

WHEN TRUST LEADS TO LOYALTY: A STUDY ON THE INDONESIAN SHARIA BANK IN ACEH

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ABSTRACT

In many ways, trust is seen as the basis for relationships with consumers. The importance of a sense of trust will be as important as building the business itself. Hence, trust is one measure by which the business objectives can be further achieved. This research proposes and tests a model of brand trust that includes both its antecedents and its consequences. The model is rooted in a causal approach and features established brand trust constructs. This study was conducted by quantitative approaches, the sampling technique used is non-probability sampling. Multiple regression was used in this study for the analysis method of data. The results show that BSI is considered a preferred brand and as such consumers appear to be loyal and want to spread the word of mouth to other customers. Furthermore, the leader needs to consider this antecedent as a strategy to maintain customer loyalty in the future.

Keywords: brand trust, customer loyalty, Sharia Bank

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INTRODUCTION

Consumers can trust certain brands. Based on this, researchers in the Islamic banking industry has received attention from various circles, both Muslims and non-Muslims (Faisal et al., 2016). In addition, several countries also support Islamic banking services as a solution to various problems including the global financial crisis. (Fitria et al, 2016).

The existence of and banking operations in Indonesia provide benefits to society, large, medium or lower industry. There is The need to save money for the community also provides a sense of security and comfort in banking transactions. Therefore, the existence of Islamic banks is one solution increasing public confidence in banking in particular in Indonesia. In essence, bank competition has increased customer choice and increased the propensity to switch. This condition makes it difficult to find new customers and retain old customers (Fielnanda, 2022:20). The strength of sharia banks in Indonesia is the merger of three sharia banks to become a new community bank. Psychologically, this situation increases customer trust in Bank BSI's operations, However, the problem is that getting customers to trust a new bank is difficult. Customer trust is determined by public trust in the sharia concept implemented by the bank.

Consequently, when joining Bank Syariah Indonesia, customers have two choices: switch or remain loyal customers. Bank Syariah Indonesia customer loyalty is influenced by many factors, one of which is the trust factor. The high level of customer interest in using company services is an interesting problem to study theoretically. In this regard, the aim of this research is to determine customer attitudes towards the phenomenon that occurs. Previous research on consumer behavior shows that companies with religious values or images are able to create emotional connections between brands and customers.

The previous concept was created to explain that there is a relationship between the credible value of several brands and the religious aspect of customer loyalty (Idris and Kadir, 2018). By using a

brand, customers express themselves to their environment (Sarkar and Sarkar, 2017), meaning that by using a brand that is based on religion, customers feel they have fulfilled several religious commandments in the hope of getting the pleasure of Allah SWT.

Based on the phenomena presented in the background, the authors base the problem formulation in this research, namely: Does the antecedent of brand trust affect the loyalty of Indonesian Sharia Bank customers in Banda Aceh City.

METHOD

Data and Sample

This study was conducted as a quantitative approach. Quantitative research is an approach used in the social sciences and other sciences to collect, analyse and interpret data using statistical methods and techniques. This approach focuses heavily on measurement and numbers, and aims to provide an in-depth understanding of the relationship between the variables under study (Tojiri et al., 2023). The data collection method used in this study was sourced from primary and secondary data. Primary data were obtained from interviews with the general public, students, and academics in Aceh regarding their thoughts, experiences and perceptions of the full implementation of Indonesian Islamic banking operations. The key information is people who provide information about the situation and condition of the research background (Moleong, 2006).

In Addition, determination of informants is done by purposive sampling, namely the technique of choosing by means of certain criteria so that researchers can get in-depth information to reveal the phenomena that occur (Krisyanto, 2007). Informants in this study are customers, both academics, practitioners and the general public who have accounts at Islamic and conventional banks in order to know the advantages and disadvantages of each bank account they have.

Measures

This study consists of two variables, namely the independent variable and the dependent variable. independent variables include consumer brands, brand characteristics and company characteristics. while brand loyalty is the dependent variable. all indicators in these variables are measured using a scale of 1-5.

Data Analysis

Multiple linear regression was used in this study to analyze the data. In the study, the model goodness-of-fit test assesses the statistical ability of the sample regression function to estimate the real value. This test can be calculated using R-squared and F-test statistics (Mongomery et al., 2012). The R-squared value indicates how well the independent variables explain the dependent variable, while the F-test statistic shows if all the independent factors in the model influence the dependent variable. The test criteria are categorized as follows: If the P value is greater than 0.05, it indicates that the analytical approach utilized is consistent with the study model. If the P value is less than 0.05, it indicates that the analytical approach is not appropriate for research.

