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Analysis of the Quality of Islamic Banking Services to the Satisfaction and Trust of the Public

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ABSTRACT

This study aims to determine and analyze the influence of quality of Islamic banking services to the satisfaction and trust of the public, the existence of quality services will have a positive impact on public confidence and public satisfaction of the services provided. This research uses quantitative method with descriptive analysis, correlation analysis and regression analysis, questionnaire used as data collecting tool with Likert scale, this research found that the quality of Islamic banking service and satisfaction and public trust very good, existence of high relation of service quality given by banking Islamic to the satisfaction and confidence of the public, thus raising the loyalty of the public to Islamic banking, for the improvement and quality improvement of Islamic banking services require a public-oriented strategy in the Islamic banking sector in the hope will meet all the needs and desires of the public.

Keyword: Quality of Service, Islamic Banking, Consumer Satisfaction.

1. INTRODUCTION

Islamic banking finance since the issuance of Islamic banking regulation in Indonesia has strengthened and expanded. Islamic banking is a banking system using Islamic law. The development and improvement experienced by Islamic financial institutions will gain trust from the public as users of Islamic banking services. The public will have satisfaction and trust in Islamic banking services if there is a product superiority given by Islamic banking. The advantage of a service product depends on the uniqueness and quality shown by the service.

For a company engaged in banking services, satisfying the customer is the main thing that should not be ignored, where customer satisfaction is a very strategic factor in winning the competition, maintaining the company's image in the wider public (Syafe'i, 2000). The decision to save in Islamic banking is done

by the customers of course closely related how the consumer behavior in deciding to buy a product, the public will use the services of Islamic banking services if there is trust and satisfaction in the customer for the services provided. Customer satisfaction includes the difference between expectation and performance or perceived results. Quality of service is a form of consumer assessment of the level of service received (perceived service) with the expected service level (expected service). So that customer satisfaction in the field of service become very important element and determine in Islamic banking development. According to Karim (2008) Islamic banking services have not been able to meet the standard of service quality as they get in conventional banks.

For that in this study wanted to study the quality of Islamic banking services to public satisfaction and public trust. Specifically this research aims to: 1) know the stages of quality of Islamic banking services, public satisfaction and public trust, 2) to know the relation of quality of Islamic banking service to consumer satisfaction and public trust, 3) to know the model of quality equation of Islamic banking services to public satisfaction and Public trust.

2. METHOD IN RESEARCH

The method used in this study is quantitative method with survey approach, quantitative method is used to know and analyze the quality of Islamic banking services in an effort to increase customer satisfaction and trust as consumers of Islamic banking. The population and samples in this study is people in the Petir District of Serang, Banten, Indonesia, as many as 1123 people. Samples in the study were 200 heads of households. According Arikunto (2008) Determination of Sample taking as follows if less than 100 better taken all until the research is a population study. If the number of large subjects can be taken between 10-15% or 20-25% or more depends on the least of the: 1). The ability of researchers viewed from time, effort and funds 2) narrow area of observation of each subject, because it involves a lot of little funds. 3). The size of the risk borne by researchers for researchers who risk big, of course if the samples of large results will be better. According to Gay & Airasian, (2000) states 10% is the minimum number of samples that can be used to represent a population.

Data analysis in this study used descriptive analysis, correlation analysis and regression analysis. According to Nazir (1988) that descriptive research is a study to find facts with appropriate interpretations, including the study accurately depicts the nature of some phenomena, groups or individuals. Interpretation of descriptive analysis as expressed by Nunnally (1978) is score Mean 1.01-2.00 (low); 2.01- 3.00 (simple low); 3.01-4.00 (medium); 4.01-5.00 (high).

Correlation research aims to detect the extent to which variations in a factor relate to variations in one or more other factors based on the correlation coefficient (Suryabrata, 1992). According Sugiyono (2007) interpretation of correlation coefficient is 0.00-0.199 (very low), 0.20-0.399 (low), 0.40-0.599 (medium), 0.60-0.799 (strong), 0.80-1000 (very strong).

While regression analysis is used primarily for the purpose of forecasting, where in the model there is a dependent variable and independent variables (Santoso, 2002). The equation is useful to predict or predict how far the influence of a variable or some independent variables to dependent variables (Pratisto, 2009).

The instrument used in this study is a questionnaire which is arranged with Likert scale model. The instruments of Islamic banking service quality are adopted from Parasuraman, Zeithaml, and Berry (1988) by adapting the SERVQUAL model with dimensions of tangibles, reliability, responsiveness, assurance,

and empathy. The instrument of community satisfaction is altered and adapted following Dutka (1994), which says public satisfaction can be measured through satisfaction-building attributes consisting of 1) value to price relationship; 2) product value, product benefit, product feature; 3) product design 4) product reliability and consistency, 5) Range of product services.

