Marketing Mix Shariah Compliance and Loyalty Of Sharia Bank Customers in Palopo City

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Abstract

This research aims to determine the implementation of marketing mix shariah compliance and its impact on trust, satisfaction, and loyalty of customers in Palopo city. Data were randomly obtained from less active customers by distributing questionnaires and interviewing respondents. The Path Analysis with Partial Least Square (PLS) was used to analyze the data direct and indirect effects of exogenous and endogenous variables. Furthermore, modeling was carried out, from structural and measurement models, path diagram construction, estimation of path coefficients, evaluation of the goodness of fit, and hypothesis testing using a significance level of 5% or 0.05. The result formulated 16 hypotheses as follows: (1) People have a positive and significant effect on satisfaction, (2) People have a positive and significant effect on trust, (3) physical avident has a positive and insignificant effect on satisfaction, (4) physical avident has a positive and insignificant effect on trust, (5) place has a positive and insignificant effect on satisfaction, (6) place has a positive and insignificant effect on trust, (7) price has a positive and significant effect on satisfaction, (8) price has a positive and significant effect on trust, (9) process has a positive and insignificant effect on satisfaction, (10) process has a positive and insignificant effect on trust, (11) product has a positive and significant effect on satisfaction, (12) product has a positive and significant effect on trust, (13) promotion has a positive and significant effect on satisfaction, (14) promotion has a positive and significant effect on trust, (15) satisfaction has a positive and significant effect on customer loyalty, and (16) trust has a positive and significant effect on customer loyalty. Therefore, in general, the implementation of the marketing mix shariah compliance is properly utilized by sharia banking customers.

Keywords: Marketing Mix Shariah Compliance, Trust, Satisfaction, Loyalty, Sharia Bank

1. Introduction

Sharia banking is developed in both Muslim-majority countries and those with minority populations such as the United Kingdom and Japan [1]. In Indonesia, there are great opportunities associated with its development due to the numerous supports from the Muslim-majority population [2]. Therefore, it has become a demand for all banking and non-banking institutions to comply with Sharia principles [3]. Compliance in the management of a company is interpreted as a specification, standard, or law that is regulated and issued by an institution or organization in accordance with the field authority [4].

In recent years, the existence of Sharia banking in Indonesia has increasingly experienced a crisis of trust and satisfaction from the public, which has become its customers . Therefore, the performance and interest of Sharia banking are still lower than in conventional banking. According to Waluyo [4], the implementation of sharia banking policies in accordance with the national board has not been effectively and efficiently conducted. Similar conditions also occur in Malaysia, where only a small number of companies are considered to comply with the Shariah principles [5].

The difference in the implementation of marketing strategies in Sharia and conventional banking is compliance. Meanwhile, transparency, honesty, caution, and discipline are universal principles found in conventional rules. From the surveys and research on community preferences conducted by various parties, the most urgent problems for the development of sharia banking is the discovery of public doubts on its compliance. One of the most important pillars in the development of Sharia banks and the main differentiator with conventional is Shariah compliance.

The research conducted by the Bank of Indonesia stated that some customers of Sharia banks tend to stop due to the doubts on the consistency of the implementation of Sharia principles. This implicitly shows that the practice of developing sharia banking pays less attention to sharia principles, thereby leading to a decrease in its reputation, trust, and customer loyalty [6].

Customers' reputation and trust are used as an indicator of the success and development of Sharia banks as well as its successful future predictions in the market share. These outlined conditions were used to obtain the background of problems in market share, which decreased compliance of sharia principles by banks.

2. Methods

This is an explanatory research that explains the causal relationship between cause and effect. Data were collected using the survey method with a closed-ended questionnaire. According to Sekaran [7], the population is the sum of all units of analysis whose characteristics are predicted. The population of this study is all Sharia banking customers in Palopo City, selected by using the purposive non-probability sampling approach. Sugiyono [8] stated that purposive sampling is a data source technique with certain considerations. The sample size of 100 was chosen from 200 customers based on those that used Sharia banking services with a minimum consideration at an error rate of 5% [9]. The hypothesis testing utilized the Structural Equation Modeling (SEM) technique through the use of Partial Least Squares (PLS-SEM) with the help of Smart PLS 3.2.8 software. The use of PLS-SEM does not require normally distributed data, due to a limited number of samples, and parameters are directly carried out without using the goodness of fit [10].

