



THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution¹, Amrin Fauzi², Arlina Nurbaity Lubis³

^{1,2,3} Faculty of Economic and Business Universitas Sumatera Utara

Email:¹⁾ Rizkyanst19@gmail.com; ²⁾ fadlifauzi28@gmail.com; ³⁾ arlinalubis10@gmail.com

Abstract

The banking industry is currently facing many challenges because it is considered very competitive, complex and dynamic. In getting new customers, banks must make changes that can attract customers, one of which is marketing through eWOM. Positive eWOM is created when banks provide the best service for customers. In its goal of creating positive eWOM, banks must improve customer experience and customer satisfaction, besides that customer co-creation is also considered as an effort to increase competitiveness and create positive eWOM. This study aimed to analyze and determine the effect of customer co-creation, and customer experience on electronic word of mouth (eWOM) through customer satisfaction on Bank Syariah Indonesia customers in Medan City. The population in this study were BSI customers who were Twitter users as many as 110 people. The sampling method uses non-probability techniques with purposive sampling. The data analysis method uses Structural Equation Modeling- Partial Least Squares (SEM-PLS). The results showed that customer co-creation has a positive and significant effect on eWOM, customer experience has a negative and insignificant effect on eWOM, customer co-creation has a positive and significant effect on customer satisfaction, customer experience has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on eWOM, customer co-creation has a positive and significant effect on eWOM through customer satisfaction, customer experience has a positive and significant effect on eWOM through customer satisfaction.

Keyword: *customer co-creation, customer experience, electronic word of mouth, customer satisfaction, eWOM*

1. INTRODUCTION

In Indonesia, banking services are still considered poor. This was conveyed by the Financial Services Authority (2021), since 2017 the number of complaints regarding banking services has been around 26 thousand complaints and in 2021 it will increase 21 times to as many as 560 thousand complaints as of October 2021, which means almost 60 thousand every month (Sidik S, 2021). The banking industry faces many challenges because it is considered highly competitive, complex and dynamic. Today we are in an ever-evolving world, the industrial revolution changed every aspect, how we live and work at an incredible pace.

According to Dimensional Research (2013), 95% of people prefer to share their bad service experiences rather than good experiences, while 87% of people choose to share good experiences. As many as 45% share bad experiences on social media and 30% share good experiences on social media. As much as 57% chose to share bad experiences with colleagues and 40% for good

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

experiences. This shows that the average customer tends to prefer to share their bad experience with others because in general people want to be understood, respected, heard, cared for and remembered. Thus, companies that can actualize this and meet customer expectations will make customers happy (Ozatac et al., 2016)

The banking system is divided into two, namely conventional banking and Islamic banking. Sharia banking is a bank whose activities both collect funds and channel funds using Sharia principles, namely buying and selling and profit sharing (Harahap and Dwi, 2020). Islamic banks as financial institutions that provide services also need a strategy to market their products. Often there is a gap in service expectations provided by banks and those expected by customers (Febriana, 2016). This is a task that must be considered by banks in serving their customers, especially for Islamic banks. There are fundamental differences between Islamic banks and conventional banks which are based on interest and profit sharing, but of course this is not enough to be an indicator of a customer choosing an Islamic bank.

IB (Islamic banking) must prioritize service excellence to retain and attract customers. Service excellence is the best or very good service provided by the company to customers. The best because it is in accordance with the services that apply or are owned by the company (Mukarom and Wijaya, 2018). The iB industry is also expected to follow these changes. Over the last decade, researchers agree that research on customer engagement through co-creation activities has become a research priority in the marketing literature (Ross, 2012).

EWOM is a dynamic and ongoing process of exchanging actual and potential information about products, services, brands and companies that are available to many people and institutions via the internet (Ismagilova et al, 2017). Social media that is often used as a place to share purchasing experiences is Twitter (Yulianton et al., 2017). This is also in line with what Ozatac et al., (2016) said that customer satisfaction affects eWOM. Mahatma, et al., 2020 states that customer satisfaction does not affect word of mouth (WOM) directly and significantly..

The negative eWOM above is one of the reasons that customers don't have a good experience with BSI, so they post negative messages on social media. This is in line with Savira (2019) and (Saputri, 2019) which state that customer experience has a positive effect on electronic word of mouth. Sulistyono (2020) also stated that customer experience has an effect on electronic word of mouth. This means that if the customer experience increases, this can lead to a positive Word of Mouth.

Monitoring and managing company eWOM communications properly can obtain valuable information such as consumer opinions, consumer likes or dislikes about products, services and brands (Rathore et al., 2016). In terms of meeting customer satisfaction, companies need to know and understand customer needs (Ibojo and Asabi., 2015). This can be done with co-creation, because according to Cambra et al., (2017) when customers are satisfied with the value of co-creation, customers will have loyalty and spread positive eWOM to others.

Co-creation is customer participation in creating shared value and experiencing value to achieve customer loyalty (Chen & Wang, 2016). This strategy is useful for developing financial services to increase competitiveness. Service-Dominant Logic (SDL) regards customers as value co-creators and contributors to innovation (Mukhtar et al., 2012). According to Medberg and Heinonen (2014) co-creation also has a positive impact on the company's financial performance. This is related to reduced operational costs and increased return on investment. According to Asnawi & Setyaningsih (2021) there is no research on co-creation in the banking industry, which empirically measures a direct relationship between variables. Given the limited research that examines co-creation from a customer perspective, the focus of this research is to investigate the role of customer co-creation and its implications for customer satisfaction and word of mouth for iB customers as the end-service evaluator as recommended by previous researchers (Asnawi & Setyaningsih, 2021 and Mainardes, et al., 2017). Thus, the effort to understand co-creation in the iB



industry is a new perspective that is believed to be able to retain existing customers and attract new customers.

