

The Effect of Perceived Value and E-Trusts on Customer Satisfaction Using Bank Syariah Indonesia (BSI) Mobile Banking at Gen Z Medan Johor

Suci Veny Beauty^{1*}, Endang Sulistya Rini², Beby Karina Fawzee Sembiring³

^{1,2,3} University of North Sumatera, Medan, Indonesia

Email: ¹sucivenybeauty@gmail.com, ²endangsulistyarini@yahoo.co.id, ³beby@usu.ac.id

(* : coresponding author)

Abstrak

This study aims to examine the effect of perceived value, e-trust, and user satisfaction on BSI Mobile Banking users in Medan Johor. The population of this study is all BSI Mobile Banking users on Gen Z in Medan, Johor. The sample in this study was 100 respondents who used the BSI Mobile Banking application located in Medan, Johor. The sampling method in this study uses non-probability sampling with purposive sampling techniques. This research analyzed data using multiple linear regression analysis using the help of SPSS 25 program application. Based on the results of research and data analysis showed that based on the results of multiple linear regression analysis tests, a constant value (a) of 5.414 was obtained; (X1) of 0.160; and (X2) of 0.560 so that the multiple linear regression equation $Y = 5.414 + 0.160 X1 + 0.560 X2 + e$. So it can be concluded that the variables of perceived value and e-trust have an influence on customer satisfaction. Perceived Value and E-trust variables have a positive and significant influence on customer satisfaction of BSI mobile banking users in Medan, Johor.

Keyword: Perceived Value, E-trust, Customer Satisfaction, Mobile Banking

1. INTRODUCTION

Technological developments in the digital era create various types and new business opportunities, including business transactions carried out online, the development of this technology can facilitate transactions in the banking sector that can be accessed using cellphones or tablets. Some banks are trying to improve technology and information systems in order to provide services that can provide satisfaction to customers. Services that can satisfy customers are fast and accurate services. Currently, customer expectations in bank services are speed and accuracy.

In this digital era, banking has undergone a significant transformation with the adoption of information technology. One innovation that has accelerated banking progress is the development of mobile-based banking services, such as BSI Mobile Banking. Generation Z (Gen Z), born between the late 1990s to early 2010s, became one of the main segments of users of this banking service. Electronic Banking is one of the efforts of banks to facilitate access for their customers in transactions. Some of the Electronic Banking services provided by most banks include: ATM (automatic teller machine), mobile banking, sms banking, and call banking (Dewi, 2018) in (Ramayani et al., 2020).

Bank Syariah Indonesia BSI is one of the banks that provides superior mobile banking service facilities. BSI Mobile banking provides services such as balance information transactions, transfers, credit purchases, bill payments, Top Up E-Money and others safely, easily, and quickly, and can be accessed anywhere for 24 hours. Although BSI Mobile Banking is the best performing mobile banking, it does not guarantee the satisfaction of BSI Mobile Banking users. there are many complaints and cases against BSI Mobile Banking services which may result in decreased user loyalty. The large number of competing mobile banking can be a threat to BSI if it cannot maintain and fix some of the problems that have become complaints from BSI Mobile Banking users. Stefaniem and Firdausy (2021) in their research on perceived value, trust and customer satisfaction on customer loyalty. The results of this study state that perceived value, trust, and customer satisfaction have a positive relationship with customer loyalty in BCA m-banking application users.

From several studies that have been conducted, it can be concluded that perceived value, trust, and customer satisfaction are important factors that can increase trust in BSI. Therefore, this study wants to examine Gen Z in using mobile banking and whether these variables affect customer satisfaction. More specifically, this study aims to examine the effect of perceived value, trust on customer satisfaction of BSI m-banking application users on Gen Z in Medan Johor.

2. RESEARCH METHOD

2.1 Research Framework

2.1.1 Perceived Value

According to Kotler and Keller in (Wiryan & Erdiansyah, 2020) perceived value is the perception received by consumers of the output received for the quality & superiority of a product or service with previous expectations. According to Ndoen, et al. (2019), emphasizes that service companies must be able to take advantage of perceived value optimally so that customers feel satisfied with the overall service so that customer loyalty can be maintained.

