THE INFLUENCE OF PROMOTIONS, CONSUMER TRUST, AND QUALITY OF SERVICE TOWARDS CUSTOMER LOYALTY INDONESIAN SHARIA BANK (CASE STUDY ON FACULTY OF ECONOMICS AND BUSINESS STUDENTS)

Cut Ulandari[1], Rusydi[2], Teuku Zulkarnaen[3], M. Subhan[4]

[1,2,3,4] Faculty of Economics and Business, Universitas Malikussaleh
Corresponding E-mail: rusydi@unimal.ac.id

Abstract

This research aims to examine the influence of promotions, consumer trust, and service quality on sharia bank customer loyaltyIndonesia (case study of economics and business faculty students). The data in this research uses a questionnaire as a data collection instrument. This research uses a quantitative approach with multiple linear regression analysis and is processed using SPSS (Statistical package for the social sciences) tools. The technique taken in this research is using a non-probability sampling technique with a proportional sampling technique as the determinant of the sample. The population taken here was 100 respondents from economics and business faculty students who used Bank Syariah Indonesia. The results of the research are that promotion partially has a positive and significant effect on customer loyalty to Bank Syariah Indonesia, consumer trust partially has a positive and significant effect on customer loyalty to Bank Syariah Indonesia, service quality partially has no or no significant effect on customer loyalty to Bank Syariah Indonesia .

Keywords: : Promotion, consumer trust, service quality, customer loyalty.

1. INTRODUCTION

Currently, Indonesia's economic growth is expected to increase with government support for the banking world. With the establishment of Bank Syariah Indonesia, it is hoped that it can accelerate the pace of the economy and support the business and industrial climate within the applicable sharia scheme. Conditions in the banking industry are relatively stable, although increased vigilance continues to be needed in anticipating the negative impact of Covid-19. The establishment of Sharia Banks in Indonesia was initiated by the Indonesian Ulema Council (MUI) and pioneered by Bank Muamalat Indonesia. After that, many conventional banks also opened sharia services, for example Bank Syariah Indonesia (BSI). Bank Syariah Indonesia is a bank that utilizes a sharia framework that is in accordance with Islamic teachings in its financing system which is the result of a merger of state-owned subsidiaries, namely PT Bank BRI Syariah Tbk, PT Bank Syariah Mandiri, and PT Bank BNI Syariah and has been operating effectively as of February 1 2021 (www.bankbsi.co.id, 2021).

In 2021, Bank Syariah Indonesia was honored as the second Statisfaction, Loyalty and Engagement (SLE) Awards after Bank Muamalat, this was based on research results to assess the level of satisfaction, loyalty and connectedness. So, from the description of the loyalty phenomenon, even though it is the second best in customer loyalty after Bank Muamalat Indonesia, this does not mean that Bank Syariah Indonesia has to expand itself. Innovation, services and products must continue to be improved in order to create loyal customers. This is because other sharia banks as competitors will of course continue to follow Bank Muamalat Indonesia's steps to be able to beat them in any way (Hafil, 2021). Sharia banks in Indonesia are a banking industry that prioritizes Islamic principles which are highly developed in Indonesia (Hidaya. et al., 2015). Since Indonesia has the largest Muslim population in the world, the government encourages Islamic financial institutions to be very competitive. Sharia banking has superior products in the form of systems that are increasingly sophisticated and make things easier for customers, but in reality customers still doubt the quality of

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service and the ability to provide maximum results to make things easier for customers. Customers will become increasingly critical of the products provided by the Bank because they relate to finances and the need to provide maximum service quality so that customer satisfaction will continue to increase. However, some say that Islamic banking is less popular (Nizar and Marzouki, 2015). This makes it difficult for Sharia Banks to get customers because conventional banks will definitely be superior to the funding sector, capital sector and more sophisticated systems because they have already existed and gone through a long process. Facing this, having loyal customers is very necessary so that they do not move to another bank because customers will always look for the most profitable products for them (Ahmed. et al., 2015). At the end of 2020, the Aceh Government began enforcing Aceh Qanun Number 11 of 2018 concerning Sharia Financial Institutions, where with the enactment of this Qanun in all areas of Aceh Province only Sharia Banks were allowed to operate while Conventional Banks were converted into Sharia Banks including all Himbara Banks. branches and units in the Aceh Province region.

2. LITERATURE REVIEW
2.1 Customer Loyalty
Loyalty is a combination of ties and needs between customers and the company. its nature and form cannot be forced even though it can be managed and measured. Loyal customers are actions that relate to the identity of a particular product and enable future use. If a product turns out not to make a customer feel satisfied, then the customer will immediately decide not to continue purchasing the product from a company.

2.2 promotion
The promotional mix is the specific mixture of advertising, personal selling, sales promotion, and public relations that a company uses to achieve marketing objectives. Therefore, promotions carried out by banks must be able to attract the interest of customers who see them, can provide a first impression and make customers want to know more about a product being promoted. Of course, promotions or advertisements broadcast by the bank must be efficient and easy for readers to catch.