Besides that, customer experience is also something that must be considered by Islamic banks because marketing developments have changed. The development of the economy from time to time makes the customer experience considered as important in marketing. Managing customer experience has been identified as an integral part of improving business performance (Lundaeva, 2019). The need for customer experience management is felt in the service sector, where service quality will be determined by service interactions (Cajetan, 2018). Therefore, it is very important for BSI to manage its customer experience, where currently the banking industry is also not the only provider of financial services because telecommunication companies and others also have almost the same function as banks (Lima, 2019). According to Kavitha & Haritha (2018) customer experience management can increase the company's market share. Complex experiences will reshape customers' thinking about their relationship with the company (Rooney, et al, 2020).

2.LITERATURE REVIEW

2.1.Customer Co-Creation

Co-creation has become a fundamental competitive paradigm for marketing (Saarijarvi et al, 2013), by breaking through the previous separation between customers and companies, then proposing interactions between them to develop business opportunities and long-term relationships (Maciel and Camargo, 2016). Sharing knowledge and exchanging ideas outside the company's domain is based on the assumption that being open to new ideas from outside will enlarge the company's knowledge base. Co-creation can be defined in many ways, such as according to Tobias et al., (2019) co-creation is the integration of customers as a weak idea to collaborative product development with users as a strong idea.

According to Prahalad and Ramaswamy (2004), co-creation is a collaboration between companies and consumers in generating value. The notion of co-creation in certain industries, in this case the banking sector, is a new learning perspective on consumer behavior and its interaction with the production process (Nyman, 2014). The bank is one of the leaders in offering opportunities for customers to access services and products through high technology (Mainardes, et al., 2017). Relationships with customers shifted from physical interactions in branch offices to virtual environments (Martovoy and Santos, 2012). Banking services in particular are subject to a more demanding profile of new clients, this shows that most of the new services offered by banks arise from customer needs, thus characterizing the constant exchange of ideas and cooperation (Mainardes, et al, 2017).

2.2.Customer Experience

Customer experience is increasingly being recognized as an important phenomenon in managerial practice with strong implications for building relationships with customers (Andreini et al., 2019). Today's customers don't just buy products and services from sellers, they also put a series of unforgettable events in their minds, which are created by sellers and ultimately result in experiences that may not be forgotten. No longer satisfied with public offerings, many consumers require personalized and contextual experiences in all their interactions with companies (Keyser de et. al., 2015).

Customer experience is a competitive battlefield, but it is very broad when defined so that companies often find it difficult to define, implement and measure it (Maklan et al., 2017). The Institute of Marketing Science (2018) views customer experience as an important research priority. The experience gained by customers can affect customer satisfaction and even form customer loyalty to brands and companies (Semuel and Dharmayanti, 2013). Experience gained by customers can influence new customers through word of mouth. This is because customer experience is one of the keys to customer satisfaction.

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

Customer experience is important for the success of companies in almost all industries, especially in the banking industry that offers services and services. A superior customer experience can improve a variety of performance outcomes. Companies that offer strong CX will grow revenue faster than those that do not, attracting greater brand preference, which means they can charge more for their products/services, thus outperforming other companies in both share price growth and total returns.

2.3. Customer Satisfaction

Customer satisfaction is related to people who pay for products or services and use these products or services (Ling et al, 2016). Customer satisfaction is the level of one's feelings that arise after comparing the expected product performance (results) with the expected performance (results) (Kotler & Keller, 2016). Hult et al., (2019) stated that customer satisfaction is a customer assessment based on experience that involves emotional assessment. According to Ibojo and Asabi (2015), companies aim to satisfy their customers because customer satisfaction is the foundation on which other goals can be built and achieved.

Al-Maslam (2015) argues that the environment is now very competitive and one way to achieve competitive advantage and sustainable advantage is through customer satisfaction. Al-Maslam (2015) also stated that an increase in customer satisfaction also causes product demand inelasticity. According to Ozatac et al., (2015) customers care about whether staff see their faces when talking to customers. It can make them feel special and valued. This will leave a good impression on customers and provide trust. Customers want to be informed about the details of what products and services they have.

2.4.E-WOM

EWOM is a dynamic and ongoing process of exchanging actual and potential information about products, services, brands and companies that are available to many people and institutions via the internet (Ismagilova et al, 2017). According to Tata et al (2019), 93% of consumers indicated that online reviews (eWOM) significantly influence purchasing decisions. The Internet has formed a huge community where consumers talk without boundaries, when eWOM is written consumers and companies can check it anytime. This is the difference between eWOM and WOM, where once the message is delivered by the recipient, the message tends to disappear.

Ewom has been recognized as a crucial driver of consumer attitudes in determining which products/services they should buy (Ansary & Nik Hashim, 2017). Social media platforms facilitate peer-to-peer communication and represent a new form of consumer socialization that can influence consumer behavior (Wang, et. al, 2012). Thus, online platforms present ideal opportunities for word of mouth marketing (Durkin, et.al, 2014). In fact, social networking platforms enable the creation of shared value, which is an important constituent of the marketing process for service companies (Utkarsh, 2017). In this context, consumers act as agents who can strengthen or weaken the effects of marketing actions (Lamberton & Stephen, 2016).

EWOM has two advantages and disadvantages for marketers, namely eWOM is able to reach consumers in larger numbers and trajectories via the internet (Sohn, 2014), both eWOM are spread in a very short time (King, et.al, 2014). Both of these are great opportunities for marketers, but negative eWOM remains a challenge for marketers and negative eWOM is difficult to control. Overall, eWOM is still considered a powerful marketing tool. According to Berger (2014), eWOM is purpose-driven and serves five main functions, namely: impression management, emotion regulation, information acquisition, social bonding, and persuasion. Impression management includes identity signals and self-improvement motives and social bonds involve strengthening shared values (Berger, 2014).