Based on the description of the development of research hypotheses, the conceptual framework is described as follows:
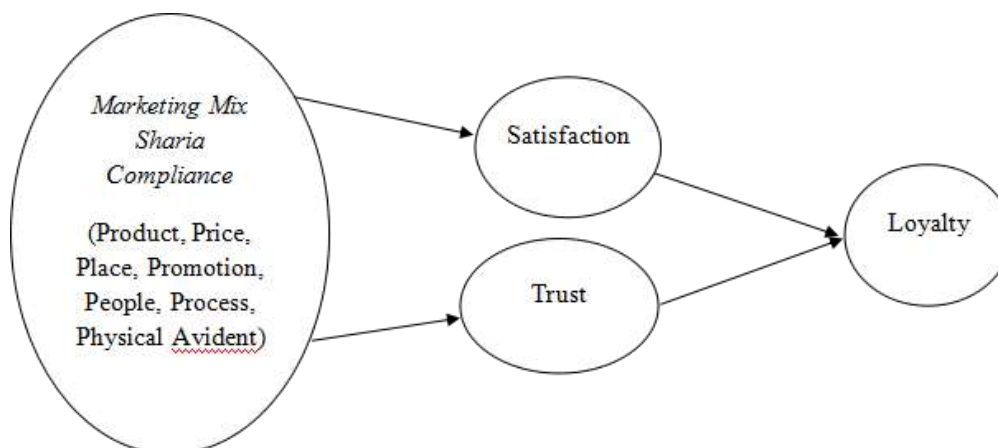

Figure 1. Conceptual Framework

3. Results and Discussion

3.1. Descriptive Statistical Analysis (Characteristics of Respondents)

The recapitulation of respondents' profile data in this study showed that gender, respondents were dominated by 55 females (52.00%), and followed by 45 males (45.00%). The age of respondents is dominated by the 28 people (28.00%) within the ages of28 to 32 years, followed by 25 people (25.00%) between the ages of 33 to 37 years, 15 people (15.00%) at18 to 22 years, 15 people (20.55%) at 18 to 22 years, and 12 people (12.00%) from 38 years and above. The demographic characteristics of the respondents are shown in table 1:

Table 1. Demographic Characteristics of Respondents

No	Item	Frequency	Percentage (%)
	Age		
	18 – 22 years	15	15.00
	23 – 27 years	20	20.00
1	28 – 32 years	28	28.00
	33 – 37 years	25	25.00
	> 38 years	12	12.00
	Total	100	100
	Gender		
	Male	45	45.00
2	Female	55	52.00
	Total	100	100

Source: Primary data, processed

3.1.1. Measurement Model (Outer Model): In the data analysis techniques using SmartPLS 3.2.8, three criteria were used to assess the outer model, namely (i) convergent validity from the loading factor and AVE values, (ii) discriminant validity from the square root value of AVE and correlation between latent constructs, and (iii) reliability testing from the composite reliability and Cronbach's alpha values.

a. *Assessing the Outer Model with Convergent Validity and Discriminant Validity*

Convergent validity is related to the principle of construct variables, which is highly correlated. The convergent validity test is carried out by analyzing the loading factor value and average variance extracted (AVE) along with the rule of thumb above 0.60, and 0.50, respectively. Furthermore, the discriminant validity test is carried out by analyzing the square root value of AVE and correlation between latent construct with the rule of thumb [9], [10].

