
EXAMINING THE INFLUENCE OF ISLAMIC BRANDING, PHYSICAL EVIDENCE, AND RELATIONSHIP QUALITY ON CUSTOMER LOYALTY IN THE CONTEXT OF BANK SYARIAH INDONESIA (BSI) MAKASSAR BRANCH AT UNISMUH

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ABSTRACT

This study aims to investigate the influence of certain factors on customer loyalty in using Bank Syariah Indonesia (BSI) KCP Makassar Unismuh products. The factors studied include Islamic branding, physical evidence, and relationship quality. The research was conducted from July to August 2023 using a descriptive quantitative approach. The data used in this study are primary data collected through the distribution of questionnaires, observation, and documentation. The sample of this study was selected by simple random sampling and consisted of 75 respondents. To analyze the data, this study used multiple linear regression and the SPSS version 20 application. The results showed that partially, Islamic branding has no significant effect on customer loyalty. However, physical evidence and relationship quality partially have a positive and significant influence on customer loyalty. Simultaneously, islamic branding, physical evidence, and relationship quality have a positive and significant effect on customer loyalty. The implications of this study indicate that factors such as Islamic branding, physical evidence, and relationship quality have a positive impact on customer loyalty in using BSI KCP Makassar Unismuh products. Although Islamic branding does not have a significant effect partially, other factors still make a good contribution to customer loyalty in using BSI products.

INTRODUCTION

The current era of globalization has a significant impact on the growth of the world economy. Economic growth is a very important aspect so it becomes an indicator of attention to the progress of a country (Sulistiyono, 2019). Economic growth is currently dominated by the contribution of the banking industry. The Banking Industry is the center of world finance, both in developed and developing countries. One of them is Indonesia, which has begun to focus on developing the progress of the Islamic financial industry, especially in the field of Islamic banking. With a Muslim population of 229 million or 87.2% of the total population.

In 2022, the Word Population Review released data on the growth of the Muslim population in Indonesia to 231 million people, from this data making Indonesia the country with the largest population majority in the world. This proves that Indonesia has a huge opportunity to increase the Islamic banking industry (Kompas.com, n.d.).



Figure 1
World Islamic Bank Penetration
(source: CNBC.Com)

The figure above shows a data penetration (implementation) of Islamic banking in Indonesia is still low, this is evident if we compare from the total Muslim population of 5.3% compared to 222 million Muslims (CNBC Indonesia., n.d.). The government took a new breakthrough strategy in the banking sector by merging companies, to create and support existing opportunities. Therefore, Bank Syariah Indonesia (BSI) is the result of the merger of three State-Owned Enterprises (SOE) Islamic banks, namely Bank Rakyat Indonesia (BRI) Syariah, Bank Syariah Mandiri (BSM) and Bank Negara Indonesia (BNI) Syariah. SOE Minister Erick Thohir approved and realized the merger of the three SOE banks on February 1, 2021 (Kompas.Com, 2021).

According to (Asmar, n.d.) the merger between the three state-owned banks aims to unite the focus of the community in terms of using only one Islamic bank. The government hopes that this merger will be able to expand public funding options, especially Sharia-based funding, strengthen the capital structure of Islamic banks, and be able to build an adequate Islamic bank. With the merger, it is hoped that BSI can provide a variety of increasingly complex products, so as to attract the public and also strengthen various other financial systems (Ahmadi et al., 2021).

Along with the times, Islamic banking has indeed experienced growth. However, public loyalty to Islamic banks is still low, among people in South Sulawesi or more precisely in Makassar City with a population of \pm 82265 people (Badan Pusat Statistik Provinsi Sulawesi Selatan, n.d.). With this number, this city has the potential to develop the Islamic financial industry, especially in the city center of Makassar City where Bank Syariah Indonesia (BSI) KCP Makassar Unismuh has been established. However, it can be seen from the daily lives of Muslim communities who are still loyal to using conventional banking products. This is in accordance with the results of the author's observations and can be seen from the growth of assets owned by Conventional Banks which are still high, both from profit or income and also the number of customers (Karim & Tajibu, 2022).

According to (Ballo & Andreani, 2019) the loyal behavior shown by customers to a bank is inseparable from two factors inherent in society. These factors are internal (from within) and external (from outside) factors, external factors can be influenced by the lack of physical

evidence, meaning physical evidence or facilities.