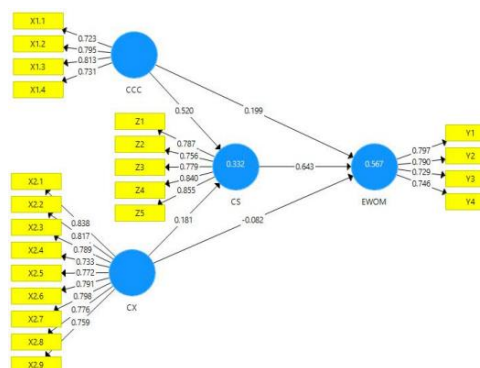
3. RESEARCH METHODS

The type of research in this research is associative research, namely research that connects two or more variables using a quantitative approach (Situmorang, 2019). The population in this study is an unknown number of BSI customers who use the Twitter application in Medan City. The technique used in determining the sample of this study is non-probability by using purposive sampling. According to Sugiyono (2017), purposive sampling is a sampling technique with certain considerations. The sample criteria used in this study are customers aged 19-35 years and have BSI savings. Hair et al. (2014), suggested a minimum sample size of 5-10 times the number of statement items. In this study there were 22 indicator items, so the number of samples needed in this study was $22 \times 5 = 110$. To test the validity and fit of the model, the Loading Factor and Average Variance Extracted (AVE) are used. Data analysis techniques used the Structural Equation Model (SEM) method to test the hypotheses in this study.

4. RESEARCH AND DISCUSSION

4.1. Outer Loading

The analysis technique using the SmartPLS 3.0 program has criteria for assessing the outer model, namely convergent validity, discriminant validity and composite reliability. Convergent validity of the measurement model with indicators is assessed based on the correlation between item scores or component scores. The convergent validity test of reflexive indicators with the SmartPLS 3.0 program can be seen by looking at the loading factor values for each construct indicator. The rule of thumb is used to assess convergent validity, namely the loading factor value must be greater than 0.7 for confirmatory research and the loading factor value between 0.6-0.7 for exploratory research is still acceptable, and the average variance extracted value (AVE) must be greater than 0.5. Even so, in the early stages of research on developing a measurement scale, a loading factor value of 0.5-0.6 is still acceptable (Hair et al., 2014).



Gambar 4.1 Outer Model

Based on Figure 4.1 it can be concluded that all statements on each research variable have an outer loading above 0.7. This means that all questions on each indicator in this study are valid. Assessment of reliability validity can be seen by looking at the reliability value of a construct from the average variance extracted (AVE) value of each construct. Has high reliability if the value is 0.70 and AVE has a value above 0.50. Table 4.1 below is the composite reliability and AVE values for each variable.

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

Table 4.1

Composite Reliability (CR) and Average Variance Extracted (AVE)

Variable	CR	AVE
CCC	0.851	0.588
CX	0.936	0.618
CS	0.901	0.647
E-WOM	0.850	0.587

Based on Table 4.1 it can be concluded that all constructs have reliable criteria. This can be seen from the composite reliability value above 0.70 and the average variance extracted (AVE) value above 0.50.

4.2.Inner Model

This model is assessed based on the relationship between the constructs, the significance value and the R square of the research model, then the structural model is evaluated using the R square for the dependent construct t test and the significance of the structural path parameter coefficients. The following Table 4.2 estimates the results of R square using the SmartPLS 3.0 program.

Table 4.2

R Square

Variable	R Square	R Square Adjusted
E-WOM	0.567	0.555
CS	0.332	0.319

This study uses two independent variables, namely customer co-creation and customer experience which influence eWOM through customer satisfaction. Table 4.10 shows that the r squared value for the eWOM variable is 0.567, while the r squared value for the customer satisfaction variable is 0.332. These results indicate that 56.7% of the eWOM variable is explained by co-creation, customer experience and customer satisfaction variables, while the remaining 43.3% is explained by variables not examined in this study. The r square result for the customer satisfaction variable is 0.332. This shows that 33.2% of the customer satisfaction variable is explained by co-creation, customer experience, while the remaining 66.8% is explained by other variables not examined in this study.

Analysis of direct effect (Direct Effect/Path Coefficient) and indirect effect (Indirect Effect) aims to determine the strength between constructs, both directly and indirectly, namely to determine the direct effect of co-creation, customer experience on customer satisfaction, direct effect co-creation, customer experience on eWOM and the direct effect of customer satisfaction on eWOM. The indirect effect is the effect of co-creation and customer experience on eWOM through customer satisfaction. The table below describes the direct effect (Direct Effect/Path Coefficient) and the indirect effect (Indirect Effect).



Table 4.2
Path Coefficient

	Origin al Sample (O)	Sam ple Mean (M)	Standart Deviation (STDEV)	T- Statistic (O/STDEV)	P Values
CCC-> eWOM	0.199	0.2 17	0.095	2.097	0.000
CX -> eWOM	-0.082	- 0.064	0.080	1.020	0.310
CCC-> CS	0.520	0.5 25	0.072	7.219	0.038
CX -> CS	0.181	0.2 03	0.067	2.691	0.008
CS -> eWOM	0.643	0.6 43	0.080	7.989	0.000

Berdasarkan Tabel 4.11 maka dapat disimpulkan hasil sebagai berikut:

1. The p value of the influence of customer co-creation (CCC) on eWOM (CCC -> eWOM) is 0.000 with a statistical T value of 2.097 and a positive coefficient. Therefore the p value < 0.05 and the T statistic > 1.96 and the coefficient is positive, it can be concluded that customer co-creation has a positive and significant effect on eWOM. This shows that the better the customer co-creation, the higher the customer's desire to do positive eWOM. This also means that hypothesis 1 in this study is accepted.
2. The p value of the influence of customer experience (CX) on eWOM (CX -> eWOM) is 0.310 with a statistical T value of 1.020 and a negative path coefficient. Because the p value > 0.05 and the T statistic < 1.96 and the path coefficient is negative, it can be concluded that Customer Experience (CX) has a negative and insignificant effect on eWOM. This shows that a good customer experience felt by customers does not make customers want to do eWOM. This shows that hypothesis 2 in this research is rejected
3. The p value of the influence of customer co-creation (CCC) on customer satisfaction (CS) (CCC -> CS) is 0.038 with a statistical T value of 7.219 and a positive path coefficient. because the p value < 0.05 and the T statistic > 1.96 and the path coefficient is positive, it can be concluded that customer co-creation (CCC) has a positive and significant effect on customer satisfaction (CS). This shows that the better the level of customer co-creation, the higher the level of customer satisfaction. This also shows that hypothesis 3 in this study is accepted.
4. The p value of the effect of customer experience (CX) on customer satisfaction (CS) (CX -> CS) is 0.008 with a statistical T value of 2.691 and a positive path coefficient. It can be concluded that customer experience (CX) has a positive and significant effect on customer satisfaction (CS). This shows that the better the customer experience experienced by customers, the higher customer satisfaction will be. This means that hypothesis 4 in this study is accepted.
5. The p value of the effect of customer satisfaction on eWOM (CS -> eWOM) is 0.000 and the T statistic is 7.989 and the path coefficient is positive. It can be concluded that customer satisfaction (CS) has a positive effect on eWOM. This shows that the better customer satisfaction perceived by customers will increase positive eWOM. This means that hypothesis 5 in this study is accepted.

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

Table 4.3
Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P Values
CCC-> CS-> eWOM	0.199	0.217	0.095	2.097	0.000
CX -> CS -> eWOM	-0.082	-0.064	0.080	1.020	0.310

- The p value of the indirect effect of customer co-creation (CCC) on eWOM through customer satisfaction (CS) (CCC -> CS -> eWOM) is 0.000 and the statistical T value is 5.353 and the path coefficient is positive. because the p value <0.05 and the T statistic >1.96 and the path coefficient is positive, it can be concluded that customer co-creation (CCC) has a positive and significant effect on eWOM through customer satisfaction. This means that hypothesis 6 in this study is accepted
- The p value of the indirect effect of customer experience (CX) on eWOM through customer satisfaction (CS) (CX -> CS -> eWOM) is 0.015 and the T statistic is 2.476 and the path coefficient is positive. Because the p value <0.05 and the T statistic > 1.96 and the path coefficient is positive, it can be concluded that customer experience (CX) has a positive and significant effect on eWOM through customer satisfaction (CS). This means that hypothesis 7 in this study is accepted.

5.DISCUSSION

5.1.Customer co-creation has a positive and significant effect on eWOM at Bank Syariah Indonesia in Medan City

Based on the results of the Path Coefficient, it shows that customer co-creation has a positive and significant effect on eWOM for BSI customers who use Twitter. it can be concluded that the customer co-creation between customers and BSI is good. This can be seen from the assessment given by customers to BSI regarding their involvement with BSI. According to Martovoy and Santos (2012), co-creation is an innovation and improvement of services offered by banks that will encourage clients to be active in the co-creation process, by offering advantages such as low fees, ease of transactions, and others. Engaged customers tend to be more committed to the bank. Grisseman and Stockburger (2012) state that co-creation is a very valuable customer behavior because of its role in creating value and as a differentiator from other companies.

Brodie (2017) states that co-creation is very important to word of mouth where the real brand value lies in the process carried out by the company, while stimulus plays only a small role in influencing consumer satisfaction and loyalty. Customer co-creation with this high condition will result in the customer's desire to be more committed and trust in BSI, besides that customers will also feel that BSI is different from other banks, thus making BSI special. The results of this study are in accordance with the results of research conducted by Wufron et al., (2020) and Xie et al., (2018) that customer co-creation has a positive and significant effect on eWOM. It was concluded that customer co-creation can realize the positive spread of eWOM in BSI.



5.2. Customer experience has a negative and insignificant effect on eWOM at Bank Syariah Indonesia in Medan City

Based on the results of the Path Coefficient, it shows that the customer experience variable has a negative and insignificant effect on electronic word of mouth (eWOM). Customer experience at the bank is associated with how the bank offers special services to customers. Customer experience at the bank is not only buying products but also experience in transactions. In this study, the most influential dimension is core experience. This dimension refers to the core assessment of a bank, the knowledge of bank employees about the bank and the treatment of bank employees towards customers. Thus the attitudes and knowledge of employees have an important role in shaping the customer experience at BSI. Employees who are friendly, polite, agile, and work wholeheartedly must be maintained and even improved in their skills. The results of this study are different from the results of research by (Saputri, 2019; Savira, 2019) which states that customer experience has a positive and significant effect on eWOM. This means that a good customer experience does not necessarily stimulate BSI customers to spread eWOM. The customer experience that must be created by BSI must be different and unique from other banks.

6. CONCLUSION

Based on the results of research and discussion) it can be concluded as follows:

Customer co-creation felt by BSI customers who use Twitter is quite good. BSI must always maintain good communication with customers, especially with customers aged 19-25 years. Customer involvement is important because customers like to be involved with BSI. Focus more on listening to what customers want. Customer experience for BSI customers is quite good, although interestingly in this study it has a negative and not significant effect on eWOM. This should be of particular concern to BSI, because even though the customer's experience is good, they still carry out negative eWOM. This could worsen BSI's image in the future. Customers feel that the experience gained at BSI is mediocre and there is nothing interesting, so it does not encourage eWOM. BSI must create a unique and different money experience from other banks, such as providing drinks when customers are waiting for a long time, this applies to all customers, not just priority customers. In addition, BSI needs to improve the quality of mobile banking, which customers often experience errors, and increase the number of ATM machines available at ATM outlets. Customer satisfaction felt by BSI customers on Twitter has been achieved. Customers are satisfied with BSI as a whole, but BSI should also pay attention to always improve and maintain customer satisfaction. Some customers feel that the services provided by BSI are complicated and complicated. BSI must simplify the services provided so that customers feel that they are not wasting too much time.

