial Literacy, , what is meant by financial literacy is a series of processes or activities to increase knowledge ((OJK, 2013)knowledge), Keyakinan (confidence) and skills (Skill) consumers and the wider community so that they are able to manage their finances better.

Banking technology or more familiarly referred to as Banking Information System Technology (TSI Banking Technology) is a system for processing financial data and banking services electronically using computer, telecommunication, and other electronic means, (Bank Indonesia Regulation, No. 9/15/PBI/2007).

Customer loyalty is a measure of customer when using reuse and there is turmoil to become a partner with the company and make it possible to recommend to other consumers to buy a company's products or services.

2.2 Previous Research

(Octavia, 2019), with his research entitled The Influence of Service Quality and Customer Satisfaction on Customer Loyalty of PT. Bank Index Lampung. The sampling techniques used are purposive sampling. The number of samples used was 150 respondents. This study uses the SEM (Structural Equation Model). Based on the results of the research, service quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty, service quality does not have a significant effect on customer loyalty of Bank Index Lampung Branch Office customers.

(Trisusanti, 2017), with his research entitled The Influence of Service Quality and Trust on Customer Loyalty (Study on Bank BNI Syariah Pekanbaru Branch Office). The sampling technique uses the purposive sampling method. The analysis techniques used are descriptive analysis and quantitative analysis. With a total of

100 respondents. Based on the results of the study, it can be concluded that service quality and trust have a significant effect on customer loyalty

Asrin and Lalu Rizal Ihwandi (2021), with their research entitled The Influence of Accounting Information Systems and Customer Relationship Management on Customer Loyalty of Bank BNI Syariah Cakranegara Mataram Branch. The number of samples used in this study was 92 respondents. Sampling was done using the incident sampling method. The data processing method uses multiple regression analysis. Based on the results of the study, it can be concluded that accounting information systems and customer relationship management have no effect on customer loyalty.

2.3 Conceptual Framework

Based on previous research, a conceptual framework was developed to analyze the factors that affect customer loyalty to BSI KCP Ahmad Yani, as follows:

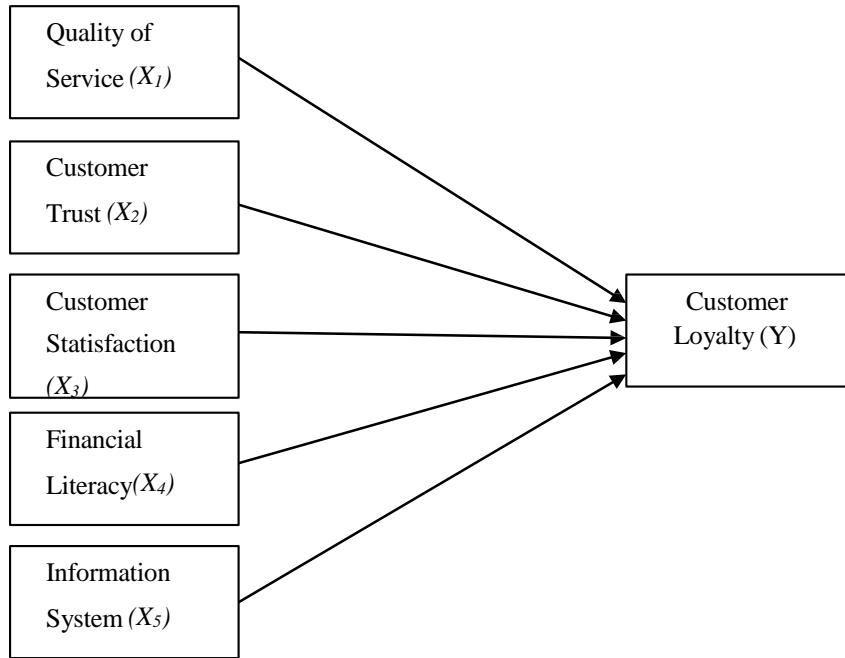


Figure 1. Research Framework

3. Methodology

3.1 Research Design

This research is a quantitative research. Quantitative research is the collection of data in the form of numbers or quantitative data, which is presented using numbers. A descriptive approach is research conducted to provide a detailed description of a phenomenon or variable. Meanwhile, the data analysis in this study will be Multiple Linear Regression Analysis with statistical data processing using the Eviews Series 10 application.

Table 1. Research Methodology

Research Approach	Types of Research	Collection Method Data	Unit of Analysis	Milieu
Quantitative	Regresi Linear Berganda	Survey (questionnaire)	Individual/Customer of Bank BSI KCP Ahmad Yani	Non-contrived setting

3.2 Population and Sampel

Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population in this study is all customers of PT. Bank Syariah Indonesia Bogor City.

Samples are part of the number and characteristics possessed by the population. When the population is large, and researchers cannot study everything in the population, for example due to limited funds, energy, and time. Then researchers can use samples taken from that population. The sample is part of the population. The

sample in this study is a customer of PT. Bank Syariah Indonesia Bogor City.

The collection of research data was carried out using a survey method disseminated through the internet or social media in the form of a google form. The respondents in this study are internet users who are customers of BSI KCP Ahmad Yani in Bogor City. The author distributed this research questionnaire on several social media such as Instagram, Facebook, Whatsapp, Line, LinkedIn and Telegram which are popular social media in Indonesia with the number of questionnaires again being 50.

3.3 Data Collection

The type of data used in this study is peripheral data in the form of direct data collected by the researcher, namely the answers from the distributed questioners. Primary data is data that is obtained or collected directly in the field by the person conducting the research or the person concerned who needs it. Primary data is obtained from informant sources, namely individuals or individuals such as the results of interviews conducted by researchers.

