

Growing Customer Loyalty Through Excellent Service And Business Ethics

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(Diterima: 28-10-2021; direvisi: 30-10-2021; dipublikasikan: 31-10-2021)



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Abstract: This study aims to determine the effect of excellent service and business ethics on customer loyalty. This research was conducted at the Muamalat branch office Makassar bank. This research is quantitative. The population of this research is all customers of Bank Muamalat KC Makassar, with a total sample of 100 respondents. The sampling technique in this study used the Simple random sampling method (simple random sample). The data used in this study is primary data, with the method of collecting data through a questionnaire (questionnaire). The data analysis technique used is validation test, reliability test, classical assumption test (normality test, linearity test, multicollinearity), and hypothesis test using multiple analysis methods, t-test, f test, and coefficient of determination test. The results of the study indicate that excellent service and business ethics simultaneously have a significant influence on customer loyalty. but partially excellent service (X1) has a negative and significant effect on customer loyalty (Y), while business ethics (X2) has a positive and significant effect on customer loyalty (Y).

Keywords: *Excellent Service, Business Ethics, And Customer Loyalty*

INTRODUCTION

The number of established Islamic banks in Indonesia is proof that the public's interest in becoming a customer of Islamic banks is very high. It should be understood that currently conventional banks have been allowed to conduct business based on sharia principles through Sharia Business Units, such as Sharia Bank SulselBar, Sharia BTN, and many other banks. Therefore, Bank Muamalat must be able to compete in improving the quality of both its products and services. In the world of banking, excellent service is needed to provide satisfaction to customers, so that customers feel they are important or cared for as they should be (Fahmi, 2019). When customers are satisfied, they will be loyal and continue to use the products and services they use. They will talk good things about the bank services they get to others, are not price-sensitive, and no longer question their competitors' labels. To win competitors, a strategy with excellent service is needed (Triyana, 2018).

The implementation of excellent service has different standard operating procedures in each bank. To create high personal dedication in attracting customers' interest, it is important to have training for bank employees to create positive perceptions from their customers. Reliable human resources, different characteristics, far-reaching vision, and mission as support for excellent service (Triyana, 2018), Kurniawan (2020). In addition to excellent service, one of the advantages of Islamic banks is that in their operations they use sharia principles in their business ethics. Islamic business ethics is defined as a combination of business with ethical values plus spiritual (religious) values (Nasution, 2017). In order not to

deviate from the existing norms, business ethics are used to control business competition. If it meets all existing norms, business competition can be considered ethical. In some literature Adl (justice), free will (free will), responsibility (responsibility), and truth are the principles of Islamic business ethics that are used as the foundation of doing business following the sharia school (Riza, 2018).

Sri Wahyuningrum (2020) revealed that Islamic business ethics has a positive and significant effect on customer loyalty, meaning that the higher the influence of Islamic business ethics, the higher or increase customer loyalty. competition (Kotler, 2017). The key to the company's success and competitive advantage is evidenced by the existence of consumer loyalty both in the short and long term. A person's loyalty in utilizing a product in the form of products or services provided by the company is called loyalty (Sarah, 2018). The tendency to switch to products or services offered by other banks will be lower when customers are loyal to Islamic banks, so they will always be loyal to using the products and services of that bank (Semil, 2018). The high level of competition in the business world, makes business people strive to always provide excellent service and the best business ethics. If a product is standard or more or less the same and with a competitive product price, then the aspect that can distinguish it is the quality of service in this case excellent service and Islamic business ethics, which can be added value to create loyal customers (Nasution, 2017). According to Muhamad Khairul Ma'arif (2020), revealed that excellent service has a positive and significant effect on customer loyalty, meaning that the higher the service, the higher the customer loyalty or the higher the customer loyalty.

This is in line with the results of research conducted by Rahayu (2018). However, research conducted by Indah Nur Safitri (2020) reveals that excellent service has no effect and is relevant to customer loyalty. Thus, there are gaps in research results that need to be investigated in this study.

Hypothesis

From the explanation of the theory above and based on previous research, these hypotheses are:

H1: excellent service has a positive and significant effect on customer loyalty

H2: Islamic business ethics has a positive and significant effect on customer loyalty (customer loyalty)

METHOD

The location of the research target is Bank Muamalat Indonesia Makassar Branch Office which is located on Jl. Sam Ratulangi, Makassar, South Sulawesi. and the main tools, data collection techniques, and analysis techniques. The sample used is simple random sampling with a total sample of 100 people. To determine the close relationship between the independent variable (X) namely excellent service and business ethics with the dependent variable (Y) namely customer loyalty, multiple linear regression analysis was used.