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

REFERENCES

- Abdillah, W., & Jogiyanto, 2015. Partial Least Square (PLS) Alternatif Structure Equation Modeling (SEM) dalam Penelitian Bisnis, edisi kesatu. Yogyakarta: ANDI.
- Al-Maslam., 2015. The Relationship between Customer Satisfaction and Customer Loyalty in the Banking Sector in Syria. *Journal Marketing Consumen*, vol. 7, No. 9
- Andreini D, Pedeliento G, Zarantonello L, Solerio C., 2019. A renaissance of brand experience: advancing the concept through a multi-perspective analysis. *J Bus Res Vol. 91*, pp 123–133
- Andriani, K., & Karisma, S. R., 2019. The Effect of Experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *The TQM Journal*, pp 1754-2731.
- Anita, T. L., 2019. The Effect of Perceived Quality in E-commerce to Customer Loyalty (WOM, INTENT, TRUST) Through Customer Satisfaction. *Jurnal Hospitality dan Pariwisata*, Vol.4, No. 1, pp 1 - 85.
- Ansary, A., & Nik Hashim, N, 2017. Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. Springer
- Asnawi, N & Setyaningsih, N., 2021. Islamic Banking Service Innovation Customer CoCreation: Its Impact on Customer Trust, Satisfaction and Loyalty. *Journal of Business Research*, Vol. 56, No. 2, pp 65-82.
- Berger, J., 2014. Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research. *Journal Consumen Psychology*, Vol. 24, No. 4, pp. 586-607.
- Bustani, B., Khaddafi, M. ., & Nur Ilham, R. (2022). REGIONAL FINANCIAL MANAGEMENT SYSTEM OF REGENCY/CITY REGIONAL ORIGINAL INCOME IN ACEH PROVINCE PERIOD YEAR 2016-2020. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 2(3), 459–468. <https://doi.org/10.54443/ijerlas.v2i3.277>
- Brodie, R. J., 2017. Commentary on “Working consumers: Co-creation of brand identity, consumer identity, and brand community identity”, *Journal of Business Research*, Vol. 70, pp. 430-431
- Cajetan, C., 2018. Digital Banking, Customer Experience and Bank Financial Performance: UK Customers’ Perception, *International Journal of Bank Marketing*, Vol. 36, No. 2, pp 230-255.
- Cambra, F. J., Perez, L., & Grott, E., 2017. Towards a Co-creation Framework in the Retail Banking Services Industry: Do Demographics Influence, *Journal of Retailing and Consumer Services*, Vol. 34, No. 17, pp 219-228.
- Cambra, F. J., Perez, L., & Grott, E., 2017. Towards a Co-creation Framework in the Retail Banking Services Industry: Do Demographics Influence, *Journal of Retailing and Consumer Services*, Vol. 34, No. 17, pp 219-228.
- Chen, C., & Wang, J., 2016. Customer Participation, Value Co-creation and Customer Loyalty a Case of Airline Online Check-in System. *Computers in Human Behavior*, pp. 346- 352.
- Cohen, J. 1988. *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum Associates, Publishers.
- Durkin, M., McGowan, P., & Murray, L., 2014. Perspectives on the potential for social media to improve communication in small business–bank relationships. *International Journal Entrepreneur Innovation*, Vol. 15, No. 4, pp 251-264.
- Eisingerich, A., Auh, S., & Omar, M., 2014. Acta Non Verba? The Role of Customer Participation and Word of Mouth in the Relationship Between Service Firms' Customer Satisfaction and Sales Performance. *Journal of Service Research*, Vol. 17, No. 1, pp 40-53.
- Falahuddin, F., Fuadi, . F., Munandar, M., Juanda, R. ., & Nur Ilham, R. . (2022). INCREASING BUSINESS SUPPORTING CAPACITY IN MSMES BUSINESS GROUP TEMPE BUNGONG NANGGROE KERUPUK IN SYAMTALIRA ARON DISTRICT, UTARA ACEH REGENCY. *IRPITAGE JOURNAL*, 2(2), 65–68. <https://doi.org/10.54443/irpitage.v2i2.313>