2.1.2 E-Trust

Electronic trust can be trust in the hope that the website will not be used for other transactions. A business transaction can occur if two or more parties trust each other (Nawangasari & Putri, 2020) . One of the most critical and interesting challenges in marketing management and consumer behavior is the issue of customer trust. E-trust is a willingness to recognize a brand with all its threats based on the desire for the brand to present positive things and generate loyalty (Hardiawan 2021).

2.1.3 Customer Satisfaction

Customer satisfaction is a customer assessment of what he expects by buying and consuming a product / service. Customer satisfaction can only be achieved by providing quality service to customers. According to (Subagja & Susanto, 2019: 72), customer satisfaction is a statement of happiness or disappointment felt by the customer which comes from a comparison between the description of the results or performance of the product and his wishes.

2.2 The relationship between Perceived Value and user satisfaction

Customer Perceived Value is the perception of the value obtained from products consisting of benefits, service value consisting of service speed, employee professionalism, comfort, interactive relationships, and information provided, as well as the company's ideals. (Palilati in Kusnul Azizah, 2019). If customers get more valuable benefits from the BSI mobile banking application, customer satisfaction will arise and have a good impact on the image of Bank Syariah Indonesia. Conversely, if the BSI mobile banking application does not have more and different values and does not meet customer expectations, it clearly does not have an impact on customer satisfaction. Based on this description, hypothesis 1 in this study is

H1: Perceived Value has a positive and significant effect on Customer Satisfaction

2.3 The relationship between E-Trust and user satisfaction

Electronic trust (E-Trust) and will provide customer satisfaction to customers or customers, and indirectly customers or customers will always use the Mobile Banking electronic service if the service system is good and satisfying (Mubarok and Kurriwati, 2021). E-trust has an important role in the banking world. When a bank can maintain trust both in terms of privacy data and money saved or invested in the bank. . Based on this description, hypothesis 2 in this study is

H2: E-Trust has a positive and significant effect on Customer Satisfaction

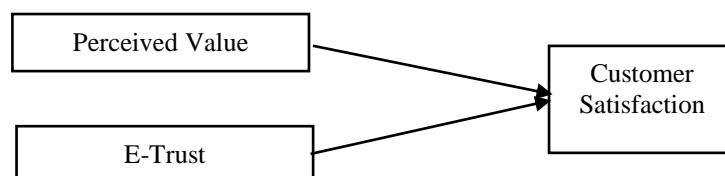


Figure 1. Conceptual Framework

2.4 Method

The method of this research is to use quantitative methods with the SPSS application with several multiple linear regression analysis tools used to determine the relationship between the independent variable and the dependent variable. The sampling method in this study used non-probability sampling with purposive sampling technique. This study analyzed data using multiple linear regression analysis using the help of the SPSS 25 program application. The number of samples in this study were 100 respondents who used the BSI Mobile Banking application located in Medan Johor.

In this study the authors collected data using primary data and secondary data. Primary data in this study was obtained by distributing questionnaires via G-form to parties related to the research conducted and secondary data obtained from journal articles, data from the Top Brand Index of mobile banking category users.

3. RESULT AND DISCUSSION

3.1 Validity and Reliability Test

The validity test in this study uses Pearson's Product Moment Coefficient r with the decision-making criteria determined as stated by Ghozali (2016). If $r_{count} > r_{table}$ then it is declared valid. Table r is obtained from the product moment value of the degree of freedom $(df) = N-2$, N is the number of respondents and the meaning (error) is used 5%, and the initial number of respondents for the validity test was 49 people, so the value of table r 47 is 0.281.

Table 1. Validity test Result

Item	R-Table	R-Count	Status	Item	R-Table	R-Count	Status	Item	R-Table	R-Count	Status
X1.1	0.281	0.770	Valid	X2.1	0.281	0.554	Valid	Y.1	0.281	0.786	Valid
X1.2	0.281	0.902	Valid	X2.2	0.281	0.760	Valid	Y.2	0.281	0.769	Valid
X1.3	0.281	0.400	Valid	X2.3	0.281	0.710	Valid	Y.3	0.281	0.762	Valid
X1.4	0.281	0.902	Valid	X2.4	0.281	0.599	Valid	Y.4	0.281	0.681	Valid
X1.5	0.281	0.400	Valid	X2.5	0.281	0.760	Valid	Y.5	0.281	0.769	Valid
X1.6	0.281	0.770	Valid	X2.6	0.281	0.710	Valid	Y.6	0.281	0.762	Valid
X1.7	0.281	0.902	Valid								