1) Convergent Validity

Convergent validity is related to the principle of manifest variables that are highly correlated. Its test on reflexive indicators was carried out using the SmartPLS 3.2.8 program from the loading factor value for each construct. The rule of thumb used to assess convergent validity is the loading factor, which is above 0.7 for confirmatory research, between 0.6 - 0.7 for exploratory, with an average variance extracted (AVE) value above 0.5. However, for the initial research stage of developing the measurement scale, the loading factor value of 0.5 - 0.6 is still considered sufficient [11]. The convergent validity test results are shown in Table 2.
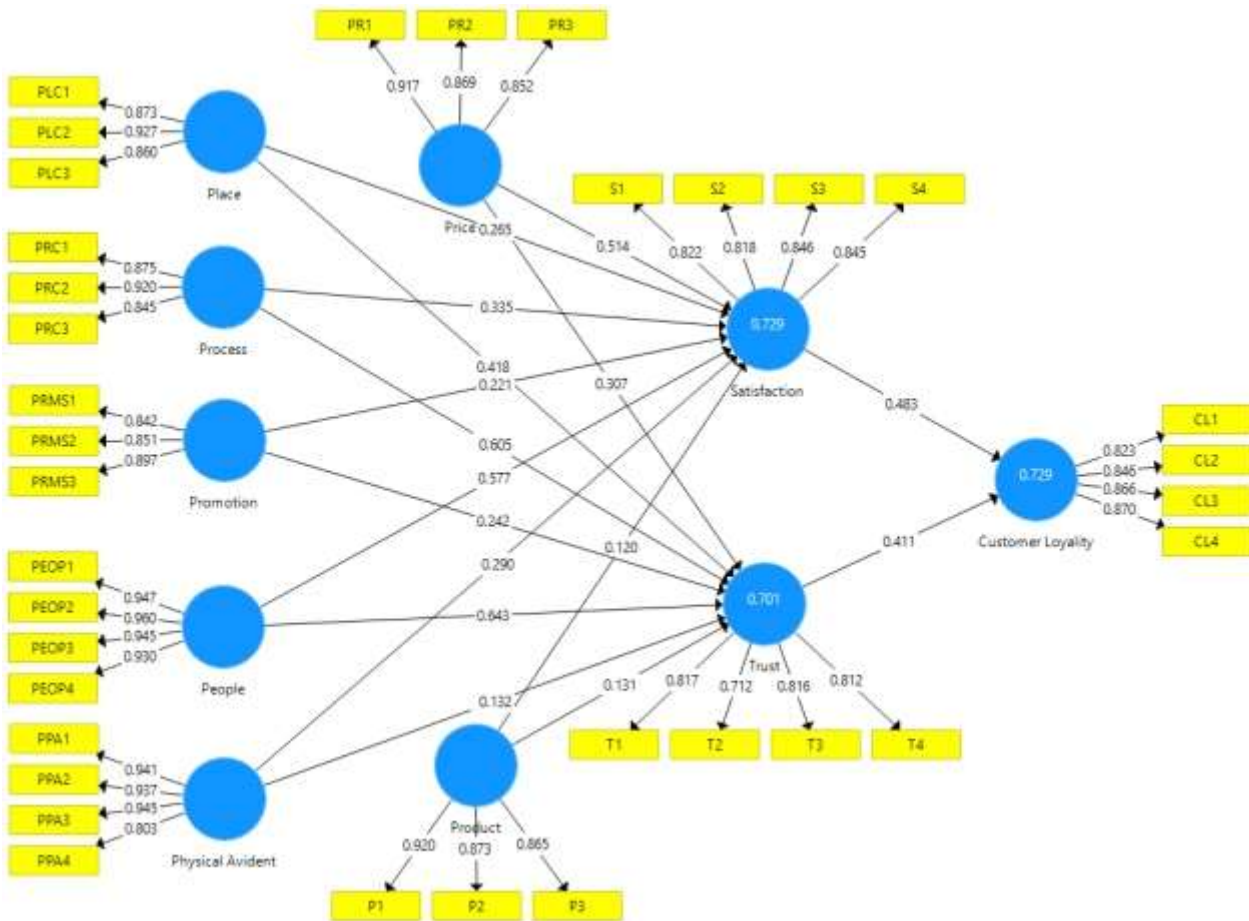
Figure 2. Measurement of Outer Model

Table 2. The Values of Loading Factor, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability

Variable	Indicator	Loading Factor	Average Variance Extracted (AVE)	Cronbach's Alpha	Composite Reliability
Product	P1	0.920	0.786	0.863	0.917
	P2	0.874			
	P3	0.865			
Price	PR1	0.917	0.774	0.853	0.911
	PR2	0.869			
	PR3	0.852			
Place	PLC1	0.873	0.787	0.864	0.917
	PLC2	0.927			
	PLC3	0.859			
Promotion	PRMS1	0.842	0.746	0.832	0.898
	PRMS2	0.851			
	PRMS3	0.897			
People	PEOP1	0.947	0.894	0.960	0.917
	PEOP2	0.960			
	PEOP3	0.945			
	PEOP4	0.930			
Process	PRC1	0.875	0.776	0.855	0.912