- Febriana, N. I., 2016. Analisis kualitas pelayanan bank terhadap kepuasan nasabah pada Bank Muamalat Indonesia KCP Tulungagung. an-nisbah, Vol. 3, No. 1, pp 145-168.
- Folkes, V. S., Recent Attribution Research in Consumer Behavior: A Review and Direction. *Journal of Consumer Research*, Vol. 14, No. 4, pp. 548-565
- Geovani, I. ., Nurkhotijah, S. ., Kurniawan, H. ., Milanie, F., & Nur Ilham, R. . (2021). JURIDICAL ANALYSIS OF VICTIMS OF THE ECONOMIC EXPLOITATION OF CHILDREN UNDER THE AGE TO REALIZE LEGAL PROTECTION FROM HUMAN RIGHTS ASPECTS: RESEARCH STUDY AT THE OFFICE OF SOCIAL AND COMMUNITY EMPOWERMENT IN BATAM CITY. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 1(1), 45–52. <https://doi.org/10.54443/ijerlas.v1i1.10>
- Ghozali, I., 2016. Aplikasi Analisis Multivariate dengan Program IBM SPSS 23, Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., Latan, H., 2015. Partial Least Squares: konsep, Teknik dan Aplikasi Menggunakan Program Smart PLS 3.0. Semarang: Universitas Diponegoro Semarang
- Grissemann, U.S., & Stockburger-Sauer, N.E., 2012. Customer co-creation of travel services: The role of company support and customer satisfaction with the co-creation performance. *Tourism Management*, Vol 33, No. 6, pp 1483-1492
- Hair, Joseph. F., . 2017. Essentials of Marketing Research. 4th. Ed. McGrawHill Education, 2 Penn Plaza, New York, NY 10121.
- Hair, Joseph. F., Black, William. C., Babin, Barry. J., Anderson, Rolph. E. 2014. *Multivariate Data Analysis*. Harlow: Pearson Education Limited.
- Harahap, A. P., & Dwi, S., 2020. Bank dan lembaga keuangan lainnya. Surabaya: CV. Jakad Media Publishing.
- Homburg, Christian., Koschate, Nicole., Hoyer, D, Wayne., 2005. Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay. *Journal of Marketing*, Vol. 69, pp. 84-96
- Ibojo B.O., Asabi, O.M., 2015. Impact of customer satisfaction on customer loyalty. A case study of a reputable bank in oyo state. *International Journal on Managerial Studies and Research*. Vol. 2, No. 2, pp 59-69
- Ilham, Rico Nur. *et all* (2019). Investigation of the Bitcoin Effects on the Country Revenues via Virtual Tax Transactions for Purchasing Management. *International Journal of Suplly Management*. Volume 8 No.6 December 2019.
- Ilham, Rico Nur. *et all* (2019).. Comparative of the Supply Chain and Block Chains to Increase the Country Revenues via Virtual Tax Transactions and Replacing Future of Money. *International Journal of Suplly Management*. Volume 8 No.5 August 2019.
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D., 2017. *Electronic word of mouth (eWOM) in the marketing context*. UK: Springer.
- Kavitha, S., & Haritha, P., 2018. A Study on Customer Experience and its relationship with repurchase intention among telecom subscribers in Coimbatore District. *International Journal of Management Studies*, Vol. 5 No. 3, 83-91.
- King, R., Racherla, P., & Bush, V., 2014. What we know and don't know about online word-of-mouth: A review and synthesis of the literature. *Journal of Interactive Marketing*, Vol. 28, No. 3, pp 167–183.
- Lasta Irawan, A. ., Briggs, D. ., Muhammad Azami, T. ., & Nurfaliza, N. (2021). THE EFFECT OF POSITION PROMOTION ON EMPLOYEE SATISFACTION WITH COMPENSATION AS INTERVENING VARIABLES: (Case Study on Harvesting Employees of PT. Karya Hevea Indonesia). *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(1), 11–20. <https://doi.org/10.54443/ijset.v1i1.2>
- likdanawati, likdanawati, Yanita, Y., Hamdiah, H., Nur Ilham, R., & Sinta, I. (2022). EFFECT OF ORGANIZATIONAL COMMITMENT, WORK MOTIVATION AND LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE OF PT. ACEH DISTRIBUS INDO RAYA. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(8), 377–382. <https://doi.org/10.54443/ijset.v1i8.41>
- Lima, F. (2019), “Correlating customer experience management and organizational performance: a Case Study of J&K Bank, IUP”, *International Journal of Organizational and Business Behavior*, Vol. 2 No. 4, pp. 21-32.