3. RESULT

3.1. Descriptive Analysis

Descriptive data in this study includes mean and standard deviation values of both research variables. Data is processed by used descriptive statistic method. Descriptive statistic method is more related to the collection and data summary, and presentation of data summary results. Descriptive research results can be seen in table 1.

Table 1
Descriptive Analysis of Quality of Islamic Banking Services on Satisfaction and Public Trust

No.	Variable	Dimension	Mean	Standar Deviation	Interpretation
1	Quality of Islamic Banking Services	• Tangible,	20.04	3.544	High
		• Reliable,	20.33	3.606	
		• Responsiveness,	19.91	3.547	
		• Assurance,	19.92	3.676	
		• Empathy	19.88	3.592	
2	Satisfaction and public trust	• Value to price relationship;	21.79	4.126	High
		• Product value, Product benefit, Product feature;	21.84	4.678	
		• Product design	22.00	4.535	
		• Product reliability and consistency,	21.62	4.736	
		• Range of product services	22.12	4.948	

From table 1 it appears that overall quality of Islamic banking services is shown by the respondents having high scores, for the variable quality of Islamic banking services, tangible dimensions (mean = 20.04, Standard Deviation = 3.544), reliable (mean = 20.33, Standard Deviation = 3.606), Responsiveness (mean = 19.91, Standard Deviation = 3,547), assurance (mean = 19.92, Standard Deviation = 3.676), empathy (mean = 19.88, Standard Deviation = 3.592).

Variable satisfaction and public trust on dimension value to price relationship (mean = 21.79, Standard Deviation = 4.126), product value dimension, product benefit, product feature (mean = 21.84, Standard Deviation = 4.678), product design (mean = 22.00, Standard Deviation = 4.535), product reliability and consistency (mean = 21.62, Standard Deviation = 4.736), Range of product services (mean = 22.12, Standard Deviation = 4.948). The formulation of the above research results that the dimensions of each variable has a high interpretation, thus it can be said that the quality of Islamic banking services, satisfaction and public trust in good condition. Respondents responded positively to the quality of Islamic banking services, as well as the satisfaction and confidence of the public, the public felt that the quality of Islamic banking services and the satisfaction and trust of the public is very high.

3.2. Correlation Analysis

To know the relation between variables, using question instrument (questioner) which answered by 200 peoples, using Pearson correlation analysis. This correlation analysis gives Pearson r correlation coefficient value equal to positive (+) or negative (-) in indicating the form of interaction between variables. Coefficient values between of 0.00 to 1.00 also indicate the strength of a relationship. The value of 'rule of thumb' by Johnson and Nelson (1986) is used to explain the correlation power of no relationship (0.00); Very low; low; simple; Very high and perfect relationship (1.00).

Table 2
Quality of Islamic Banking Services Correlation Analysis on Satisfaction and Public trust

		<i>Value to price relationship</i>	<i>Product value, benefit, feature</i>	<i>Product design</i>	<i>Product reliability and consistency</i>	<i>Range of product services</i>	<i>Satisfaction and public trust</i>
Tangibles	Pearson Correlation	.672**	.625**	.630**	.567**	.662**	.744**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Reliability	Pearson Correlation	.650**	.571**	.585**	.502**	.564**	.675**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Responsiveness	Pearson Correlation	.585**	.600**	.549**	.519**	.594**	.672**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Assurance	Pearson Correlation	.536**	.569**	.537**	.551**	.566**	.652**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Empathy	Pearson Correlation	.595**	.590**	.592**	.542**	.632**	.697**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
Quality of Islamic Banking Services	Pearson Correlation	.705**	.686**	.672**	.623**	.700**	.799**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000

From table 2 above it can be seen that the influence of the quality of Islamic banking services to the satisfaction and trust of the public has a high relation value that is equal to ($r = 0.799$), it shows the overall relationship of quality of Islamic banking services to the satisfaction and trust of the public is significantly. Similarly, the relationship between the dimensions of both variables has a high relationship, the relationship between dimensions is between the values ($r = 0.502$ to 0.744), from this correlation value indicates that the overall dimension has a strong or high correlation relationship, indicating that Improvement and improvement of public satisfaction and trust can be caused by the high quality of Islamic banking services, the satisfaction and trust of the public in used Islamic banking services due to the excellent service provided by Islamic banking.

The quality of Islamic banking services has an important role in efforts to improve and increase the satisfaction and trust of the Islamic in used Islamic banking services, high quality will have a positive impact on the public so that will provide personal satisfaction for the public as consumers of Islamic banking services.

3.3. Regression Analysis

Regression analysis is used to know the model of relationship between quality of Islamic banking services to satisfaction and public trust. Regression analysis is used to determine causal relationship between one variable with another variable. Regression analysis can be seen in table 3.