2.3 Consumer Confidence
Building consumer trust has a very important impact. This trust can be interpreted as the belief that the other party has integrity and can be relied on to fulfill its obligations in carrying out transactions as expected. The trust that consumers have is closely related to the level of satisfaction with the products or services offered, the quality of the services provided, and feelings of security because the company has a good reputation in society. women and minor stated that consumer trust is formed through a satisfying purchasing experience, the company's consistency in providing services to consumers, and product quality that always satisfies consumers. This trust is a determining factor in making purchasing decisions.

2.4 Service quality
Service quality is a form of appreciation for efforts to obtain professional workers in accordance with job requirements, which requires balanced development, namely an effort to plan, organize, use and maintain workers so that they are able to carry out tasks effectively and efficiently (Ernawati & Sidiq, Asah , 2021).

3. RESEARCH METHODS

This research was conducted at Malikussaleh University. The object of this research was Malikussaleh University students, especially students from the Faculty of Economics and Business, related to Indonesian Sharia Bank. The population in this research is all students from the Faculty of Economics and Business who use Bank Syariah Indonesia, the exact number of which is not known. The data collection technique uses primary data by distributing questionnaires. The data is analyzed using multiple linear regression, the tests carried out are validity tests, reliability tests and partial tests (t tests).

4. RESULTS AND DISCUSSION

4.1 Validity test

The validity test is carried out by comparing the calculated r with the r table for degrees of freedom. The results of the validity test are as follows

Promotion Variable Validity Test (X1)

No.	Question	rtable	rcount	Information
1	X1.1	0.194	0.366	Valid
2	X1.2	0.194	0.384	Valid
3	X1.3	0.194	0.504	Valid
4	X1.4	0.194	0.421	Valid

Based on Table 4.11 above, the calculated r value of the 4 statement items in the Promotion variable has a value greater than r table (0.194). Based on the testing criteria in the validity test which was explained previously, if the value of rcount > rtable then the statement item is declared valid. So it was concluded that the 4 statement items in the Promotion variable questionnaire were declared valid.

Test the Validity of the Consumer Trust Variable (X2)

No.	Question	rtable	rcount	Information
1	X2.1	0.194	0.444	Valid
2	X2.2	0.194	0.512	Valid
3	X2.3	0.194	0.540	Valid
4	X2.4	0.194	0.489	Valid

The calculated r value of the 4 statement items in the consumer trust variable has a value greater than r table (0.194). Based on the testing criteria in the validity test which was explained previously, if the value of rcount > rtable then the statement item is declared valid. So it was concluded that the 4 statement items in the consumer trust variable questionnaire were declared valid.

Validity Test of Service Quality Variables (X3)

No.	Question	rtable	rcount	Information
1	X3.1	0.194	0.388	Valid
2	X3.2	0.194	0.608	Valid
3	X3.3	0.194	0.479	Valid
4	X3.4	0.194	0.624	Valid
5	X3.5	0.194	0.485	Valid

The calculated r value of the 5 statement items on the service quality variable has a value greater than r table (0.194). Based on the testing criteria in the validity test which was explained previously, if the value of rcount > rtable then the statement item is declared valid. So it was concluded that the 5 statement items in the service quality variable questionnaire were declared valid.

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Test the Validity of the Customer Loyalty Variable (Y)

No.	Question	rtable	rcount	Information
1	Y.1	0.194	0.614	Valid
2	Y.2	0.194	0.746	Valid
3	Y.3	0.194	0.689	Valid

The calculated r value of the 3 statement items in the purchasing decision variable has a value greater than r table (0.194). Based on the testing criteria in the validity test which was explained previously, if the value of rcount > rtable then the statement item is declared valid. So it was concluded that the 3 statement items in the customer loyalty variable questionnaire were declared valid.

4.2 Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. A questionnaire can be said to be reliable if it provides a Cronbach alpha value > 0.60

No.	Variable	*Cronbach Alpha*	N	*Cut Off*	Information
1	Promotion(X1)	0.479	4	0.60	Reliable
2	Consumer Confidence(X2)	0.624	4	0.60	Reliable
3	Service quality(X3)	0.676	5	0.60	Reliable
4	Customer Loyalty (Y)	0.763	3	0.60	Reliable

A variable will be said to be reliable if the result of the coefficient a is greater than the significance level 0.6 or 60%, then the questionnaire is declared reliable and if the results of the coefficient a are smaller than 0.6 or 60%, then the questionnaire is declared unreliable. In the table above, it can be seen that the Cronbach alpha value of the 4 items of the Promotion variable statement (X1) is 0.497, the Cronbach alpha value of the 4 items of the Consumer Trust variable statement (X2) is 0.624, the Cronbach alpha value of the 5 items of the Service Quality variable statement (X3) is 0.676, and the Cronbach alpha value of the 3 items of the Customer Loyalty (Y) variable statement is 0.763. So it can be concluded that all variables in this study have a Cronbach Alpha value > 0.60, so it can be concluded that all statement items in each variable are reliable.

4.3 Data analysis

Multiple linear regression analysis was used to determine the effect of the independent variables (Promotion, Consumer Trust, Service Quality) on the dependent variable (Customer Loyalty).