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

- Ling, G. M., Fern, Y. S., Boon, L. K., & Huat, T. S. (2016). Understanding Customer Satisfaction of Internet Banking: A Case Study In Malacca. *Procedia Economics and Finance*, Vol. 37, No. 16, pp 80–85.
- Mahatma, I Gede et al., 2020. Public Transport Users ' WOM : An Integration Model of the Theory of Planned Behavior , Customer Satisfaction Theory , and Personal Norm Theory. *Transportation Research Procedia*, Vol. 48, pp 3365–3379
- Mainardes, E., Teixeira, A., & Romano, P., 2017. Determinants of co-creation in banking services. *International Journal of Bank Marketing*, Vol. 35, No. 2, pp 187-204.
- Majied Sumatrani Saragih, M. ., Hikmah Saragih, U. ., & Nur Ilham, R. . (2021). RELATIONSHIP BETWEEN MOTIVATION AND EXTRINSIC MOTIVATION TO ICREASING ENTREPRENEURSHIP IMPLEMENTATION FROM SPP AL-FALAH GROUP AT BLOK 10 VILLAGE DOLOK MASHIHUL. *MORFAI JOURNAL*, 1(1), 1–12. <https://doi.org/10.54443/morfai.v1i1.11>
- Mahfud, M., Yudianta, I. K., & Sariyanto, S. (2022). HISTORY OF BANYUWANGI KALIKLATAK PLANTATION AND ITS IMPACT ON SURROUNDING COMMUNITIES. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 3(1), 91–104. <https://doi.org/10.54443/ijerlas.v3i1.492>
- Mahfud *et all* (2021). PEMANFAATAN TRADISI RESIK LAWON SUKU USING SEBAGAI SUMBER BELAJAR SEJARAH LOKAL PADA SMA DI BANYUWANGI. *Media Bina Ilmiah* Vol.16 No.3 Oktober 2021. <http://ejurnal.binawakya.or.id/index.php/MBI/article/view/1294/pdf>
- Mahfud *et all* (2020). Developing a Problem-Based Learning Model through E-Learning for Historical Subjects to Enhance Students Learning Outcomes at SMA Negeri 1 Rogojampi. *IOP Conf. Series: Earth and Environmental Science* 485 (2020) 012014 doi:10.1088/1755-1315/485/1/012014
- Maklan, S., Antonetti, P., & Whitty, S., 2017. A better way to manage customer experience: Lessons from the royal bank of Scotland. *California Management Review*, Vol. 59, No. 2, pp 92–115.
- Martovoy, A., & Santos, J., 2012. Co-creation and co-profiting in financial services. *International Journal of Entrepreneurship and Innovation Management*, Vol. 16, No. 1, pp 114-135.
- Maxham, G, James., Netemeyer, G, Richard., 2002. A Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Efforts. *Journal of Marketing*, Vol. 66, No. 4, pp. 57-71
- Mukarom, Zaenal & Laksana, Wijaya, 2018. *Manajemen Pelayanan Publik*. Bandung: CV Pustaka Setia.
- Mukhtar, M., Ismail, M., & Yahya, Y., 2012. A hierarchical classification of co-creation models and techniques to aid in product or service design. *Computers in Industry*, Vol. 63, No. 4, pp 289-297.
- Nur Ilham, R. ., Arliansyah, A., Juanda, R., Multazam, M. ., & Saifanur, A. . (2021). RELATHIONSIP BETWEEN MONEY VELOCITY AND INFLATION TO INCREASING STOCK INVESTMENT RETURN: EFFECTIVE STRATEGIC BY JAKARTA AUTOMATED TRADING SYSTEM NEXT GENERATION (JATS-NG) PLATFORM. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 1(1), 87–92. <https://doi.org/10.54443/ijebas.v1i1.27>
- Nur Ilham, R., Heikal, M. ., Khaddafi, M. ., F, F., Ichsan, I., F, F., Abbas, D. ., Fauzul Hakim Hasibuan, A. ., Munandar, M., & Chalirafi, C. (2021). Survey of Leading Commodities Of Aceh Province As Academic Effort To Join And Build The Country. *IRPITAGE JOURNAL*, 1(1), 13–18. <https://doi.org/10.54443/irpitage.v1i1.19>
- Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES “SOCIALIZATION AVOID STUDY INVESTMENT” TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, 2(2), 61–64. <https://doi.org/10.54443/irpitage.v2i2.312>
- Nur Ilham, R., Arliansyah, A., Juanda, R. ., Sinta, I. ., Multazam, M. ., & Syahputri, L. . (2022). APPLICATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN IMPROVING BENEFITS OF STATE-OWNED ENTERPRISES (An Emperical Evidence from Indonesian Stock Exchange at Moment of Covid-19). *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(5), 761–772. <https://doi.org/10.54443/ijebas.v2i5.410>
- Nur ilham, R., Likdanawati, L., Hamdiah, H., Adnan, A., & Sinta, I. . (2022). COMMUNITY SERVICE ACTIVITIES “SOCIALIZATION AVOID STUDY INVESTMENT” TO THE STUDENT BOND OF SERDANG BEDAGAI. *IRPITAGE JOURNAL*, 2(2), 61–64. <https://doi.org/10.54443/irpitage.v2i2.312>
- Nur Ilham, R., Arliansyah, A., Juanda, R. ., Sinta, I. ., Multazam, M. ., & Syahputri, L. . (2022). APPLICATION OF GOOD CORPORATE GOVERNANCE PRINCIPLES IN IMPROVING BENEFITS OF STATE-OWNED ENTERPRISES (An Emperical Evidence from Indonesian Stock Exchange at Moment of Covid-



- 19). *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(5), 761–772. <https://doi.org/10.54443/ijebas.v2i5.410>
- Oliver, R.L & Swan, J.E., 1989. Consumer perceptions of interpersonal equity and satisfaction in transaction: A field survey approach. *Journal of Marketing*, Vol. 53, No. 2, pp 21-35
- Ozatac, N., Saner, T., & Sen, Z. S., 2016. Customer Satisfaction in the Banking Sector : The Case of North Cyprus. *Procedia Economics and Finance*, pp Vol. 39, No. 16, pp 870- 878.
- Rahmaniar, R., Subhan, S., Saharuddin, S., Nur Ilham, R. ., & Anwar, K. . (2022). THE INFLUENCE OF ENTREPRENEURSHIP ASPECTS ON THE SUCCESS OF THE CHIPS INDUSTRY IN MATANG GLUMPANG DUA AND PANTON PUMP. *International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)*, 1(7), 337–348. <https://doi.org/10.54443/ijset.v1i7.36>
- Rahmawati, Y., & Suminar, B., 2014. Pengaruh Kepuasan dan Loyalitas Pelanggan Terhadap Word of Mouth Pada Pelanggan Honda Motor Di Surabaya. *Journal of Business and Banking*. Vol. 4, No. 1
- Rathore AK, Ilavarasan PV, Dwivedi YK., 2016. Social media content and product cocreation: an emerging paradigm. *J Enterprise Inf Manage*, Vol. 29, No. 1, pp 7–18
- Rico Nur Ilham, Irada Sinta, & Mangasi Sinurat. (2022). THE EFFECT OF TECHNICAL ANALYSIS ON CRYPTOCURRENCY INVESTMENT RETURNS WITH THE 5 (FIVE) HIGHEST MARKET CAPITALIZATIONS IN INDONESIA. *Jurnal Ekonomi*, 11(02), 1022–1035. Retrieved from <http://ejournal.seaninstitute.or.id/index.php/Ekonomi/article/view/481>
- Ross, R, 2012. *Marketing Science Institute: Research Priorities 2010-2012*. Boston: Massachusetts: Marketing Science Institute.
- Roy, Subhadip. 2018. Effet of customer experience across service types, customer types and time. *Journal of Service Marketing*, Vol. 32, No. 4, pp. 400-413
- Sandi, H. ., Afni Yunita, N. ., Heikal, M. ., Nur Ilham, R. ., & Sinta, I. . (2021). RELATIONSHIP BETWEEN BUDGET PARTICIPATION, JOB CHARACTERISTICS, EMOTIONAL INTELLIGENCE AND WORK MOTIVATION AS MEDIATOR VARIABLES TO STRENGTHENING USER POWER PERFORMANCE: AN EMPERICAL EVIDENCE FROM INDONESIA GOVERNMENT. *MORFAI JOURNAL*, 1(1), 36–48. <https://doi.org/10.54443/morfai.v1i1.14>
- Saputri, N. H. (2019). Pengaruh customer experience terhadap electronic word of mouth dengan customer satisfaction sebagai variabel mediasi. *Jurnal Manajemen*.
- Saputri, N. H. (2019). Pengaruh customer experience terhadap electronic word of mouth dengan customer satisfaction sebagai variabel mediasi. *Jurnal Manajemen*.
- Savira, D., 2019. The Influence of Customer Experience toward word of mouth Through Customer Satisfaction of Plengkung Beach Tourism In Banyuwangi.
- Semuel, H., & Dharmayanti, D. 2013. Pengaruh customer experience quality terhadap customer satisfaction & customer loyalty di kafe excelso tunjungan plaza surabaya: perspektif b2c. *Jurnal Manajemen Pemasaran Petra*, Vol. 1, No. 1, pp 1–15.
- Sinurat, M. ., Heikal, M. ., Simanjuntak, A. ., Siahaan, R. ., & Nur Ilham, R. . (2021). PRODUCT QUALITY ON CONSUMER PURCHASE INTEREST WITH CUSTOMER SATISFACTION AS A VARIABLE INTERVENING IN BLACK ONLINE STORE HIGH CLICK MARKET: Case Study on Customers of the Tebing Tinggi Black Market Online Store. *MORFAI JOURNAL*, 1(1), 13–21. <https://doi.org/10.54443/morfai.v1i1.12>
- Sinta, I., Nur Ilham, R. ., Authar ND, M. ., M. Subhan, & Amru Usman. (2022). UTILIZATION OF DIGITAL MEDIA IN MARKETING GAYO ARABICA COFFEE. *IRPITAGE JOURNAL*, 2(3), 103–108. <https://doi.org/10.54443/irpitage.v2i3.467>
- Situmorang, S. H, 2019. Analisis data untuk riset manajemen dan bisnis, Edisi Keempat. Medan: USU Press. Situmorang, S. H., & Hardi, M. 2019. *Service Marketing*. Medan: Yayasan Al-Hayat
- Sugiyono. 2017. *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi dan R&D*. Bandung: Alfabeta.
- Sulistyo, Andy Pratama., 2020. Mendapatkan word of mouth di social media dan loyalitas dengan digital customer experience. *Jurnal Bisnis dan Manajemen*, Vol. 7, No. 2, pp 85-94.
- Tata, S. V., Prashar, S., & Gupta, S., 2019. An examination of the role of review valence and review source in varying consumption contexts on purchase decision. *Journal of Retailing and Consumer Services*. Vol. 52, pp 1-10

