



The Influence Of Responsiveness, Perceived Quality Mediated By Customer Satisfaction On Customer Loyalty Of Mobile Banking In Jakarta

Rosy Rahmasari¹, Raihanah Mazaya²

^{1,2}Universitas Trisakti

Abstract

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This paper mainly focuses on young generation as target group to find out their differential perception. This study aims to identify most influencing factors and determine their influencing power on young customer's satisfaction and retention in mobile banking. It is a quantitative research with self-administered questionnaire as primary data collection instrument. Existing literature and published articles are reviewed as secondary data for hypothesis development. The data used in this study was a questionnaire and valid data were collected by 100 respondents. The sampling method in this study was non-probability sampling with purposive sampling technique. The testing tools used are SPSS version 25 and AMOS Structural Equation Modeling. The findings of the research revealed that responsiveness and perceived quality relative advantage have significant influence positive effect on customer satisfaction. And the latter influences loyalty.

This paper contributes to a substantial improvement in the understanding of consumer satisfaction and its consequences, to measure young user's satisfaction as the customer of mobile banking is not available in literature. So, this paper is an attempt to fill up this gap. In spite of having some limitation the research provides some practical implication for banks with better strategic insight to design mobile banking services to yield higher customer satisfaction.

Keywords: *responsiveness, perceived quality, customer satisfaction, customer loyalty.*

(*) Corresponding Author: rosyrahmasari01@gmail.com

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INTRODUCTION

The introduction of information technology in financial sector has given banking services a new dimension in the 21st century. The banking industry has inevitably changed itself for the provision of quick and quality customer services in the form of modern technology based banking facilities such as online banking (Li et al., 2017). ATM service and mobile banking. Mobile banking is one of the most convenient banking services which create the opportunity to bring the people under the umbrella of banking activities who were away from banking services before (Flanagin and Metzger, 2013).

Simply mobile banking means conducting banking transactions via a mobile device such as cell phone. Broadly it is a multi-platform cooperation between mobile operators and banking industry that integrate mobile communication and electronic money to facilitate bank related various activities through a mobile phone. With the rapid advancement of technology and increasing use of mobile phone (Litvin et al., 2008; Li et al., 2017), this mobile banking service is gaining

popularity not only in developed countries but also in developing countries like Jakarta.

Growing popularity of mobile banking creates a great opportunity for banking industry to expand their business, but it brings the challenges to satisfy and retain customers as well. That's why the critical understanding of customer satisfaction in mobile banking is now the demand of timey (Burgess et al., 2015; Lui et al., 2018). Critical evaluation of factors that affect customer satisfaction in mobile banking and how those factors influence satisfaction and confirm retention is important for banking industry to formulate marketing strategies that will ensure present satisfaction and promote new dimension for future customer satisfaction in mobile banking in Jakarta (Duverger, 2013; Xie et al., 2014; You et al., 2015; Phillips et al., 2017; Viglia and Buhalis, 2016).

This study basically focuses on young people, and tries to measure their satisfaction level, evaluate their choices, preference and considerable factors for mobile banking adoption and retention.

METHODS

Figure 1. Research Framework



This research is considered appropriate to involve as many participants as possible and obtain more responses. In addition, in this study using quantitative data. Quantitative data is the right choice for researchers, where data that has been recorded using numbers or numeric as well as classifications and information obtained from distributing questionnaires. This study uses primary data sources. Primary data is data collected directly by researchers to answer research problems or objectives. Respondents were briefed on the purpose of the research and assured that their answers would be kept confidential.

Before starting the data collection process, a questionnaire was designed based on several measurement items. Brand Quality is measured using a Likert scale, there are 3 statement items adapted by Innoni (2022). Furthermore, the 3 item Responsiveness measurement scale was adapted from Hanasya (2017). To measure perceived value with a scale of 4 items adapted by Hanasya (2017). Finally, Purchase Decision using 3 items taken from Hanasya (2017). All items were measured on a Likert scale with a value of 1-5 ranging from strongly disagree to strongly agree.

RESULTS

From the distribution of the questionnaire, only 60 responses were received from the questionnaire participants. When analyzing demographic characteristics it was found that there were 60.0 percent of women and men representing 40.0 percent, Respondents based on income, namely with income < IDR 5,000,000 by 58.3% or as many as 35 people, income > IDR 10,000,000 of 6.7% or as many as 4 people, for an income of IDR 5,000,000-10,000,000 by 35.0% or as many as 21 people. Next respondents indicated that respondents based on income with age > 35 by 18.3% or as many as 11 people, ages 17-21 of 40.0% or as many as 12 people, aged 22-26 by 23.3% or as many as 14 people, aged 27-31 by 18.3% or as many as 11 people. As well as respondents based on job others by 28.3% or as many as 17 people, students of 35.0% or 21 people, civil servants 13.3% or 8 people, self-employed 23.3% or 14 people. Furthermore, reliability assumptions were set for all variables and the results showed that the Cronbach's alpha value for the construct measurement scale exceeded the cutoff point of 0.65. Therefore, the reliability assumption is met.