Multiple Linear Regression Analysis

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.207	0.768		,270	,0788
	Total_X1	,333	,123	,249	2,715	,008
	Total_X2	,421	,133	,297	3,164	,002
	Total_X3	,162	,087	,174	1,869	,065

Based on Table 4.18, it can be seen that the constant value (a) is 0.207 and the regression

coefficient value for the Promotion variable (X1) is 0.333. The regression coefficient value for the Consumer Trust variable (X2) is 0.421 and the coefficient value for the Service Quality value (X3) is 0.162.

Coefficient of Determination (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,471	,222	,197	,360

It can be seen that the correlation coefficient (R) value is 0.471. The correlation coefficient level of these numbers is in the very sufficient category, so it can be concluded that there is a relationship between the Promotion variables (X1), consumer trust (X2), service quality (X3), and customer loyalty at Bank Syariah Indonesia.

4.4 Hypothesis testing

The partial test (t test) is used to determine the influence of independent variables partially on the dependent variable. The simultaneous test (F test) aims to determine the influence of independent variables simultaneously. The criteria for this test are comparing the significance level of the F value.

Partial Test (t Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.207	0.678		0.270	0.788
Promotion	0.333	0.123	0.249	2,715	0.008
Consumer Confidence	0.421	0.133	0.291	3,164	0.002
Service quality	0.162	0.087	0.174	1,869	0.065

1. Promotion(X1) has a tcount value of 2,715> ttable (1.985) with a significance level of 0.008 < 0.05. This shows that Promotion (X1) has a positive and significant influence on customer loyalty (Y) for Bank Syariah Indonesia customers. Based on these results, it can be concluded that hypothesis 1 is accepted.
2. Consumer confidence(X2) has a tcount value of 3,164> ttable (1.985) with a significance level of 0,002< 0.05. This shows that consumer trust (X2) has a positive and significant influence on customer loyalty (Y) for Bank Syariah Indonesia customers. Based on these results, it can be concluded that hypothesis 2 is accepted.
3. Service quality(X3) has a tcount value of 1,869> ttable (1.985) with a significance level of 0,065> 0.05. This shows that service quality (X3) has a negative and insignificant influence on customer loyalty (Y) for Bank Syariah Indonesia customers. Based on these results, it can be concluded that hypothesis 3 is rejected.

Simultaneous Test (f Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3,547	3	1,182	9,133	<.001b
	Residual	12,456	96	0.130		
	Total	16,004	99			

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Based on Table 4.22, it can be seen that the calculated F value is9,133> F table (2.47) with a significance level of 0.001 < 0.05. This means that simultaneously the variables Promotion (X1), consumer trust (X2), service quality (X3) have a positive and significant effect on customer loyalty (Y) for Bank Syariah Indonesia customers. Based on these results, it can be concluded that hypothesis 4 is accepted.

4.5 Discussion

This research aims to determine the effect of Promotion (X1), consumer trust (X2), service quality (X3) on customer loyalty (Y) among Bank Syariah Indonesia customers. The data obtained was based on the results of distributing questionnaires to 100 respondents who were economics and business faculty students using Bank Syariah Indonesia. The method used in this research was a quantitative method with multiple linear regression analysis techniques. The results of the research show that promotions have a positive effect on customer loyalty among Bank Syariah Indonesia customers. At the hypothesis testing stage, based on the partial results (t test) promotion (X1) has a t value of2,715greater than ttable (1.985) with a significance level of 0.008, smaller than 0.05. This shows that promotion (X1) has a positive and significant influence on customer loyalty (Y) for Bank Syariah Indonesia customers. Questionnaire submitted to consumer respondents as economics and business students who use Bank Syariah Indonesia. that promotions influence them to use Bank Syariah Indonesia.

The research results show that consumer trust has a positive effect on customer loyalty to Bank Syariah Indonesia customers. At the hypothesis testing stage, based on partial results (t test) consumer confidence (X2) has a t value of3,164> ttable (1.985) with a significance level of 0,002< 0.05. This shows that consumer trust (X2) has a positive and significant influence on customer loyalty (Y) for Bank Syariah Indonesia customers. The research results show that service quality has a negative effect on customer loyalty for Bank Syariah Indonesia customers. At the hypothesis testing stage, based on partial results (t test) service quality (X3) has a t value of1,869> ttable (1.985) with a significance level of 0,065< 0.05. This shows that service quality (X3) has a negative and insignificant influence on customer loyalty (Y) for Bank Syariah Indonesia customers. The results of the research show that promotions, consumer trust have a positive influence and service quality has a negative influence on customer loyalty for Bank Syariah Indonesia customers. At the hypothesis testing stage, based on partial results (t test) promotion (X1), consumer trust (X2) and service quality (X3) have an F value of9,133> F table (2.47) with a significance level of 0.001 < 0.05. This means that simultaneously the promotion variables (X1), consumer trust (X2), service quality (X3) have a positive and significant effect on customer loyalty (Y) for Bank Syariah Indonesia customers among economics and business faculty students.

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