	PRC2	0.920			
	PRC3	0.845			
Physical Avident	PPA1	0.941	0.825	0.928	0.950
	PPA2	0.937			
	PPA3	0.945			
	PPA4	0.803			
Satisfactio n	S1	0.823	0.694	0.853	0.901
	S2	0.819			
	S3	0.844			
	S4	0.845			
Trust	T1	0.820	0.625	0.798	0.869
	T2	0.716			
	T3	0.812			
	T4	0.808			
Customer Loyalty	CL1	0.823	0.725	0.873	0.913
	CL2	0.846			
	CL3	0.866			
	CL4	0.870			

Source: Primary Data, processed

a) Loading Factor Value

The convergent validity test results in table 2 show that the loading factor value for each indicator is above 0.70. Therefore, the construct which comprises of Product, Price, Place, Promotion, People, Process, Physical Evident, Satisfaction, Trust, and Customer Loyalty, is valid.

b) Average Variance Extracted (AVE) Value

Table 2, also shows that the Average Variance Extracted (AVE) value for Product, Price, Place, Promotion, People, Process, Physical Evident, Satisfaction, Trust, and Customer Loyalty are 0.786, 0.774, 0.787, 0.746, 0.894, 0.776, 0.825, 0.694, 0.625, and 0.725, respectively, and above 0.50. It means that the six constructs and convergent test are valid.

2) Discriminant Validity

Discriminant validity is related to the principle that manifest variables of different constructs do not need to be highly correlated. The method for testing discriminant validity with reflexive indicators is to compare the square root of AVE for each construct using the correlation value between constructs in the model. Good discriminant validity is shown by the square root of AVE for each construct that is greater than the correlation. The convergent validity test with parameters, value, and the square root of AVE is shown in table 3.

Table 3. The Value and Square Root of AVE

	Average Variance Extracted (AVE)	Square Root of AVE
Product	0.786	0.887
Price	0.774	0.879
Place	0.787	0.887
Promotion	0.746	0.864
People	0.894	0.945
Process	0.776	0.881
Physical Avident	0.825	0.908
Satisfaction	0.694	0.833

Trust	0.625	0.80
Customer Loyalty	0.725	0.851

Source: Primary Data, processed

Table 4. Laten Variable Correlation

	Customer Loyalty	People	Physical Evident	Place	Price	Process	Product	Promotion	Satisfaction	Trust
Customer Loyalty	1.000	0.750	0.703	0.572	0.656	0.546	0.477	0.443	0.822	0.800
People	0.750	1.000	0.977	0.398	0.503	0.370	0.327	0.292	0.637	0.725
Physical Avident	0.703	0.977	1.000	0.379	0.479	0.353	0.287	0.301	0.603	0.699
Place	0.572	0.398	0.379	1.000	0.529	0.974	0.299	0.463	0.468	0.348
Price	0.656	0.503	0.479	0.529	1.000	0.498	0.558	0.256	0.761	0.621
Process	0.546	0.370	0.353	0.974	0.498	1.000	0.256	0.458	0.422	0.290
Product	0.477	0.327	0.287	0.299	0.558	0.256	1.000	0.234	0.557	0.502
Promotion	0.443	0.292	0.301	0.463	0.256	0.458	0.234	1.000	0.431	0.415
Satisfaction	0.822	0.637	0.603	0.468	0.761	0.422	0.557	0.431	1.000	0.826
Trust	0.809	0.725	0.699	0.348	0.621	0.290	0.502	0.415	0.826	1.000