Table 1 Gender

Information	Number of respondents	Percentage (%)
Man	24	40.0
Woman	36	60.0
Total	60	100.0

Table 2 Income

Information	Number of respondents	Percentage (%)
< IDR 5,000,000	35	58.3
> IDR 10,000,000	4	6.7
IDR 5,000,000-10,000,000	21	35.0
Total	169	100.0

Table 3 Age

Information	Number of respondents	Percentage (%)
>35	11	18.3
17-21	24	40.0
22-26	14	23.3
27-31	11	18.3
Total	60	100.0

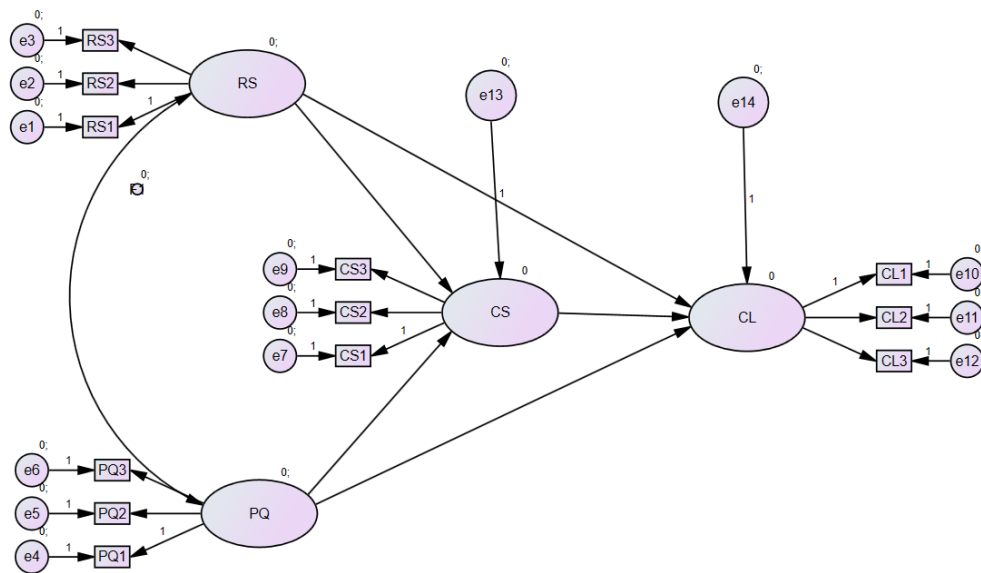
Table 4Work

Information	Number of respondents	Percentage (%)
Other	17	28.3
Student / student	21	35.0
civil servant	8	13.3
Self-employed	14	23.3
Total	60	100.0

To test the research hypothesis, the structural equation modeling method was used and the procedure was carried out using AMOS 18. Initially, a measurement model consisting of all construction measurement items was drawn to calculate the confirmatory factor analysis. The results show that the factor loading for the remaining items of each construct exceeds 0.50. Therefore, validity and achieved.

Lui et al., 2018, the hypothesis can be tested when the fit index in the structural model falls within the acceptable range. Overall, the findings as shown in Figure 2 indicate that the structural model for this study maintains a reasonable fit to the data with the chi-squared values being 569,693 1($p = 0.000$); the other criterion values (IFI = 1,000, NFI = 1,000, CFI = 1,000, TLI = 0 ,000, and RMSEA = 0,227) reached an acceptable cut point based onthe suggestions from Prakitsuwan and Moschis, 2021.

Figure 2



CONCLUSION

This study aims to examine the effect of responsiveness, perceived quality mediated by customer satisfaction on customer loyalty. The results of the study reveal that the conclusions that can be drawn are: From the results of testing this hypothesis, the estimated value is -0.005 and the p-value is 0.961, which is greater than $\alpha = 0.05$ which means that responsiveness does not have a positive effect on customer loyalty, meaning that consumers value the company is still lacking in paying attention to performance that does not match consumer expectations, the company's responsiveness is unreliable and inconsistent, consumers think responsiveness does not meet standard customer loyalty specifications, consumers consider the company to be less responsive. From the results of testing this hypothesis, an estimated value of -0.045 and a p-value of 0.699 is obtained which is a large value of $\alpha = 0.05$, which means that perceived quality does not have a positive effect on customer loyalty, meaning that consumers consider mobile banking to be of less quality, consumers also think that mobile banking still pays little attention to quality in terms of creating quality in terms of the system. From the results of testing this hypothesis, an estimated value of 0.241 and a p-value of 0.002 is obtained which is less than $\alpha = 0.05$, which means that customer satisfaction has a positive effect on customer loyalty. This means that consumers are satisfied with good service by providing the right value. That is, customer satisfaction associated with added value strengthens consumer loyalty.

This study successfully identified the factors influencing satisfaction of young users of mobile banking service. The result reveals responsiveness and perceived quality strongly influence customer satisfaction. In spite of having some limitation, this study provides valuable knowledge and information to the software engineer, service provider and banks to design and implement mobile banking service in such a way that will result in more customer satisfaction and loyalty. Being a densely populated country, Jakarta is now a good market for mobile banking because of large number of mobile phone users. So, with proper guideline and policy, mobile banking can lead Jakarta to a different level of prosperity.

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