
THE EFFECT OF SERVICE QUALITY, PERCEIVED VALUE AND SATISFACTION ON CARDLESS TRANSACTION USER LOYALTY AT BANK CENTRAL ASIA IN SURABAYA

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Abstract

This study aims to examine the effect of service quality, perceived value and satisfaction on the loyalty of users of cardless transaction services to Bank Central Asian (BCA) customers. The sample of this research is 130 customers who use BCA cardless services in the Surabaya area. Analysis of research data using SEM with PLS Warp test equipment. The results of the study prove that service quality has a positive and significant effect on perceived value and satisfaction, service quality has a positive and significant effect on satisfaction and loyalty, and satisfaction has a positive and significant effect on loyalty.

Keywords: Service Quality, Perceived Value, Satisfaction, Loyalty

1. Introduction

The development of internet technology throughout the world has expanded from time to time and this applies also in the business world. The internet has become a medium to reach a very broad market. The internet allows businesses to run without large marketing costs, all business people can market their products throughout the world easily (Jujang, 2020, accessed 8 November 2020), or in other words, businesses will run quickly through the digital world. The advancement of the internet in the digital world of business has finally demanded that banks and fintech companies (financial technology) provide online payment or money systems.

Fintech is the result of a combination of financial services and technology that ultimately changes the business model from conventional to moderate, which initially had to pay face-to-face and carry a certain amount of cash, now can make long-distance transactions by making payments that can be made in seconds (Bank Indonesia, 2019, accessed 5 November 2020).

Business developments supported by fintech are currently welcomed by banks by collaborating with fintech companies. The banking sector itself continues to make innovations so as not to lose to compete with fintech, for example by conducting cardless money withdrawal transactions for their customers.

Competition in banking services in the form of cardless transactions is getting tougher and it is proven that more and more banks are doing the same thing. This service will refer to the Loyalty of the user of the bank account that issued it. Bank BCA as the pioneer of Cardless transactions has been operating this service since 2017 and was followed by other banks in Indonesia. This is interesting because this new type of transaction in the form of Cardless transactions will be increasingly in demand by the public because of the convenience available in this service.

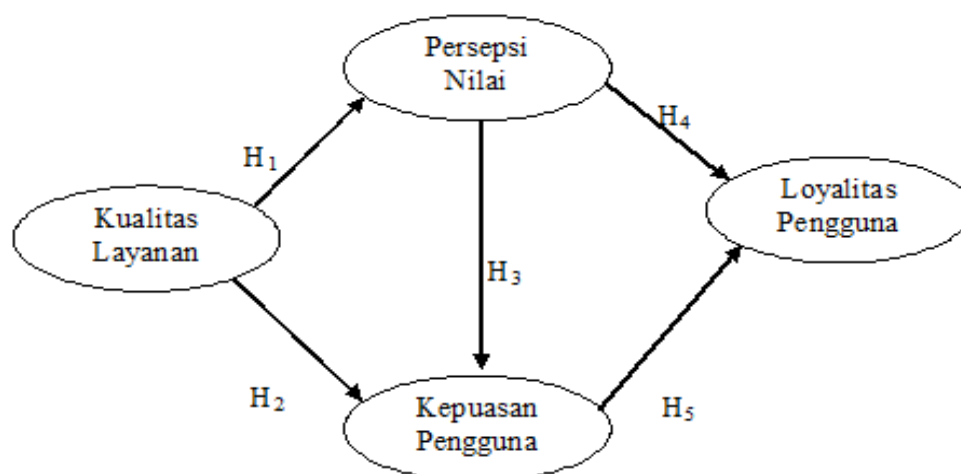
Loyalty is important because users who have high loyalty will encourage the use of this Cardless transaction service without switching to the same service from another bank. This Cardless transaction service is believed to be able to reduce service costs because service users do not need to come to the bank service office while management does not require additional employees to serve cash withdrawals or deposits from customers.

2. Research methods

This research method is used to determine the relationship between the independent variables (reputation, convenience, security and income level) to the mediating variable Value Perception and the relationship between the mediating variable and the dependent variable, namely loyalty, which is targeted to users of BCA cardless transactions in the Surabaya area.

Based on the data sources used in this study, researchers used primary data whose data sources were obtained directly from the first source or at the object of the study. Sofyan Siregar (2012: 128). The media used in the study used a questionnaire tool, which was addressed to BCA bank customers in the Surabaya area. The answers that have been collected from the respondents are expected to provide relevant information in accordance with the survey objectives and have a high level of validity.

