THE EFFECT OF CUSTOMER EXPERIENCE, TRUST AND SATISFACTION ON CUSTOMER LOYALTY: EMPIRICAL STUDY ON BCA MOBILE BANKING USERS

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ABSTRACT

The purpose of this study is to explain and analyze the effect of Customer Experience, Customer Trust and Customer Loyalty on BCA Mobile banking customers. The research methodology used is a quantitative approach. I used Mobile Banking BCA users for the sample as many as 100 respondents. The data collection instrument used primary data obtained by using a questionnaire. The analytical data in this study are using Validity Test, Reliability Test, Normality Test, Heteroscedasticity Test, Linearity Test, Multicollinearity Test, Multiple Linear Regression Test, T Test, Coefficient of Determination Test (R2), F Test with the help of SPSS version 24. The results of this study indicated that partially and simultaneously Experience, Trust and Customers have a significant and joint effect on BCA Mobile Banking Customer Loyalty. However, Customer Experience has an influence on Customer Loyalty but they has a negative direction too, while the one with the strongest influence is a customer with a high bheta (0.675).

Keywords: Customer Experience, Customer Trust, The Customer, and Customer Loyalty.

1. INTRODUCTION

Economic developments encourage the development of the banking industry in Indonesia. Banks as financial service institutions have the task of collecting funds from the public in the form of deposits and channeling them back to the public in the form of credit or loans, as well as providing other services (Sumarto, 2017). The large number of banks increases competition among banking companies in Indonesia, so that companies engaged in banking seek to provide added value to customers through services that are in accordance with the needs and desires of customers. One of the developments in information technology is the widespread use of cellular phones or more commonly known as handphones or smartphones. Indonesia is also growing rapidly, in 2018 the number of active smartphone users in Indonesia is more than 100 million people. The current information technology is able to support the operational success of a bank, this activity can be carried out thanks to the advancement of information systems in the banking world, namely the birth of electronic banking (e-banking). One form of e-banking service is mobile banking. Mobile banking or better known as m-banking is a banking facility or service using mobile communication tools such as mobile phones, with the provision of facilities for banking transactions via SMS (short messages) on mobile phones. Mobile banking services make it easy for customers to carry out banking transactions such as checking balances, transfers between accounts, and others (Huda, 2020).

Consumer experience is an event, event or situation that is personally experienced and occurs in response to certain stimuli (eg through various marketing strategies before and after sales). (Sam and Tahir 2018) stated that trust is a characteristic that is determined by factors of uncertainty, instability, and dependence. Trust is defined as the dimension of a relationship that determines the degree to which one party feels it can trust the integrity of the promise offered by the other party.

Customer Satisfaction is a measurement or indicator of the extent to which customers or users of the company's products or services are very happy with the products or services received. Customer satisfaction is a comparison between expectations and perceptions of experience (felt/accepted) (Fatihudin 2019). Customer loyalty refers to the customer's commitment to consistently repeat purchases or preferred services despite situational and marketing efforts to change their behavior (Sidabutar and Dharmayanti 2015).

This study focuses on the loyalty of BCA Mobile Banking users. The research raises the theme of Loyalty because Loyalty is very important to maintain BCA's position in the competition in the banking industry. Customer or customer loyalty is an important asset for BCA. Based on similar studies Loyalty is influenced by Customer Experience is the customer's response internally and subjectively as a result of direct or indirect

interaction with the company, trust is a characteristic that is determined by factors of uncertainty, instability, and dependence, Customer Satisfaction is a level where Estimated product performance in line with buyer expectations. This is the basis for conducting this research entitled "The Influence of Experience, Trust and Customer Satisfaction on Customer Loyalty: An Empirical Study on BCA Mobile Banking Users".

2. LITERATURE REVIEW

2.1 Customer Experience

Customer experience is a form of understanding consumer lifestyles and broadening marketers' views from the product to the consumption process. For example, a customer is disappointed because the product or service received is not as expected, then, when he makes a complaint and gets an easy service, he will experience a good Customer Experience. However, on the other hand, when the company's policies are too convoluted, it experiences a bad Customer Experience Sari (2020). Customer Experience Indicator. Customer Experience Indicators: 1.Accessibility: The ease with which consumers interact and access products, 2.Competence: The ability possessed by product providers in producing or producing products or services, 3.Customer recognition: consumer feelings that their presence is known and recognized by product providers, 4. Assistance: the ability of producers or producer staff to help consumers, 5. Personalization: consumers feel comfortable when served by the company, 6. Problem solving: The ability of consumers to solve problems experienced by consumers, 7. Fulfillment of promises: fulfillment of promises by service providers , 8. The value of time: the ability of service providers to value the time of consumers.