Source: Primary Data, processed

Tables 3 and 4 shows that the square root values of AVE for each construct are greater than the correlation in the model. The Customer Loyalty of 0.851 is greater than the correlation between constructs at 0.750, 0.703, 0.572, 0.656, 0.546, 0.477, 0.443, 0.822 and 0.809. People value of 0.945 is greater than the correlation between constructs at 0.750, 0.977, 0.398, 0.503, 0.370, 0.327, 0.292, 0.637, and 0725. The Physical Avident of 0.908 is greater than the correlation between constructs at 0.703, 0.977, 0.379, 0.479, 0.353, 0.287, 0301, 0.603, and 0.699. The Place value of 0.887 is greater than the correlation between constructs at 0.572, 0.398, 0.379, 0.529, 0.974, 0.299, 0.463, 0.468, and 0.348. Furthermore, Price value of 0.879 is greater than the correlation between constructs at 0.656 0.503, 0.479, 0.529, 0.498, 0.558, 0.256, 0.761 and 0.621. The Process at 0.881 is greater than the correlation between constructs at 0.546, 0.70, 0.353, 0.974, 0.498, 0.256, 0.458, 0.422, and 0.290. The Product of 0.887 is greater than the correlation between constructs at 0.477, 0.327, 0.287, 0.299, 0.558, 0.256, 0.234, 0.557, and 0.502. The Promotion value of 0.864 is greater than the correlation between constructs at 0.443, 0.292, 0301, 0.463, 0.256, 0.458, 0.234, 0.431 and 0.415. Furthermore, Satisfaction of 0.833 is greater than the correlation between constructs at 0.822, 0.637, 0.603, 0.468, 0.761, 0.422, 0.557, 0.431 and 0.826. Meanwhile, the Trust value of 0.80 is greater than the correlation between constructs at 0.800, 0.725, 0.699, 0.348, 0.621, 0.290, 0.502, 0.415, and 0.826.

b. Reliability Test

1) Composite Reliability

The reliability of a construct and reflexive indicator are measured in two ways, namely, Cronbach's Alpha and Composite Reliability. The Rule of Thumb, which is usually used to assess the construct reliability, stated that the value of Composite Reliability needs to be greater than 0.7 for confirmatory research and 0.6 - 0.7 for exploratory. Table 2 showed that the Composite Reliability value for Product, Price, Place, Promotion, People, Process, Physical Evident, Satisfaction, Trust, and Customer Loyalty are0.917, 0.911, 0.917, 0.898, 0.917, 0.912, 0.950, 0.901, 0.869 and 0.913, respectively, and 0.70. Therefore, the four constructs are reliable.

2) *Cronbach Alpha*

The reliability of a construct and reflexive indicator is measured using the Cronbach's Alpha and Composite Reliability. The Rule of Thumb, which is usually used to assess construct reliability, stated

that the value of Composite Reliability needs to be greater than 0.7 for confirmatory research and 0.6 - 0.7 for exploratory. Table 2 showed that the Composite Reliability value for Product, Price, Place, Promotion, People, Process, Physical Evident, Satisfaction, Trust, and Customer Loyalty are 0.863, 0.853, 0.864, 0.832, 0.960, 0.855, 0.928, 0.853, 0.798 and 0.873, respectively with values above 0.70. This means the four constructs are reliable.

Therefore, convergent validity test with loading factor and Average Variance Extracted (AVE) parameter values, discriminant validity test with AVE square root parameters, and Correlation between Latent Constructions, as well as reliability test with the Composite Reliability and Cronbach's Alpha parameters are valid and reliable.