Research boundaries are the scope of research in which there are limitations to conducting a research, with the intention of researchers to focus on the problems to be studied. The limitations of the research that the researcher applies are research focused on the Surabaya area, and the targeted respondents are customers who use BCA bank services who use mobile banking facilities on the Cardless Transaction menu. For the variable to be studied, it focuses on Service Quality as an independent variable and Value Perception and Satisfaction as a mediating variable on User Loyalty as the dependent variable.



Gambar 1. Kerangka Penelitian

3. Research methods and limitations

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4. Statistic analysis

Statistical analysis that researchers use in this study is Structural Equation Modeling (SEM) with the analysis tool WarpPLS 6.0. And the analysis on testing a small sample of researchers using the SPSS 16.0 analysis tool. The reliability value of a construct in testing using the SEM-PLS tool can meet the requirements if the Cronbach Alpha value is > 0.6 Composite Reliability is between 0.6 - 0.7 for explanatory research.

An item can be said to be valid, if it meets one of the requirements, including the P-Value < 0.05 or the loading factor value > 0.05 . And all items in the table above can be said to be valid and reliable, because the value of composite reliability has a value above 0.7 and Cronbach's alpha has a value above 0.6.

Var	Loading Factor	P-Value	C. Relia.	Cr. Alpha
KL1	0.836	< 0.001	0.933	0.910
KL2	0.860	< 0.001		
KL3	0.868	< 0.001		
KL4	0.865	< 0.001		
KL5	0.860	< 0.001		
PN1	0.906	< 0.001	0.950	0.934
PN2	0.900	< 0.001		
PN3	0.890	< 0.001		
PN4	0.886	< 0.001		
PN5	0.865	< 0.001		
KN1	0.842	< 0.001	0.908	0.865
KN2	0.851	< 0.001		
KN3	0.848	< 0.001		
KN4	0.836	< 0.001		
L1	0.856	< 0.001	0.916	0.884
L2	0.854	< 0.001		
L3	0.863	< 0.001		
L4	0.749	< 0.001		

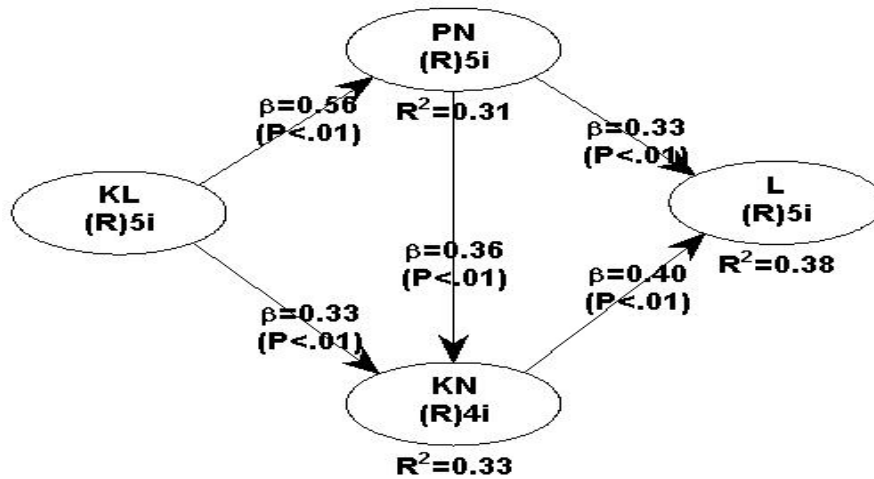


Figure 4.1

5. Structural Model with WarpPLS

In PLS statistical testing of each hypothesized relationship is carried out using simulation. The test results with WrpPLS from the PLS analysis are as follows:

Table 4.13
Hypothesis Testing Results

Variable Relationship	Path Coefficient	P-value	Information	Hypothesis
KL → PN	0.557	<0.001	Significant	H1 accepted
KL → KN	0.335	<0.001	Significant	H2 accepted
PN → KN	0.360	<0.001	Significant	H3 accepted
PN → L	0.325	<0.001	Significant	H4 accepted
KN → L	0.395	<0.001	Significant	H5 accepted

Source: Data Processing With WarpPLS, 2021

6. Results and discussion

6.1. Hypothesis 1

H1: Service quality has a direct and significant influence on Value Perception.