One strategy that can also be used to overcome the above problems is to maximize physical evidence. Adequate physical facilities both in terms of room cleanliness, sophistication of the technology used, and other facilities, are also important indicators in terms of banking service quality. Because this also influences the community to use Islamic banking products. In line with the opinion (Lupiyoadi, 2001) (Putri, 2021), that customer satisfaction can be created from the quality of quality service received by customers through the element of physical evidence.

This phenomenon makes producers both Muslims and non-Muslims compete to develop a halal product to reach the Muslim target market. Three product categories are targeted by producers, namely food products, lifestyle, and the service sector, one of which is Islamic banking. Therefore, Islamic banking, especially BSI, maximizes the Islamic branding strategy (Santoso, 2019).

According to this (Asmar, n.d.), the use of *Islamic branding* strategies will have an impact on customer decisions in buying and using products. In line with this (Baihaki et al., 2023), the results of his research show that *Islamic branding* has an important role in customer loyalty at an Islamic bank (Alserhan, 2010). Apart from physical evidence and Islamic branding, relationship quality factors can also greatly affect customer loyalty in using existing products at banks. (Jamilah & Aulia, 2022) reveals that maintaining existing customers is more difficult than attracting people to become new customers. Therefore, BSI must be able to retain its customers, especially for old customers to remain loyal, loyal, and active. Many previous studies such as (Putri, 2021) have proven that creating, fostering, and maintaining good relationships with customers will have a good impact on the development of Islamic banking, thus creating customer loyalty.

RESEARCH METHODS

This research uses a quantitative approach as its methodological framework, where data is collected in the form of numbers and analyzed using statistical formulas. The population of this study consists of customers or customers who use BSI KCP Makassar Unismuh products. To determine the sample, the researcher applied the simple random sampling method and selected 75 respondents who fit the research criteria. Data were collected through observation as a means of direct observation of related phenomena, documentation as an effort to obtain information and data from various relevant sources, as well as questionnaires given to respondents using a Likert scale as a measurement instrument. The Likert scale has a score range from 1 to 5, with 1 indicating a very high level of disagreement, while 5 indicates a very high level of agreement.

This study adopted a data collection method involving observation, documentation, and questionnaires. Observation was conducted as an effort to directly observe the phenomena that occurred related to the research title. Documentation was used as a means of obtaining information and data from various sources relevant to this research. The questionnaire prepared by the researcher was given to respondents to get their responses related to the level of loyalty in using BSI KCP Makassar Unismuh products. This questionnaire uses a Likert scale as a measurement tool, where respondents provide a score based on their level of agreement with the statements given (Anwar & Saleh, 2022).

In this study, the sample was selected using the simple random sampling method and consisted of 75 respondents. Data obtained through observation, documentation, and questionnaires will be analyzed using relevant statistical formulas. This study aims to collect data that can support the analysis of the influence of Islamic branding, physical evidence, and relationship quality on the level of customer loyalty using BSI KCP Makassar Unismuh products.

RESULTS AND DISCUSSION

Data Quality Test

a. Validity Test

The validity test is a medium that serves to test whether or not the research indicators used in a study are valid using several statements that have been poured into the research questionnaire. The questionnaire that has been distributed will later become the author's benchmark for determining the validity of an indicator used. The conditions used to determine whether the indicator is valid or not are if $r_{\text{count}} > r_{\text{table}}$ then the instrument items used are valid. For the value of r_{table} on the 75 samples used, namely:

$$R_{\text{table}} = (r_{\alpha}; df), (\alpha; n-2) \\ = (0.05; 73)$$

So that R_{table} in this study obtained (0.2272). Therefore, the following are the results of the validity test carried out on the research instrument statement:

Table 1
Validity Test

Variables	Q	r count	r table	Description
Islamic Branding (X1)	1.	0,759	0,2272	Valid
	2.	0,778	0,2272	Valid
	3.	0,713	0,2272	Valid
	4.	0,827	0,2272	Valid
	5.	0,737	0,2272	Valid
	6.	0,653	0,2272	Valid
	7.	0,500	0,2272	Valid
Physical Evidence (X2)	1.	0,727	0,2272	Valid
	2.	0,632	0,2272	Valid
	3.	0,698	0,2272	Valid
	4.	0,373	0,2272	Valid
	5.	0,729	0,2272	Valid
	6.	0,684	0,2272	Valid
	7.	0,768	0,2272	Valid
Relationship Quality (X3)	8.	0,759	0,2272	Valid
	9.	0,748	0,2272	Valid
	1.	0,750	0,2272	Valid
	2.	0,778	0,2272	Valid
	3.	0,759	0,2272	Valid