3.4 Variable Operationalization

The questions in the questionnaire are based on factors in the conceptual framework that refer to previous research, namely: service quality, customer trust, customer satisfaction, financial literacy, and independent variable information systems that are able to influence the main variable (dependent variable), namely customer loyalty. From the five independent variables, a question item was designed as an indicator.

Table 2. Operationalization Variables

No	Independent Variables	Indicator	Measurement Scale
1.	Quality of Service	4 Questions	Likert
2.	Customer Trust	5 Questions	Likert
3.	Customer Satisfaction	4 Questions	Likert
4.	Financial Literacy	5 Questions	Likert
5.	Information Systems	5 Questions	Likert

No.	Variable Dependency	Indicator	Measurement Scale
1.	Customer Loyalty	6 Questions	Likert

3.5 Research Model

Simple linear regression analysis is used to identify the characteristic differences between independent variables and dependent variables (Ghozali, 2013). The software used is Eviews because it can process cross-section data, although it can still manage time series or data panels. In this study, the simple linear regression

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

model equation will be developed as follows:

Information:

Y= Customer Loyalty

a = Constant

b = Regression Coefficient X1 = Quality of Service X2 = Customer Trust

X3 = Customer Satisfaction X4 = Financial Literacy

X5 = Information System

4. Discussion

4.1 Statistic Descriptive

Of the 50 valid questionnaires processed, there were 30% male respondents and 70% female respondents. The age group of respondents was 19-20 years old (4%), 21-25 years old (66%), 26-30 years old (24%), 31-35 years old (4%), and 35 years old and above (2%). Descriptive employment statistics from the respondents were students (38%), employees (38%), housewives (10%), and entrepreneurs (14%).

In particular, this study also obtained information from customers related to several indicators that are the cause of loyalty of a banking customer. More than 90% of respondents are customers and loyal users of facilities from BSI KCP Ahmad Yani who are domiciled in Bogor, while the other tenth of respondents are customers registered with BSI KCP Ahmad Yani but domiciled outside Bogor City.

4.2 Hypothesis Testing Results

To see the factors that affect customer loyalty, it can be done in 2 ways, namely with a partial test (t-test) and a simultaneous test (f-test). In the creation of the estimator model, it is suspected that customer loyalty is influenced by service quality, customer trust, customer satisfaction, financial literacy, and information systems.

To see the results of multiple regressions with the help of eviews with equations:

$$Y = 3.253 + 0.052X1 - 0.140X2 + 0.398X3 + 0.170X4 + 0.402X5 + e$$

The results are obtained as below:

Table 3. Hypothesis Testing Results

R-squared	0.799994
Adjusted R-squared	0.777266
S.E. of regression	2.188.454
Sum squared resid	2.107.306
Log likelihood	-1.069.109
F-statistic	3.519.863
Prob(F-statistic)	0.000000

The value of the determination coefficient R2 (R Square) obtained is 0.7999. This shows that 79.9% or almost 80% of bound variables (customer loyalty) can be explained by independent variables (service quality, customer trust, customer satisfaction, financial literacy, and information systems). While the remaining 20% is influenced by other independent variables that have not been included in the model.

1) Partial variable influence test

Table 4. Partial variable influence test

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.253.226	2.600.544	1.250.979	0.2176
X1	0.051719	0.118974	0.434711	0.6659
X2	-0.140019	0.163202	-0.857950	0.3956
X3	0.398293	0.120670	3.300.677	0.0019
X4	0.170137	0.104324	1.630.853	0.1101
X5	0.402044	0.119662	3.359.844	0.0016

a. The Influence of Service Quality on Customer Loyalty

Based on the results of this study, it shows that the probability value of service quality (X1) is 0.6659, which means that the probability value is greater than the level of significance (0.6659 > 0.05), it means that the quality of service does not affect customer loyalty.

b. The Influence of Customer Trust on Customer Loyalty

Based on the results of this study, it shows that the probability value owned by customer trust (X2) is 0.3956, which means that the probability value is greater than the significance level (0.3956 > 0.05), then it means that customer trust has no effect on customer loyalty.

c. The Effect of Customer Satisfaction on Customer Loyalty

Based on the results of data analysis using multiple linear regression, it can be seen that the probability value of customer satisfaction (X3) is 0.0019, which means that the probability value is smaller than the level of significance (0.0019 < 0.05), it means that customer satisfaction has an effect on customer loyalty.

d. The Influence of Financial Literacy on Customer Loyalty

Based on the results of this study, it shows that the probability value possessed by financial literacy (X4) is 0.1101, which means that the probability value is greater than the level of significance (0.1101 > 0.05), then it means that financial literacy has no effect on customer loyalty.

e. The Influence of Information Systems on Customer Loyalty

Based on the results of this study, it shows that the probability value owned by the information system (X5) is 0.0016, which means that the probability value is smaller than the significance level (0.0016 < 0.05), it means that the information system has an effect on customer loyalty.

2) Test the influence of variables simultaneously

Table 5. Test the Influence of Variables Simultaneously

F-statistic	3.519.863
Prob(F-statistic)	0.000000

Based on the table of eviews data processing results, the significance of the significance value (F-statistic probability) is $0.000 < \alpha 0.05$. This shows that these results can be concluded that service quality, customer trust,

customer satisfaction, financial literacy, and information systems simultaneously have a positive effect on customer loyalty.

5. Conclusion

From this study, it was found that the factors that have a positive and significant influence on customer loyalty are customer satisfaction and information systems. Meanwhile, factors that do not have a positive and significant effect on customer loyalty are service quality, customer trust, and financial literacy.

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