From Table 1. above shows that the results of the validity test (X1) which shows all the rcount values are greater than the rTable value of 0.281 so that the results obtained that of the 7 statements in the questionnaire are valid. The results of the validity test (X2) which shows all the rcount values are greater than the rTable value of 0.281 so that the results obtained that of the 6 statements in the questionnaire are valid and the results of the validity test (Y) show that all rcount values are greater than the rTable value of 0.281 so that the results obtained that of the 6 statements in the questionnaire there are 6 are valid.

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a statement is consistent or stable over time (Ghozali, 2013: 47).

Table 2. Reliability test Result

Variable	Alpha Cronbach value (calculate)	Alpha Cronbach values (table)	Information
Perceived Value (X1)	0.852	0.240	Reliable
E-Trust (X2)	0.774	0.240	Reliable
Customer Satisfaction (Y)	0.849	0.240	Reliable

Based on Table 2, it can be seen that the reliability coefficient for the Perceived Value instrument (X1) is 0.852 which is greater than 0.240, and the E-Trust (X2) is 0.774 which is greater than 0.240. Therefore, the questionnaire / instrument for the Perceived Value variable (X1) and E-Trust (X2) is considered reliable in this study. The reliability coefficient for the Revisit Intention instrument (Y) is 0.849, which is also greater than 0.240. Thus, the questionnaire/instrument for the Customer Satisfaction (Y) is considered reliable in this study.

3.2 Normality Test Result

Residual normality testing is used to test whether the value of a residual resulting from regression is normally distributed or not. A good regression model has residuals that are normally distributed. The results of the histogram graph normality test and P-P plot analysis test can be seen below as follows:

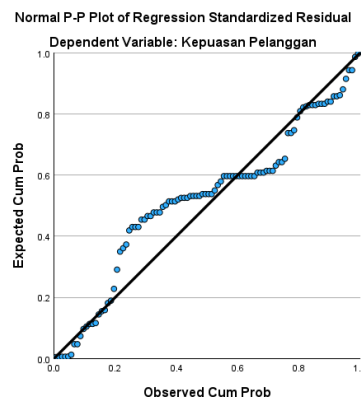


Figure 2. Normal P-P PLOT

Based on Figure 1. that the plot of standardized residual values or error values forms a pattern that is close to a straight line. The error pattern that forms a straight line pattern in the figure indicates that the data has a normal distribution.

3.3 Multicollinearity Test

Table 3. Multicollinnearity Test Result

	Collinearity Statistics	
	Tolerance	VIF
Perceived Value	.893	1.120
E-Trust	.893	1.120

Based on Table 3, the tolerance value of the Perceived value variable is 0.893 and E-Trust is 0.893, this shows that each independent variable has a tolerance value > 0.10 and a VIF value < 10, so there is no multicollinearity between the Perceived value and E-Trust variables used in the regression model. In this case, it can be interpreted that each variable of this study does not have a perfect relationship or does not correlate with each other so that it can separate the influence of each variable. So it can be concluded that the variable data does not occur Multicollinearity.

3.4 Coefficient of Determination

Table 4. Coefficient Determination Test Result

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.548a	.430	.286	2.66414	

a. Predictors: (Constant), E-Trust, Perceived Value

b. Dependent Variable: Customer Satisfaction

The adjusted R result (coefficient of determination) is 0.286. This means that 28.6% of the Customer Satisfaction variable (Y) will be influenced by the independent variables, namely free Perceived Value (X1), E-trust (X2). While the remaining 71.4% of the Customer Satisfaction variable (Y) will be influenced by other variables not discussed in this study.

3.5 Hypothesis Test Result

3.5.1 F-Test

Table 5. F Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	295.366	2	147.683	20.807	.001b
	Residual	688.474	97	7.098		
	Total	983.840	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), E-Trust, Perceived Value

Based on the results of the calculation of the simultaneous test table (F) above, it can be described as follows:

The calculated F value is 20.807

Ftable = n-k-1 = 100-3-1 = 96

The value of 96 in the f table is 2.70

Based on the results of the above calculations, it is known that Fcount > Ftable, namely 20.807 > 2.70, which means that H0 is rejected and H1 is accepted with a significant value of 5% or 0.05. With this statement, it can prove that all independent variables in this study, namely perceived value (X1), and E-trust (X2) simultaneously have a significant effect on Customer Satisfaction (Y).