3.1.2. Measurement of Structural Models (Inner Model)

The structural model measurement criteria with SEM-PLS are evaluated using (i) R-square for the dependent construct and (ii) bootstrapping procedure with a t-value of 1.96 at 5% significance level. The following evaluation of the inner model through the bootstrapping procedure for testing the hypotheses proposed in this study is shown in Figure 3 and Table 6.
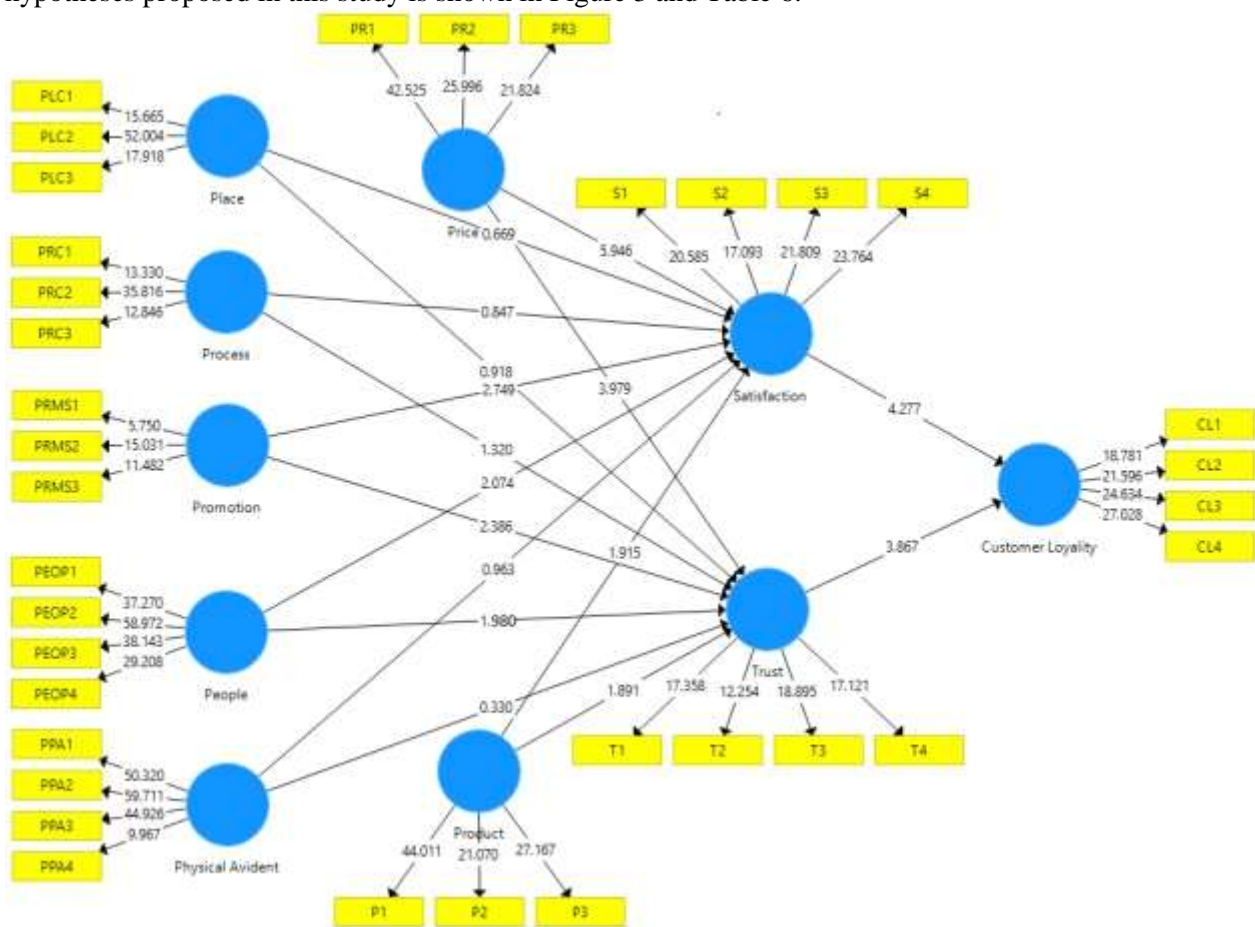

Figure 3. Inner Model Measurement

1) *Evaluate the R Square Value*

The structural or inner model is evaluated by analyzing the percentage of variance described by the value of R Square for the dependent latent construction. The rule of thumb values for R Square at 0.75, 0.50, and 0.25 are categorized as strong, moderate, and 0. weak [9]. Based on the analysis results shown in Table 5, the R Square value for each construct, which is the Customer Loyalty construct of 0.729, is obtained. In addition, the Customer Loyalty variability used to explain the Satisfaction and Trust variables is 72.9% and in the moderate model category.

Table 5. R Square (Mean, STDEV, T-Values, P-Values)

	Original Sample (O)
Customer Loyalty	0.729
Satisfaction	0.729
Trust	0.701

Source: Primary Data, processed (2018)

2) *Evaluation of Significance Value (t-value 1.96 and significance level = 5%).*

The evaluation of significance value is determined by observing the value of the path coefficient of the test results using the Partial Least Square (PLS) and bootstrapping calculations, as shown in Table 8.

Table 6. Hypotheses, Path Coefficients, T Statistics, and P Values

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
People -> Satisfaction	0.577	2.074	0.019
People -> Trust	0.643	1.980	0.042
Physical Avident -> Satisfaction	0.290	0.963	0.168
Physical Avident -> Trust	0.132	0.330	0.371
Place -> Satisfaction	0.265	0.669	0.252
Place -> Trust	0.418	0.918	0.180
Price -> Satisfaction	0.514	5.946	0.000
Price -> Trust	0.307	3.979	0.000
Process -> Satisfaction	0.335	0.847	0.199
Process -> Trust	0.605	1.320	0.094
Product -> Satisfaction	0.120	1.915	0.028
Product -> Trust	0.131	1.891	0.030
Promotion -> Satisfaction	0.221	2.749	0.003
Promotion -> Trust	0.242	2.386	0.009
Satisfaction -> Customer Loyalty	0.483	4.277	0.000
Trust -> Customer Loyalty	0.411	3.867	0.000