	4.	0,793	0,2272	Valid
	5.	0,741	0,2272	Valid
	6.	0,747	0,2272	Valid
	1.	0,577	0,2272	Valid
	2.	0,712	0,2272	Valid
	3.	0,748	0,2272	Valid
Loyalty (X4)	4.	0,778	0,2272	Valid
	5.	0,848	0,2272	Valid
	6.	0,757	0,2272	Valid
	7.	0,839	0,2272	Valid

Source: primary data processed in SPSS, 2020

Table 1 above, explains that all items used in this study starting from the Islamic branding, physical evidence, relationship quality, and loyalty variables show that all indicators are valid and suitable for use as reference material for further research.

b. Reliability Test

(Dewi, 2018) states that the reliability test is an activity carried out to test each research indicator whether it is good and remains consistent if the indicator is used again. For this test using the Cronbach's Alpha value as a benchmark with the standard value of the indicator's reliability, namely if the value of Cronbach Alpha > 0.61, it is stated that the research variables used are reliable. the following are the results of the management of the author regarding the reliability test, namely:

Table 2
Reliability Test

Variable	Cronbach Alpha	Standard Realibilitas	Keterangan
<i>Islamic Branding (X₁)</i>	0,838	0,61	Very Reliable
<i>Physical Evidence (X₂)</i>	0,832	0,61	Very Reliable
<i>Relationship Quality (X₃)</i>	0,858	0,61	Very Reliable
<i>Loyalitas (Y)</i>	0,864	0,61	Very Reliable

Source: data processed in SPSS, 2020

Table 2 above, displays the results of the reliability test carried out on the four variables used. Islamic branding, physical evidence, relationship quality, and loyalty variables have a value > 0.81 which means very reliable based on the Cronbach Alpha value. This shows that the indicators are reliable and remain consistent if used repeatedly.

Classical Assumption Test

a. Normality Test

The normality test is used by the author to determine whether the independent variable and the dependent variable have a normal contribution or not. There are three ways used to see whether the data is normally distributed or not, namely by looking at the histogram graph, P-Plot, and significant asymp in the K-S or Kolmogrov-Simirnov test, the following are the results of the data processed by the author:

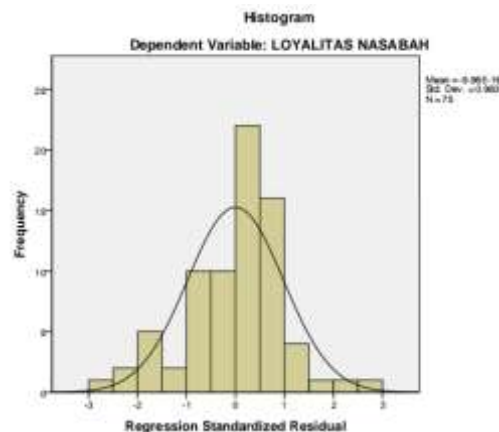


Figure 2

Histogram Normality Test

Source: primary data processed in SPSS, 2020

Based on the histogram graph figure 2 above, the results of the histogram pattern show a straight upright that does not lean to the left and right like forming a mountain that follows number 0, it can be concluded that the regression model in this study is normally distributed (Anderson & Narus, 1990).

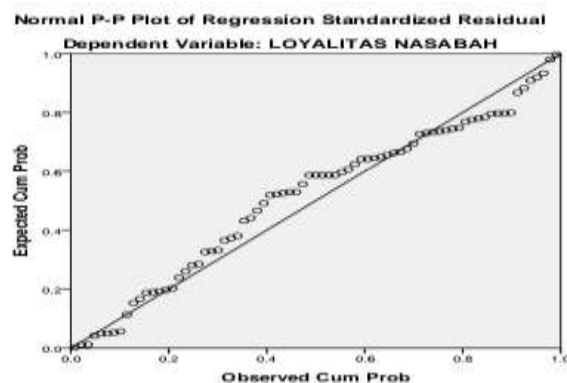


Figure 3

P-Plot Normality Test

Source: data processed in SPSS, 2020

Based on the P-Plot image, it can be seen that the points follow the diagonal line, it can be concluded that the variables are normally distributed. Apart from the histogram and P-Plot graphs, the K-S or Kolmogrov-Smirnov test can also be used as a reference in determining whether the data is normally distributed or not, the following are the results of the K-S test:

Table 3
Normality Test Kolmogrov-Smirnov Test

N		Unstandardized Residual
		75
NormalParameters ^{a,b}	Mean	0E-7
	Std.Deviation	2,01324242
Most Extreme Differences	Absolute	0,119
	Positive	0,103
	Negative	-0,119
Asymp.Sig. (2-tailed)		0,239

Source: data processed in SPSS, 2020

The data listed in Table 3 shows that the variables used contribute normally, this is based on the value found in the asymp.sig (2-tailed) $0.239 > 0.05$. This proves that the variables of Islamic branding, physical evidence, and relationship quality can be studied on customer loyalty.

b. Multicollinearity Test

The function of the multicollinearity test is to test whether there is a correlation or relationship between the independent variables. This refers to the tolerance and VIF values, so if the VIF value < 10 and the tolerance value > 0.1 it can be stated that there is no correlation or relationship. The following data analysis results from SPSS 2020 are:

Table 4
Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistic	
	Tolerance	VIF
Islamic Branding (X1)	0,682	1,466
Physical Evidence (X2)	0,485	2,062
Relationship Quality (X3)	0,453	2,209
a.dependent variable: customer value survey (Y)		

Source: primary data processed in SPSS, 2020

In accordance with the multicollinearity test results in the table above, it can be seen that Islamic branding, physical evidence, and relationship quality have a tolerance value > 0.1 with a VIF value < 10 . Based on the test results carried out, it can be stated that the three independent variables do not have a correlation or no multicollinearity occurs so the regression model is declared good.

c. Heteroscedasticity Test

This third test focuses on the dot pattern in the scatterplot, with the aim of knowing whether heteroscedasticity symptoms occur or not. The analysis is carried out on the

distribution of points in the 0 area and the Y axis. If you see certain patterns such as wavy, widening then narrowing, it is certain that heteroscedasticity symptoms occur. Meanwhile, if it does not form an unclear pattern such as dots spreading under the number 0 and the Y axis, it is stated that there are no symptoms of heteroscedasticity, the following are the results of the heteroscedasticity test, namely :

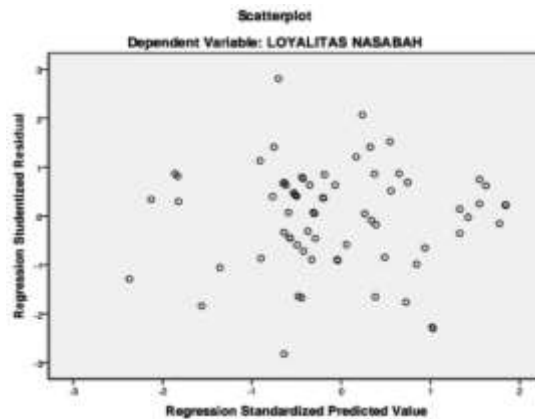


Figure 4
Heteroscedasticity Test Scatterplot Model
Source: primary data processed in SPSS, 2020

Based on Figure 4 scatterplot above, shows that the points spread randomly in the area of number 0 and the Y axis and do not form a certain pattern (wavy, narrowed, and also widened). Therefore, it can be said that there are no symptoms of heteroscedasticity and the regression model is valid or good to be used to predict the influence of Islamic branding, physical evidence, and relationship quality on customer loyalty.

d. Multiple Linear Regression Test

The purpose of the multiple linear regression test is to identify the pattern of the relationship between the independent variables (Islamic branding, physical evidence, and relationship quality) on the dependent variable, namely customer loyalty. The following data analysis results are carried out using SPSS version 20:

Table 5
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	
1.	(constant)	-1,953	2,303	
	Islamic branding	-0,020	0,080	-0,017
	Physical Evidence	0,264	0,074	0,298
	Relationship Quality	0,844	0,113	0,113

Source: primary data processed in SPSS, 2020

Based on Table 5, the equation based on the multiple linear regression model is obtained as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

$$\text{Customer Loyalty} = -1,953 - 0,020 + 0,264 + 0,844 + \epsilon$$

The results of the multiple linear analysis equation above can be described as follows:

- a. Obtained a constant value of -1.953. This means that if the Islamic branding, physical evidence, and relationship quality variables are zero (0), then customer loyalty drops to 1.953.
 - b. In the Islamic branding variable has a value of -0.020, the Islamic branding variable has a one-unit decrease, the customer loyalty variable will decrease to 0.020 and vice versa.
 - c. In the physical evidence variable, a constant value of 0.264 is obtained. If the Islamic branding variable increases by one unit, then customer loyalty increases by 0.264. This means that the better the facilities or buildings used by the community, can increase customer loyalty using existing products at BSI. Likewise, assuming other independent variables are constant.
 - d. In the relationship quality variable, a constant value of 0.844 is obtained. If the relationship quality variable has increased by one unit, then customer loyalty increases by 0.844. This means that the better the bank establishes relationships with customers, the more customer loyalty in using BSI products will also increase. Likewise, assuming other independent variables are fixed.
- e. Test Coefficient of Determination (R²)**

The coefficient of determination test is carried out to see how much the independent variable affects the dependent variable.

Table 6
Koefisien Determination
Model Summary^b

Model	R	R Square	adjusted R Square	Std.Error of the Estimate
1	0,871 ^a	0,759	0,749	2.05534

Source: primary data processed in SPSS, 2020

It can be seen that the value contained in the adjusted R² is 0.749 or 74.9% based on Table 6 above. This shows that the customer loyalty variable is influenced 74.9% by the Islamic branding, physical evidence, and relationship quality variables. This value indicates that the independent variable is strong in influencing the dependent variable. While the 25.1% customer loyalty variable is influenced by other variables.

f. Hypothesis Test

Partial Test (t)

The purpose of the partial test commonly abbreviated as the t-test is to test whether there is a relevant influence of the dependent variable (independent) on the independent variable (dependent). There are two conditions for the hypothesis to be accepted, namely if the significant value <0.05 and the value of t count > t_{table} then it can be concluded that H₁ a

study is accepted. The following table shows the partial test results:

Table 7
Partial Test (t)
Coefficie^a

Model	Unstandardized coefficients		standardized	T	Sig.
	B	Std. Error	Coefficients Beta		
(constant)	-1.953	2.303		-848	0,399
Islamic Branding (X ₁)	-0,020	0,080	-0,017	-0,245	0,807
Physical Evidence (X ₂)	0,264	0,074	0,298	3,569	0,001
Relationship Quality (X ₃)	0,844	0,113	0,645	7,454	0,00

Source: primary data processed in SPSS, 2020

Based on the number of research respondents, the t_{table} value is obtained from a formula $df = n-k-1$; so $df = 75-3-1 = 71$ with a significant level of 5% or ($\alpha: 0.05$). Obtained t_{table} 1.993 with a significant level of 0.807. The test results obtained $t_{hitung} -0.245 < t_{table}$ 1.993 with a significant value of $0.807 > 0.05$. This explains that partially the *islamic branding* variable has no significant effect on customer loyalty using BSI KCP Makassar Unismuh products. therefore, H_1 is rejected while H_0 is accepted.

The results of the second variable test obtained a t_{count} value of $3.569 > t_{table}$ 1.993 with a *sig* level of $0.001 < 0.05$. This indicates that the *physical evidence* variable partially has a positive and significant effect on customer loyalty using BSI KCP Makassar Unismuh products. it can be concluded that H_2 is accepted and H_0 is rejected.

Based on the results of data management on the third variable, the t_{count} value is $7.454 > t_{table}$ 1.993, and for a *sig* value of $0.000 < 0.05$. This shows that the *relationship quality* variable has a positive and significant effect on customer loyalty using BSI KCP Makassar Unismuh products. So it can be stated that H_3 is accepted while H_0 is rejected.