THE EFFECT OF CUSTOMER CO-CREATION AND CUSTOMER EXPERIENCE ON ELECTRONIC WORD OF MOUTH (EWOM) THROUGH CUSTOMER SATISFACTION ON SHARIA INDONESIAN BANK IN MEDAN CITY

Rizky Amalia Nasution, Amrin Fauzi, Arlina Nurbaity Lubis

- Torkzadeh, Samaneh., Zolfagharian, Mohammadali., Iyer, Pramod., 2020. Customer Value Co-creation Behavior and Service outcomes: Insights from a Transformative Service. *Journal of Strategic Marketing*, Vol. 29, No. 8, pp 1-24
- Utkarsh., 2017. Individual differences in consumer information search for services: a multiple mediation study. *Journal Retail Consumer Service*, Vol. 37, No. C, pp 33-42.
- Vega-Vazquez, M., Revilla-Camacho, M. Á., & Cossío-Silva, F. J., 2013. The value cocreation process as a determinant of customer satisfaction. *Management Decision*, Vol. 51, No. 10, pp 1945–1953.
- Wang C-C, Yang YY-H, Wang P., 2014. Sharing word of mouths or not: The difference between independent and interdependent self-construal. *PACIS*
- Wang, X., Yu, C., & Wei, Y., 2012. Social media peer communication and impacts on purchase intentions: a consumer socialization framework. *Journal Interaction Marketing*, Vol. 26, No. 4, pp 198-208.
- Wayan Mertha, I. ., & Mahfud, M. (2022). HISTORY LEARNING BASED ON WORDWALL APPLICATIONS TO IMPROVE STUDENT LEARNING RESULTS CLASS X IPS IN MA AS'ADIYAH KETAPANG. *International Journal of Educational Review, Law And Social Sciences (IJERLAS)*, 2(5), 507–612. <https://doi.org/10.54443/ijerlas.v2i5.369>
- Wufron, Rohimat, N., & Maria, R., 2020. Value Co-Creation terhadap Word Of Mouth melalui Customer Satisfaction Produk Kerajinan Kulit Sukaregang Garut. *Jurnal Wacana Ekonomi*, Vol. 20, No. 1, pp 9-16.
- Yulianton, H., Sutanto, F, A., Hadiono, K. 2017, Analisa Electronic Word of Mouth (eWOM) pada Sosial Media Twitter. *Jurnal DINAMIK*, Vol. 22, No. 1, pp. 11-22.
- Yusuf Iis, E., Wahyuddin, W., Thoyib, A., Nur Ilham, R., & Sinta, I. (2022). THE EFFECT OF CAREER DEVELOPMENT AND WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE WITH WORK MOTIVATION AS INTERVENING VARIABLE AT THE OFFICE OF AGRICULTURE AND LIVESTOCK IN ACEH. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAS)*, 2(2), 227–236. <https://doi.org/10.54443/ijevas.v2i2.191>
- Zhang, M., Hu, M., Guo, L., & Liu, W., 2017. Understanding relationships among customer experience, engagement, and word-of-mouth intention on online brand communities: The perspective of Service Ecosystem. *Internet reseach*. Vol. 27, No. 3, pp 1-29