The results of the hypothesis testing of the Service Quality variable on Value Perception obtained a path coefficient of 0.557. Because the value of p (0.001) 0.05. Then the results obtained are H0 is rejected and H1 is accepted, so that Service Quality has a direct and significant influence on Value Perception. this means that the first hypothesis is accepted. The results of this study are the same as those of previous studies conducted by Tsao et al. (2016); Lin et al. (2018); Pvec and Pisnik (2018), where when the quality of service provided by the company is good to its customers, it will increase the value felt by users of the product or service.

In its application, referring to the statements submitted in the questionnaire, customers will have a high level of assessment when the language used in the features is easy to understand and supported by other components, ease of doing exploration in using, and understanding of the features provided to customers. Feel safe when transacting because they are not afraid of their data being known by other parties and can be as easy as possible to submit complaints related to problems using cardless service features anytime and anywhere.

Thus it can be concluded that from the results of this study the quality of services provided by Bank BCA to customers increases the value perceived by customers who use the cardless transaction service feature in Bank BCA mobile banking.

6.2. Hypothesis 2

H2: Service quality has a direct and significant influence on customer satisfaction.

The results of the hypothesis testing of the Service Quality variable on Customer Satisfaction obtained a path coefficient of 0.335. Because the value of p (0.001) 0.05. Then the results obtained are H0 is rejected and H1 is accepted, so that Service Quality has a direct and significant influence on Customer Satisfaction. this means that the second hypothesis is accepted.

The results of this study are the same as previous research journals conducted by Harsono S et al. (2017); Sapoetra Dymas Bagoes and Basuki Rachmat (2019); Trevisia and Tatik Suryani (2019), where when the quality of service provided by the company is good to its customers, it will increase the satisfaction of product or service users.

In its application, referring to the statement submitted in the questionnaire, customers will have a high level of satisfaction when customers get more benefits compared to the administrative costs they have to pay because they feel they have saved time in queuing and can confirm for themselves who will receive the nominal. which they will transfer. And the recipient does not have to have a BCA account in advance to receive the transferred funds, this is very satisfying for customers to carry out transaction activities and cut distribution costs that should exist.

Thus, it can be concluded that the results of this research are the quality of services provided by Bank BCA can meet customer satisfaction cardless feature service users.

6.3. Hypothesis 3

H3: Perceived value has a direct and significant influence on customer satisfaction.

The results of the hypothesis testing of the Value Perception variable on Customer Satisfaction obtained a path coefficient of 0.360. Because the value of p (0.001) 0.05. Then the results obtained are H_0 is rejected and H_1 is accepted, so that Value Perception has a direct and significant influence on Customer Satisfaction. this means that the third hypothesis is accepted. The results of this study are the same as those of previous studies by Pevec and Pisnik (2018); Trevisia and Tatik Suryani (2019), where when the value felt by users of a product or service increases, the satisfaction felt by users will also increase.

In its application, referring to the statement submitted in the questionnaire, customers will feel satisfied when the values they feel have been fulfilled or have been fulfilled by the service provider, in this case the customer agrees that what they spend is commensurate with the service they need, this makes customers do Voluntary action, namely suggesting their relatives or friends to use the cardless transaction feature as they use it because they are satisfied with the transaction features provided by Bank BCA.

Thus, it can be concluded that the results of this study perceived value perceived by customers towards BCA Bank increase the satisfaction of users of the cardless services provided.

6.4. Hypothesis 4

H4: Perceived Value has a direct and significant influence on Customer Loyalty.

The results of the hypothesis testing of the value perception variable on customer loyalty obtained a path coefficient of 0.325. Because the value of p (0.001) 0.05. Then the results obtained are H_0 is rejected and H_1 is accepted, so that Value Perception has a direct and significant influence on Customer Loyalty. this means that the fourth hypothesis is accepted. The results of this study are the same as those of previous studies conducted by Ling Jiang et al. (2015); Samar Rahi et al. (2016); Tsao et al. (2016); Vieira et al. (2018); Pvec and Pisnik (2018);

Trevisia Meynar and Tatik Suryani (2019), where when the customer's perceived value has been fulfilled it will make customers loyal to the company that provides products or services.