Source: Primary Data. processed

The path coefficient results showed the following: (1) People have a positive and significant effect on satisfaction. with a significance value of 0.019 less than the alpha level of 5%. (2) People have a positive and significant effect on trust with a significance value of 0.042 less than the alpha level of 5%. (3) Physical evident has a positive and insignificant effect on satisfaction with a value of 0.168 greater than the alpha level of 5%. (4) Physical Evident has a positive and insignificant effect on trust with a value of 0.371 greater than the alpha level of 5%. (5) The place has a positive and insignificant effect on satisfaction with a value of 0.252 greater than the alpha level of 5%. (6) Place has a positive and insignificant effect on trust with a value of 0.180 greater than an alpha level of 5%. (7) Price has a significant positive effect on satisfaction with a value of 0.000 less than the alpha level of 5%. (8) Price has a significant positive effect on trust with a significance value of 0.000 less than the alpha level of 5%. (9) The process has a positive and insignificant effect on satisfaction at a value of 0.199 greater than the alpha level of 5%. (10) Process has a positive and insignificant effect on trust at a value of 0.094 greater than the alpha level of 5%. (11) The product has a significant positive effect on satisfaction. with a significance value of 0.028 less than the alpha level of 5%. (12) Product has a

positive and insignificant effect on trust with a value of 0.030 less than the alpha level of 5%. (13) The promotion has a significant positive effect on satisfaction with a value of 0.003 less than the alpha level of 5%. (14) The promotion has a positive and insignificant effect on trust with a value of 0.009 less than the alpha level of 5%. (15) Satisfaction has a significant positive effect on Customer Loyalty. with a value of 0.000 less than the alpha level of 5%. (16) Trust has a significant positive effect on Customer Loyalty With a value of 0.000 less than an alpha level of 5%.

3.2. Discussion of Hypothesis Testing Results

The results of hypothesis testing in this study are explained in detail as follows:

3.2.1. Intellectual influence on creativity: People have a positive and significant direct effect on satisfaction, which means that and increase leads to a rise in satisfaction. This means that customers perceive positively on the implementation of marketing mix shariah compliance in sharia banking at Palopo City. The results of this study are in line with the study conducted by Ramadan 2016. which stated that the Islamic Marketing Mix influences customer satisfaction.

3.2.2. *People* toward *Trust*: People have a positive and significant direct effect on trust, which means that a rise is followed by an increase in trust. Therefore. Customers still trust the implementation of the marketing mix shariah compliance in Sharia banking in Palopo City.

3.2.3. The Influence of Physical Evident on Satisfaction: Physical Evident has a positive and insignificant effect on Creativity, which means that a rise in leads to an insignificant increase in satisfaction. This means that customers do not properly perceive Physical Evident in Sharia banking.

3.2.4. The Influence of Physical Evident on Trust: Physical Evident has a positive and insignificant on trust. This means that an increase leads to an insignificant rise in trust. This result is in line with previous studies with the inability to increase customer satisfaction. and impact on customer confidence in Sharia banking.

3.2.5. The Influence of Place toward Satisfaction: Place has a positive and insignificant effect on satisfaction. This means that an increase is followed by a rise in satisfaction. Therefore. Customers do not properly perceive the Place provided in Sharia banking.

3.2.6. The Influence of Place on Trust: Place has a positive and insignificant effect on satisfaction. Which means an increase is followed by a rise in satisfaction. This result is related to the previous studies, which stated that Place has not been able to increase customer satisfaction with an impact on their ability to trust Sharia banking.

3.2.7. The Influence of Price on Satisfaction: Price has a positive and significant direct effect on satisfaction. Therefore an increase leads to a rise in satisfaction. This means that customers in sharia banking perceive positively on the implementation of the marketing mix shariah compliance in sharia banking at Palopo City. The results of this study are in line with the study conducted by Ramadhan (2016), which stated that the Islamic Marketing Mix affects customer satisfaction.