Simultaneous Test (F)

This simultaneous test has the aim of knowing whether or not the variables influence simultaneously (together) the dependent variable. The conditions for making the F test decision are by comparing the value on the F_{count} with the F value t_{table} and also comparing the significant value (*sig*). So if the result is $F_{count} > F_{table}$ and the research value < 0.05 then simultaneously has a significant effect on the dependent variable. The following is a table of simultaneous test results:

Table 8
Simultaneous Test (F)
ANOVA^a

	Model	Sum of squares	Df	Mean square	F	Sig.
1.	Regression	946,947	3	315,649	74,720	0,000 ^b
	Residuals	299,933	71	4,224		
	Total	1246,880	74			

Source: primary data processed in SPSS, 2020

Based on Table 8 above, the F_{count} value is 74.720 and the significance level is 0.000, The value of F_{tabel} can be found through the statistical table with a significant level of 0.05 (5%) using the formula $F_{tabel} = \alpha: df (75-3-1) = 71$. Then the F_{tabel} value is 2.73. the results showed that $F_{count} 74.720 > F_{tabel} 2.73$ with a significant $0.000 < 0.05$. It can be concluded that simultaneously the variables of Islamic branding, physical evidence, and relationship quality have a positive and significant effect on customer loyalty so that H_3 is accepted and H_0 rejected.

Based on the partial test results (t), this study found that Islamic branding has no significant effect on customer loyalty. The statistical test results show that the t_{count} value is -0.245, which is smaller than the t_{table} value of 1.993 with a significance level of 0.05. This indicates that there is no significant relationship between Islamic branding and customer loyalty. This indicates that there is no significant relationship between Islamic branding and customer loyalty. In other words, branding is not a major factor in determining customer loyalty to banks. The data from respondents' responses to the statement "BSI KCP Makassar Unismuh is widely recognized among the community" also supports this finding. Of the 75 respondents, 33 respondents agreed and 28 respondents strongly agreed with the statement. This shows that people already know of the existence of Islamic banks, including BSI Unismuh in Makassar City. Therefore, Islamic branding does not have a significant influence on customer loyalty.

In this context, it should be noted that the familiarity of Islamic branding is still limited. Islamic bank promotions need to be increased, both in urban and remote areas. By conducting more intensive promotions in both areas, the public will be more familiar with Islamic banks and encouraged to remain loyal. This requires efforts to increase public literacy about the concept of Islamic branding and the importance of choosing Islamic banks.

These results imply that in the context of this study, the Islamic branding factor does not have a significant influence on customer loyalty. This shows that in choosing and remaining loyal to a bank, people do not fully consider the branding aspects associated with Islamic values. This implication shows that Islamic banks need to pay attention to other factors that are more important in influencing customer loyalty.

Based on the results of the partial test (t), this study also shows that the physical evidence variable has a positive and significant effect on customer loyalty using BSI KCP Unismuh products. The t_{count} value obtained of 3.569 is greater than the t_{table} value of 1.993 with a significance level of 0.05. This shows that physical evidence, which includes physical

aspects related to bank products and services, has an important role in creating customer loyalty.

These results imply that banks, especially BSI KCP Unismuh, need to pay sufficient attention to the physical evidence aspect to build and maintain customer loyalty. Physical evidence includes various elements such as the physical appearance of the bank branch, available facilities, staff appearance, and the quality and reliability of the products offered. By paying attention to these aspects and ensuring that the physical evidence provided to customers is adequate and in line with their expectations, banks can increase customer satisfaction levels and build strong loyalty.

Banks also need to optimize the use of physical evidence as a marketing tool (Warnadi, 2019). In the context of Islamic banks, physical evidence can be used as a means to communicate the Islamic values held by the bank and differentiate themselves from conventional banks. For example, interior design that reflects Islamic principles, provision of facilities that support Islamic financial practices, and adherence to ethical principles in financial transactions. In this way, physical evidence can be an important factor in attracting customers and strengthening their loyalty.

Based on the partial test results (t), this study shows that the relationship quality variable has a positive and significant influence on customer loyalty using BSI KCP Unismuh products. The t count value obtained of 7.454 is much greater than the t table value of 1.993 with a significance level of 0.05. In addition, the sig value obtained of 0.000 is also much smaller than the specified significance level. This shows that relationship quality, which includes factors such as trust, satisfaction, and commitment, has a significant role in maintaining and increasing customer loyalty.

The implication of this result is that banks, especially BSI KCP Unismuh, need to pay high attention to the quality of relationships with customers. Factors such as trust, satisfaction, and commitment are very important in building strong relationships with customers and maintaining their loyalty. Banks should strive to create a friendly environment, provide responsive service, and consistently meet customer expectations. In the context of Islamic banks, it is also important to demonstrate commitment to the Islamic principles held by the bank, thereby increasing the trust and satisfaction of customers who have a preference for products and services that conform to Islamic values.