According to Ghozali (2018), the t-test statistic is a statistical test used to determine how individual independent factors affect the dependent variable. The t-statistic test can be employed to assess the impact of the independent variable on the dependent variable assuming there are no constraints. If the t-value is greater than the t-table and <0.05 , it suggests that brand-consumer characteristics, brand characteristics, and company characteristic have an influence on brand loyalty. Conversely, if the t-value is less than the t-table and the significance is above 0.05, it implies that brand-consumer characteristics, brand characteristics and company characteristics do not impact brand loyalty.

RESULT AND DISCUSSIONS

The validity test shows the ability of the questionnaire to reveal something to be measured. Validity test is a measure that shows the level of validity of an instrument/questionnaire (Afifudin, 2009).

Table 1. Validity Result

Indicators Variable	r-value	r-table
BC(X1)1	0,702	0,197
BC (X1)2	0,649	0,197
BC (X1)3	0,641	0,197
BC(X1)4	0,638	0,197
BC(X1)5	0,738	0,197
CC (X2)1	0,634	0,197
CC (X2)2	0,676	0,197
CC (X2)3	0,714	0,197
CC (X2)4	0,614	0,197
CC (X2)5	0,590	0,197
CB(X3)1	0,688	0,197
CB(X3)2	0,630	0,197
CB(X3)3	0,670	0,197
CB(X3)4	0,719	0,197
CB(X3)5	0,680	0,197
CL(Y)1	0,715	0,197
CL(Y)2	0,704	0,197
CL(Y)3	0,714	0,197
CL(Y)4	0,722	0,197
CL(Y)5	0,703	0,197

Based on the table 1, it can be explained that all indicators on the variable under study are valid, it had a correlation coefficient above the critical correlation value of 0.197. It shows all the statements contained in this research questionnaire are valid for further in-depth research. The reliability test is a measure of the stability and consistency of respondents in answering matters relating to constructs (Baktiar, 2010). An indicator or measuring instrument has high reliability or can be trusted if the measuring instrument is stable so that it can be relied on (dependability) and can be used to predict (predictability).

Based on table 2, it can be seen the magnitude of the contribution of the independent variables to the dependent variable, includes consumer-brand characteristics of 1.304, brand characteristics of 1.438, and company characteristics of 1.807. So it can be concluded that learning brand-consumer characteristics, brand characteristics, and company characteristics has a positive effect on the level of brand loyalty. In other words, if brand-consumer characteristics, brand Characteristics, and Company Characteristics increase, this will be followed by an increase in the level of brand loyalty. The magnitude of the influence of brand-consumer characteristics, brand characteristics, and company characteristics together or the contribution of the variables can be seen from the Adjusted R Square value of 0.585. This value means that the ability of the brand-consumer characteristics, brand characteristics, and company characteristics variables together

contributed to the Brand Loyalty Level of 59.7% while the remaining 40.3% was influenced by other variables not studied.

Table. 2 Regression Result

Variable	Coefficient Regression B	t	Sig.
Constant	12.049	55.06	0.000
Brand-consumer characteristics	1.304	5.928	0.000
Brand characteristics	1.438	6.537	0.000
Company caharacteristics	1.807	8.215	0.000
N		102	
R		0.773	
R Square		0.597	
Adj. R Square		0.585	
Statistical F-test		48.455	
Sig		0.000	

Based on that, it was found that there was a positive relationship between these variables. Accordingly, as the trust consumers feel for the brand increases, their loyalty also increases. When the effect of brand trust on loyalty was taken into consideration, it was concluded that brand trust affected loyalty. In Sharia banks, all transactions must be based on contracts justified by sharia. Thus, all transactions must follow the rules and regulations that apply to sharia muamalah contracts. Islamic banks use a profit-sharing approach, meaning that the funds received by the bank are channeled to financing. The profits obtained from the financing are divided in two, for the bank and the customer. As is well known, the target of credit/financing at conventional banks is that there is no lack of transparency that the money saved is circulated to all businesses regardless of whether the business is lawful or unlawful, in fact it is often the case that the funds are used to finance projects belonging to the bank's group of companies. As a result, when the crisis came and the loans were in trouble, it was difficult for banks to get refunds from them.

CONCLUSIONS

The existence of problems regarding customer loyalty in Bank Syariah Indonesia require strategic solutions from the leaders. Firstly, BSI Banda Aceh should be able to maintain and improve its brand trust to increase the level of customer loyalty because the brand trust variable in this study is the most influential on customer loyalty. Second, from the results of this study, BSI companies, in Banda Aceh, should be able to maintain Islamic characteristics to increase the level of customer loyalty. Third, this research is expected to add information for further researchers and it is recommended to add other independent variables that can influence customer loyalty decisions.

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