2.2 Customer Trust

Trust is a characteristic that is determined by factors of uncertainty, instability, and dependence. Trust is defined as a dimension of a relationship that determines the degree to which one party feels he can trust the integrity of the promise offered by the other party (Sam and Tahir 2018). Objects can be products, people, companies, and everything, which a person has beliefs and attitudes. Indicators of customer trust: Reliability (promised service), Concern (Solutions provided by the company), Credibility (Honesty of the company).

2.3 Customer Satisfaction

Customer Satisfaction is a measurement or indicator of the extent to which customers or users of the company's products or services are very happy with the products or services received. Customer satisfaction is a comparison between expectations and perceptions of experience (felt/accepted) (Fatihudin, 2019). Customer satisfaction indicators: 1.Repurchase, 2. Create Word of Mouth, 3. Create brand image.

2.4 Customer Loyalty

Customer loyalty refers to the customer's commitment to consistently repeat purchases or preferred services despite situational and marketing efforts to change their behavior (Sidabutar and Dharmayanti 2015). Customer loyalty is important in marketing because it represents the desire of customers, employees or friends to make personal investments or sacrifices to strengthen the relationship between them (Shpetim, 2012). Loyal customers are willing to buy more often, spend money to try new products or services and bring new customers to the company. Companies are now not only focused on achieving customer satisfaction, but also companies focused on customer pleasure because customer loyalty can be increased by providing more value. Customer loyalty indicators: 1. Make regular repeat purchases, 2. Buy all products and services, 3. Recommendations, 4. Not interested in other products.

2.5 Research Framework

To find out the problem to be discussed, it is necessary to have a framework of thought which is the basis for researching the problem aimed at finding, developing, and testing the truth in research and a framework of thinking with a variable relationship scheme which can be seen in the following figure:
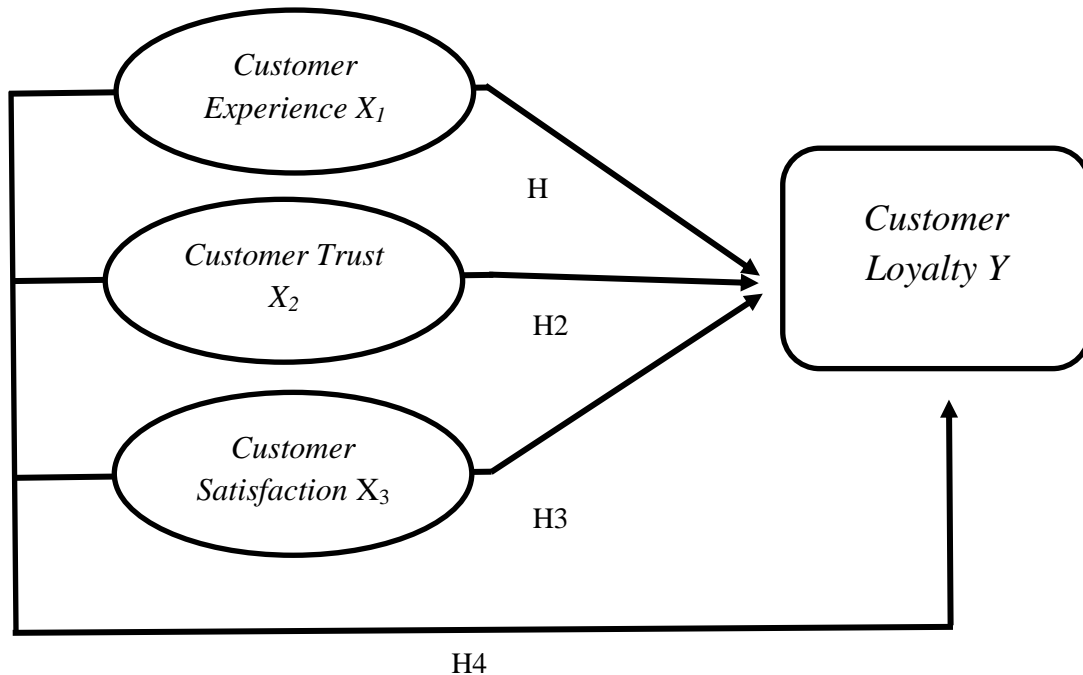
3.   RESEARCH METHODS

This research was conducted in May 2021 with customers using mobile banking as the research population and a sample of 100 respondents. The analytical tool used is multiple linear regression by fulfilling the requirements of normality test, multicollinearity test, heteskodastisity test, linearity test, hypothesis testing and classical assumption test. The variables of this study include customer experience, customer trust, and customer satisfaction with customer loyalty.