3.2.8. The Influence of Price on Trust: Price has a positive and significant direct effect on trust, which means that an increase leads to a rise in trust. These results are related to the previous studies which stated that Price has a significant effect on customer satisfaction. Therefore. The marketing mix shariah compliance in sharia banking at Palopo City is positively implemented. This is also in line with the research conducted by Ramadhan (2016), which stated that the Islamic Marketing Mix affects customer satisfaction.

3.2.9. The Influence of Process on Satisfaction: Price has a positive direct and insignificant effect on satisfaction, which means that an increase is followed by a rise in satisfaction. This means that customers still do not perceive the existing processes in Sharia banking in the Palopo City.

3.2.10. The Influence of Process on Trust: Price has a positive and insignificant direct effect on trust, which means that an increase is followed by a rise in satisfaction. This is related to the previous studies which showed that the process has an insignificant effect on satisfaction. This means that the process perceived by customers relating to Sharia banking policies in Palopo City is poor.

3.2.11. The Influence of Product on Satisfaction: Product has a positive and significant direct effect on satisfaction, which means that an increase leads to a rise in satisfaction. This means that customers positively perceive the implementation of the marketing mix shariah compliance related to products in sharia banking at Palopo City. These results are in line with the research conducted by Ramadhan 2016. which stated that Islamic Marketing Mix affects customer satisfaction.

3.2.12. The Influence of Product on Trust: Product has a positive and significant direct effect on trust, which means that an increase leads to a rise in trust in accordance with the result of previous studies. Satisfied customers tend to establish trust immediately in accordance with the marketing mix shariah compliance related to products offered at sharia banking in Palopo city. These results are in line with the research conducted by Ramadhan 2016, which stated that Islamic Marketing Mix affects customer satisfaction.

3.2.13. The influence of Promotion on Satisfaction: Promotion has a positive and significant direct effect on satisfaction, which means that an increase leads to a rise in satisfaction. This means that customers positively perceive the implementation of the marketing mix shariah compliance in accordance with sharia banking in Palopo City. These results are in line with the research conducted by Ramadhan 2016, which stated that Islamic Marketing Mix affects customer satisfaction.

3.2.14. The Influence of Promotion on Trust: Promotion has a positive and significant direct effect on trust. These results are related to the previous studies, which stated that Promotion has a significant effect on satisfaction. Customers that are satisfied tend to immediately establish their trust in the promotional media carried out by Islamic banking. This means that they positively perceive the implementation of the marketing mix shariah compliance in accordance with sharia banking in Palopo City. These results are in line with the research conducted by Ramadhan 2016. which stated that Islamic Marketing Mix affects customer satisfaction.

3.2.15. The Influence of Satisfaction on Customer Loyalty: Satisfaction has a positive and significant direct effect on Customer Loyalty, which means that a rise in satisfaction is followed by an increase in Customer Loyalty. This means that they positively perceive the implementation of the marketing mix shariah compliance in accordance with sharia banking in Palopo City. These results are in line with the research conducted by Ramadhan 2016. which stated that Islamic Marketing Mix affects customer satisfaction.

3.2.16. The Influence of Trust on Customer Loyalty: Trust has a positive and significant direct effect on Customer Loyalty, which means that a rise follows an increase in Customer Loyalty. This means that they positively perceive the implementation of the marketing mix shariah compliance in accordance with sharia banking in Palopo City.

4. Conclusion

The following conclusion. were made in accordance with the research analysis: 1) People have a positive and significant effect on satisfaction. (2) People have a positive and significant effect on trust. (3) physical evident has a positive and insignificant effect on satisfaction. (4) physical evident has a positive and insignificant effect on trust. (5) The place has a positive and insignificant effect on satisfaction. (6) place has a positive and insignificant effect on trust. (7) price has a positive and significant effect on satisfaction. (8) price has a positive and significant effect on trust. (9) the process has a positive and insignificant effect on satisfaction. (10) the process has a positive and insignificant effect on trust. (11) product has a positive and significant effect on satisfaction. (12) product has a positive and significant effect on trust. (13) the promotion has a positive and significant effect on

satisfaction. (14) the promotion has a positive and significant effect on trust. (15) satisfaction has a positive and significant effect on customer loyalty, and (16) trust has a positive and significant effect on customer loyalty. Therefore, in general, the implementation of the marketing mix shariah compliance is properly utilized by sharia banking customers.

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