The form of the equation is: $Y = \alpha + \beta_1 X_1 + \beta_2 X_2$

Table 1. Analysis Results

No	Analysis and Statistik Prossesing	Descriptions
1	Validity Test : Service Excellence Business Ethics Loyalty	Valid Valid Valid
2	Reliability Test : Service Excellence Business Ethics Loyalty	Reliable Reliable Reliable
3	Normality Test	Normal
	Linearity Test	Linear
5	Multikolinerity Test	Multicollinearity does not occur
6	Multiple Linear Analysis	Obtained Equation Y = 3,421 + 0,175 X1 + 0,314 X2
7	Uji Partial: H1: Excellent Service Has a Positive And Significant Effect on Customer Loyalty H2: Business Ethics Have a Positive And Significant Effect on Customer Loyalty	Hypothesis Rejected Hypothesis Accepted
8	simultaneous test	simultaneous
9	Coefficient of Determination Test	The proportion of X to Y 68.7%

The results that have been processed by researchers are as follows:

Table 2. Reliability Test Results

No	Variable	<i>Cronbach Alpha</i>	Description
1	Service Excellence	0,971	Reliable
2	Bussines Ethics	0,967	Reliable
3	Loyalty	0,919	Reliable

The following are the results obtained by researchers after processing in the IBM SPSS statistics 25 programs, namely: Multiple Linear Regression Test Results Coefficients

The results that have been processed in this study are as follows:

Table 3. Multiple Linear Regression Test Results Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3,421	1,063		3,218	,002
	Service Excelent (X1)	,175	,090	,282	1,942	,055
	Bussines Ethics (X2)	,314	,081	,562	3,862	,000

The following are the results that the researchers obtained after processing in the IBM SPSS statistics 25 programs, namely:

Table 4. Determination Test

Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	,829 ^a	,687	,681	2,43696

The Effect of Excellent Service (X1) on Customer Loyalty (Y)

The results of the IBM SPSS Statistics 25 in the T-test show that the prime service variable has a regression coefficient of 0.175. It is known that the significance value for the effect of excellent service on customer loyalty is $0.055 > 0.05$ and has a significance value of t-count $1.942 < t\text{-table } 1.988$. This means that customer loyalty as the dependent variable is not influenced by excellent service as an independent variable. Therefore, it is concluded that H_0 is accepted and H_1 is rejected.

Judging from the results of this study, it is revealed that Bank Muamalat is still not optimal in implementing excellent service as well as possible and needs to evaluate work in terms of services that need to be improved. maximizing excellent service which includes Tangibles, Reliability, Responsiveness, Assurance, and Empathy. Loyalty can be created if there is satisfaction with the products and services used by customers. Customers can consider what service they want to use when excellent service is carried out optimally as an advantage of the Islamic banking system. The results of this study are also strengthened by previous research conducted by Indah Nur Safitri (2020) and Hapsari and Dani (2017). the results of the study stated that H_a was rejected and H_0 was accepted. This means that customer loyalty is not influenced by excellent service which has a significant negative effect. But unlike Muhammad Khairul Ma'arif (2020) in his research, the Effect of Product Diversification, Company Image, and Excellent Service on Customer Loyalty at BRI Syariah Semarang With Satisfaction as an Intervening Variable shows that H_a is accepted and H_0 is rejected. This is in line with Rahayu (2018) in his research, accepting H_a and rejecting H_0 . meaning that customer loyalty is influenced by excellent service significantly positive effect.

Effect of Business Ethics (X2) on Customer Loyalty (Y)

The results of the IBM SPSS Statistics 25 in the T-test show that the business ethics variable has a regression coefficient of 0.314. It is known that the significance value for the influence of business ethics on loyalty is $0.000 < 0.05$ and has a significance value of $t\text{-count } 3.862 > t\text{-table } 1.988$. This means that customer loyalty as the dependent variable is influenced by Business Ethics as an independent variable. Therefore, the conclusion of this study states that H_0 is rejected and H_2 is accepted. Customer loyalty and business ethics have a good relationship which significantly states that when business ethics are applied in Islamic banks, it will present customer loyalty because customers are satisfied with the Islamic bank.

The application of business ethics at Bank Muamalat is very good when compared to other Islamic banks. Based on the principles of business ethics, it is certain that it will create customer or public trust in Bank Muamalat. Customers will feel served ethically and Islamically so that it will bring satisfaction to customers. If the customer is satisfied with the business ethics provided by Bank Muamalat, the customer will certainly be loyal in using the products and services within Bank Muamalat.

The results of this study are also strengthened by previous research conducted by Sri Wahyuningrum (2020) in his research showing that accepting H_a and rejecting H_0 , meaning that customer loyalty is influenced by excellent service significantly positive effect. This is in line with Reza Saputra (2017) accepting H_a and rejecting H_0 , Business ethics affect customers to be loyal in using Islamic bank products and services

CONCLUSIONS AND SUGGESTIONS

The results of statistical analysis and processing obtained by researchers in processing data based on the results of questionnaires in the IBM SPSS statistics 25 programs are related to the Effect of Excellent Service and Business Ethics on Customer Loyalty of Bank Muamalat KC Makassar. Then the following conclusions can be drawn:

1. Based on the results of data analysis shows that excellent service has a negative and significant effect on customer loyalty of Bank Muamalat branch office Makassar. Loyalty can be created if there is satisfaction with the products and services used by customers. Customers can consider what service they want to use when excellent service is carried out optimally as an advantage of the Islamic banking system.
2. Based on statistical analysis and processing, the data shows that Business Ethics has a positive and significant effect on customer loyalty at Bank Muamalat branch office Makassar. Customer loyalty and business ethics have a good relationship which significantly states that when business ethics are applied in Islamic banks, it will present customer loyalty because customers are satisfied with the Islamic bank. The Effect of Excellent Service (X1) on Customer Loyalty

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