The analysis that can be drawn from these results is that relationship quality has a very important role in influencing customer loyalty. When customers are satisfied with the relationship with the bank, have high trust, and feel committed to the bank, they tend to be more loyal and maintain a relationship with the bank. In a highly competitive environment, banks need to focus on developing strong relationships with customers, both through personal interactions and through quality services.

Another implication is that banks need to continuously monitor and improve the quality of customer relationships. This can be done through collecting feedback from customers, making improvements in the service process, and paying more attention to customer needs and preferences. By strengthening relationship quality, banks can build sustainable customer

loyalty and gain a competitive advantage in the market.

In addition to the implications mentioned earlier, there are several other implications of the partial test results that show a positive and significant effect of relationship quality variables on customer loyalty using BSI KCP Unismuh products. These implications include:

- a. The importance of customer empowerment: Relationship quality includes factors such as trust, satisfaction, and commitment. The implication is that banks need to empower customers by giving them access to relevant information, giving them control over decision-making, and being involved in the product and service development process. By empowering customers, banks can improve relationship quality and strengthen customer loyalty.
- b. The important role of trust: Trust is a key element in relationship quality. The implication is that banks need to commit to building and maintaining customer trust through transparency in policies and processes, reliability in service delivery, and protection of customer interests. Strong trust will provide a solid foundation for building long-term loyalty.
- c. Focus on customer satisfaction: Customer satisfaction is an important factor in influencing their loyalty. The implication is that banks need to consistently deliver services that meet or exceed customer expectations. This can be achieved by identifying customer needs, providing timely and effective solutions, and providing a positive experience during interactions with the bank.
- d. Commitment as a driver of loyalty: Customer commitment to the bank is a strong factor in maintaining loyalty. The implication is that banks should strive to build customer commitment by providing added value, benefits and relevant incentives. Banks also need to maintain a mutually beneficial relationship with customers, so that they feel attached and are reluctant to switch to another bank.
- e. Sustainability of customer loyalty: Another important implication is that banks need to recognize that customer loyalty is not a static achievement, but an ongoing process. Banks need to continuously maintain and strengthen relationship quality by monitoring customer needs and preferences, adapting to market changes, and continuously improving the quality of their products and services. By doing so, banks can ensure the sustainability of customer loyalty and win the competition in the banking industry.

CONCLUSION

Based on the results of analysis and discussion of Islamic branding variables, physical evidence, and relationship quality on customer loyalty using Bank Syariah Indonesia (BSI) KCP Makassar Unismuh products, it can be concluded that:

First, the partial hypothesis test results show that the Islamic branding variable has no significant effect on customer loyalty using BSI KCP Makassar Unismuh products. This shows that in the context of this study, Islamic branding attributes related to the Islamic identity of the bank do not have a significant influence in influencing customer loyalty. Although BSI KCP Makassar Unismuh is an Islamic bank, the Islamic branding factor is not the main factor influencing customer loyalty.

Second, the physical evidence variable is partially proven to have a positive and significant influence on customer loyalty using BSI KCP Makassar Unismuh products. This means that physical aspects related to customer service and experience, such as the quality of physical facilities, employee appearance, and the physical environment of bank branches, have an important role in building and maintaining customer loyalty. Banks need to pay special attention to these aspects to create a positive experience for customers and strengthen their loyalty.

Third, the relationship quality variable is also partially proven to have a positive and significant influence on customer loyalty using BSI KCP Makassar Unismuh products. This suggests that factors such as trust, satisfaction, and commitment in the relationship between banks and customers play an important role in maintaining and increasing customer loyalty. Banks need to focus on developing strong relationships with customers, providing responsive service, and meeting customer expectations to strengthen their loyalty.

Finally, the results of this study also show that simultaneously, Islamic branding, physical evidence, and relationship quality have a positive and significant influence on customer loyalty using BSI KCP Makassar Unismuh products. This means that in building customer loyalty, banks need to pay attention to all these variables holistically. Integrating Islamic branding, improving physical evidence, and strengthening relationship quality are effective strategies for building strong and sustainable customer loyalty.

In order to increase customer loyalty, BSI KCP Makassar Unismuh needs to consider optimizing aspects of physical evidence and relationship quality in its services. In addition, the bank can also conduct further evaluation and development related to Islamic branding, to ensure that the Islamic attributes presented can be more relevant and attractive to customers. Thus, banks can gain a competitive advantage in the Islamic banking market and build strong relationships with loyal customers.

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