Table 3
Regression Analysis of Quality of Islamic Banking Services on Satisfaction and Public trust

	.Model	Unstandardized Coefficients		F	R	R2
		B	Std. Error			
1.	(Constant)	8.019	5.404	73.295	0.809	0.654
	tangibles	1.977	0.372			
	reliability	0.705	0.365			
	responsiveness	0.931	0.364			
	assurance	0.301	0.380			
	empathy	1.150	0.397			
2.	(Constant)	8.574	5.457	349.258	0.799	0.638
	Quality of Islamic Banking Services	1.007	0.054			

(a) *Dependent Variable: satisfaction and public trust*

From table 3 above can be seen that the results of multiple regression analysis of the first model obtained data quality of Islamic banking service quality to satisfaction and public trust through indicator tangibles obtained regression direction B of 1.977, indicator reliability of = 0.705, for indicator responsiveness of = 0.931, For assurance indicator of = 0.301, and for indicator empathy of 1.150, and obtained a constant value of 8.019. Thus the form of plural regression relationship can be described by the regression equation $\hat{Y} = 8.019 + 1.977X_1 + 0.705X_2 + 0.931X_3 + 0.301X_4 + 1.150X_5$. From the table also found that the regression equation is very significant that seen from the Analysis of Significance Variance Test of 73.295.

The strength of contribution and variable relationship of quality of Islamic banking services to the satisfaction and public trust through the five indicators indicated by the correlation coefficient of = 0.809, and the coefficient of determination of = 0.654. This means that 65.4% of the variations occurring in the satisfaction and confidence of the public can be attributed to and explained by indicators of quality of Islamic banking services that are dimensions of tangibles, reliability, responsiveness, assurance, and empathy, through regression equation $\hat{Y} = 8.019 + 1.977X_1 + 0.705X_2 + 0.931X_3 + 0.301X_4 + 1.150X_5$. From the result of the research, it can be concluded that there is a positive and strong correlation between the indicator of Islamic banking service quality that is tangibles, reliability, responsiveness, assurance, and empathy to the satisfaction and trust of public, in other words tangibles, reliability, responsiveness, assurance, and empathy and well executed in Islamic banking will be able to positively affect the improvement of public satisfaction and trust in the used of Islamic banking services.

From the table also found that the variable data quality of Islamic banking services to the satisfaction and public trust obtained by regression B of = 1.007 and Constant value of 8.574, with the value of sig. of 0.000. Thus the form of the relationship of these two variables can be described by the regression equation $\hat{Y} = 8.574 + 1.007X$, the table also found that the regression equation is very significant that seen from the Analysis of Significance Variance Test of 349.258.

The strength of contribution and the relationship of variable quality of Islamic banking services to the satisfaction and public trust is shown by the correlation coefficient of = 0.799, and the coefficient of determination equal to = 0.638. This means that 63.8% of variations that occur in the satisfaction and trust of the public can be caused and explained by the variable quality of Islamic banking services through regression equation $\hat{Y} = 8.574 + 1.007X$, from the results of this study it can be concluded that there is a positive and strong relationship between the quality of Islamic banking services to satisfaction and public trust, in other words the high quality in services implemented by Islamic banking institutions can give a positive influence on improvement efforts and Increased satisfaction and public trust as consumers.

4. DISCUSSION

Public as a customer of Islamic banking wants the existence of quality service, so that will cause the satisfaction and trust of public, public so that there will be loyalty from public as customer of Islamic banking. Excellent service to become one of public reference in used Islamic banking service. Service excellence is a concern for customers by providing the best service to facilitate ease, fulfillment and fulfill their needs, so that they are always loyal to the company (Lovelock and Wirtz, 2004).

Satisfied customers sometimes want to pay more than the set price and are able to survive in the company from moving to another company despite offering lower prices, because they carry the risk of uncertainty (Lam et al., 2004). Good service quality leads to increased satisfaction and value attributes. In turn, positive values directly affect satisfaction (Cronin., et.al, 2000).

The satisfaction and confidence of the public in used banking services indicates the existence of good quality of Islamic banking services, so that will lead to loyalty to Islamic banking. Indriwinangsih and sudaryanto (2007), said that customers who feel satisfied will provide an additional positive value, namely customer loyalty. Public satisfaction is a very important factor and determines the success of service delivery because the public is the consumer of the product services it produces.

5. CONCLUSION

Improving the quality of Islamic banking services can have a positive impact on services provided to the public as a customer banking, the public will feel satisfaction in used Islamic banking services if it has good service quality, it is affecting the loyalty of the public to the banking itself.

Improvement of service quality gives high expectation to the public in fulfilling the satisfaction and increasing the trust of the public to used Islamic banking service, the effort of improving the service quality given by Islamic banking oriented to public-based as banking service user. So that will meet the expectations of the public, for the Islamic banking needs a good strategy, the strategy to perform the best service becomes an option when Islamic banking wants to grow and become one of the banking public interest.

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