In its application, referring to the test results from distributing questionnaires, customers who already feel their needs are fulfilled will take repeated actions to use the service features provided. This is reinforced by the statement that the majority of customers answered that the features provided were commensurate with what they paid for in PN4 points and related to the statement of LN4 points that both of them had the highest points in the variable test. Researchers assume that when customers agree that they get the appropriate value from using the cardless feature provided by Bank BCA, customers will voluntarily share their experiences when transacting using the cardless transaction feature on their social media in the hope that other BCA Bank users can also try the same feature. with what they use.

Thus it can be concluded that from the results of this study the benefits felt by customers from the bank are good and the benefits that customers feel make customers loyal to BCA banks.

6.5. Hypothesis 5

H5: Customer Satisfaction has a direct and significant influence on Customer Loyalty.

The results of hypothesis testing of the Customer Satisfaction variable on Customer Loyalty obtained a path coefficient of 0.395. Because the value of p (0.001) 0.05. Then the results obtained are H0 is rejected and H1 is accepted, so that Value Perception has a direct and significant influence on Customer Loyalty. this means that the fifth hypothesis is accepted. The results of this study are the same as previous research conducted by Basuki Rachmad and Trisa Indrawati (2012); Aslam et al. (2019), where when the user feels that their needs have been met or satisfied by the product or service provider company, the customer will be loyal to the company by using the product or service repeatedly.

In its application, referring to the results of tests that have been carried out from processing the results of the questionnaire, customers who make the decision to use the cardless service provided by the BCA bank feel that the decision they have made is the right decision. This is supported by customer statements that feel that the features provided are in accordance with their needs to make deposit, withdraw and transfer transactions anywhere and anytime. This satisfaction makes customers loyal and encourages customers to carry out transactions repeatedly and voluntarily to say positive things about the cardless services they use and also want to share their satisfied experiences on social media.

Thus it can be concluded that from the results of this study the satisfaction felt by Bank BCA customers when using the cardless feature makes customers loyal to Bank BCA and recommends Bank BCA to their friends and relatives.

7. Conclusions and suggestions

Based on the problems that have been formulated, the results of the analysis and hypothesis testing that have been carried out in the previous chapter, from the research conducted, the following conclusions can be drawn:

1. The results showed that the Service Quality (KL) variable has a significant positive effect on the Value Perception (PN) of cardless transaction users at Bank BCA, because it has a probability value $(0.000) < 0.05$. This proves that good service quality that provides a positive experience for customers will increase the level of feeling when using the services provided by the bank. This is very imprint on the minds of customers who make customers loyal to the bank they use.
2. The results showed that the variable Service Quality (KL) has a significant positive effect on Customer Satisfaction (KN) for cardless transaction users at Bank BCA, because it has a probability value $(0.000) < 0.05$. This proves that good service quality that provides a positive experience to customers will make customers satisfied. The satisfaction felt by the customer will stimulate the customer to make repeated use and even recommend the bank used by the customer to other parties, making the customer a loyal party to the bank used.
3. The results showed that the Value Perception (PN) variable had a significant positive effect on Customer Satisfaction (KN) for cardless transaction Bank BCA users, because it had a probability value $(0.000) < 0.05$. This proves that customers who get more value when transacting using Bank BCA services will be satisfied. Satisfied customers will be loyal and will not switch to other banks.
4. The results showed that the Value Perception (PN) variable had a significant positive effect on Customer Loyalty (LN) for cardless transaction Bank BCA users, because it had a probability value $(0.000) < 0.05$. This proves that customers who feel more value from the services provided by the cardless feature launched by Bank BCA will make them more loyal to reuse the products provided by the bank and even want to recommend BCA voluntarily without being asked.

The results showed that the variable Customer Satisfaction (KN) had a significant positive effect on Customer Loyalty (LN) for cardless transaction users at Bank BCA, because it had a probability value $(0.000) < 0.05$. This proves that customers who are satisfied with the services provided by Bank BCA will be loyal to the service provider bank and are not interested in using the cardless features offered by other banks.

Based on the conclusions above, several suggestions can be put forward which are expected to be useful for the company and for other parties. The suggestions given include:

It is hoped that future researchers can use this research as a reference to conduct similar research with different demographics.

It is hoped that with this research further researchers can develop similar research as a reference source for future researchers.

It is hoped that Bank BCA will be able to inform customers more about the information facilities and customer complaints on the services that Bank BCA provides and further improve the design of the cardless transaction service so that customers experience a more interesting experience so that customers become loyal and voluntarily recommend the cardless transaction feature of Bank BCA. to other relatives.

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