4.   RESULTS AND DISCUSSION

The results of the pre-requisites for the main test of multiple linear regression indicate that the data has a normal distribution, this is evidenced by the line that describes the actual data following the diagonal line. While the heteroscedasticity test shows that the regression model does not occur heteroscedasticity. This is evidenced that there is no clear pattern, as well as the dots spread. Regression model does not occur multicollinearity. This is evidenced by the VIF value of less than 10 and the tolerance value of more than 0.1. Linearity test shows a sig value of more than 0.05, meaning that the three variables have a linear relationship.

The results of the regression analysis show that the customer experience variable (X1) tcount > t table ((-2,384)> 1,981), which means that the customer experience variable (X1) has a partial negative effect on customer interest in using mobile banking. This is influenced by constraints. encountered when using Mobile Banking. For the customer trust variable (X2) tcount > t table (5,027 > 1,981), which means that the customer trust variable (X2) has a partial influence on customer interest in using mobile banking. For the customer satisfaction variable (X3) tcount > t table (7.862 > 1.981), which means that the customer satisfaction variable (X3) has a partial influence on customer interest in using mobile banking.

The results of data analysis of customer experience, customer trust and customer satisfaction partially or simultaneously affect mobile banking customer loyalty. The results of the regression analysis test show positive results on the variables of trust and customer satisfaction, meaning that any increase in the independent variable will increase customer loyalty in mobile banking, while in The customer experience variable has a negative value, this is because when the customer has bad constraints, the customer becomes disloyal and will reduce the value of customer loyalty. While the results of the correlation test show that most of mobile banking customer loyalty is indeed influenced by the variable customer satisfaction with bheta (.675) this is because customers are satisfied with BCA Mobile Banking services so that customers will continue to use BCA Mobile Banking and make customers continue to use BCA Mobile Banking. using BCA Mobile Banking for daily banking needs.

One form of e-banking service is mobile banking. Mobile banking or better known as m-banking is a banking facility or service using mobile communication tools such as mobile phones, with the provision of facilities for banking transactions via SMS (short messages) on mobile phones. With the existence of cellphones and mobile banking services, banking transactions that are usually done manually, meaning that activities previously carried out by customers by visiting the bank, can now be done without having to visit bank outlets, using only the customer's cellphone can save time and costs. Mobile banking services provide convenience for customers to perform banking transactions such as checking balances, transfers between accounts, and others (Syaefullah & Mubiyantoro, 2015).

Mobile banking provides benefits to both banks and customers. Among them for the bank are business expansion, customer loyalty, revenue and cost improvement, competitive advantage, new business model and fee base income. In addition, the benefits for customers include providing convenience and speed, transactions anywhere and anytime that can be done saving costs and time, transactions that can be carried out such as checking balances, transfers, payments, and purchases without going out of the house or coming to the bank. access a smartphone (Habibi, 2014).

5. CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Based on the results of research on the effect of customer experience, customer trust and customer satisfaction on customer loyalty to BCA mobile banking, the following conclusions are drawn:

1. Customer Experience affects Customer Loyalty. The direction of influence but this customer experience is negative: The better the customer experience the customer, the lower the Loyalty
2. Customer Trust has a positive effect on Customer Loyalty. Customers believe that the BCA Mobile Banking application is built with the most advanced technology so that banks guarantee the implementation of banking transactions without fraud, these things make customers loyal to use BCA Mobile Banking.
3. Customer Satisfaction affects Customer Loyalty. When customers feel satisfied when using BCA Mobile Banking, customers will be more loyal to BCA Mobile Banking.

5.2 Suggestions

The suggestions from this research are:

1. For companies
   - Customer Experience
     BCA Bank must always add or update features on the BCA Mobile Banking application periodically to meet/according to customer needs. customer service/call centers are expected to be more responsive and quick to provide solutions when customers experience problems so as not to create a bad experience. These improvements are expected to make customers more loyal to BCA Mobile Banking. Bad customer experiences can cause customers to switch to competitors.
   - Customer trust
     BCA Bank must always add or update features on the BCA Mobile Banking application periodically to meet/according to customer needs. customer service/call center is expected to be more responsive and quick to provide solutions when customers experience problems so as not to create a bad experience. These improvements are expected to make customers more loyal to BCA Mobile Banking. Bad customer experiences can cause customers to switch to competitors.
   - Customer satisfaction
     BCA Bank must always add or update features on the BCA Mobile Banking application periodically to meet/according to customer needs. customer service/call center is expected to be more responsive and quick to provide solutions when customers experience problems so as not to create a bad experience. These improvements are expected to make customers more loyal to BCA Mobile Banking. Bad customer experiences can cause customers to switch to competitors.

2. For Further Researchers
The discussion of the results of the study shows the importance of updating and the suitability of features with consumer needs and then affects Loyalty. In further research, it is suggested to be the suitability of features with customer needs as a moderator variable that strengthens the relationship between customer experience and customer loyalty.

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