3.5.2 T-Test

Table 6. T Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.414	2.931		1.847	.068
	Perceived Value	.160	.093	.155	1.719	.089
	E-Trust	.560	.105	.478	5.314	.001

Based on the table data, it can be explained as follows:

1. The calculated t value is greater than the t table value, namely 1.719 > 1.660 ($\alpha = 5\%$, df = 97) the significance value is 0.160 < 0.05, so it can be concluded that H1 or the first hypothesis is accepted. There is a positive effect of Perceived Value (X1) on Customer Satisfaction (Y).
2. The calculated t value is smaller than the t table value, namely 5.314 < 1.660 ($\alpha = 5\%$, df = 97) the significance value is 0.560 < 0.05, so it can be concluded that H2 or the first hypothesis is accepted. There is a positive influence of E-trust (X2) on Customer Satisfaction (Y).

3.5.3 Multiple Linear Analysis Test

Based on Table 6, it can be seen that the regression equation formed is:

$$Y = 5.414 + 0.160 X1 + 0.560 X2 + e$$

Description:

X1 = Perceived Value

X2 = E-trust

Y = Customer Satisfaction

From this equation it can be explained that:

1. A constant of 5,414 means that if the perceived value (X1) and E-trust (X2) value is 0, then the Purchasing Decision value is 5,414. A positive constant means that the Purchasing Decision will increase.
2. The regression coefficient of the Perceived value variable (X1) gives a value of 0.160, which means that if the Perceived value variable has a 1% increase with the assumption that other variables remain, customer satisfaction will increase by 0.160. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
3. The regression coefficient of the E-trust variable (X2) gives a value of 0.560, which means that if the E-trust variable has a 1% increase assuming other variables remain, customer satisfaction will increase by 0.560. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.

3.6 Discussion

1. In this study, perceived value has an influence on customer satisfaction, as Hypothesis 1 states the results that perceived value has a direct, significant and positive effect on customer satisfaction. This shows that H1 is accepted. Perceived value is the customer's evaluation of the services sold by a company, where the customer assesses the benefits received as expected (Aman et al., 2021; Soonsan, 2021) [10]. Indicators of perceived value variables are: Islamic banks provide superior financial services, affordable Islamic banking services, customers sacrifice to get benefits from banks, and Islamic banking services according to consumer needs (Abror et al., 2019). The useful value of the BSI mobile banking application has a positive effect on customer satisfaction in Bank Syariah Indonesia.
2. Based on the results of Hypothesis 2, it states that e-trust has an important role in customer satisfaction. as H2 states the results that e-trust has a direct, significant and positive effect on customer satisfaction. This shows that H2 is accepted. One of the most critical and interesting challenges in marketing management and consumer behavior is the issue of customer trust. Customer trust refers to the customer's attitude towards the services provided by Islamic banks (Al Qaisi & Alrosan, 2020). The success of m-banking depends on how consumers accept the system. The problem of how consumers can accept and make the most of this m-banking service can be explained by the factors that influence the acceptance of technology in an organization and also explain the causal relationship between beliefs and behavior, goals or needs, and the actual use of users of an information system (Yuliani in (Widia 2023)

4. CONCLUSION

Based on the results of research and data analysis and discussion in the journal, the following conclusions are drawn: Based on the results of multiple linear regression analysis tests, the constant value (a) is 5.414; (X1) is 0.160; and (X2) is 0.560 so that the multiple linear regression equation $Y = 5.414 + 0.160 X1 + 0.560 X2 + e$. So it can be concluded that the variables perceived value and e-trust have an influence on customer satisfaction. The Perceived Value variable has a positive and significant effect on customer satisfaction of BSI mobile banking users in Medan Johor, meaning that the value of mobile banking services encourages customer satisfaction. The E-trust variable has a positive and significant effect on customer satisfaction of BSI mobile banking users in Medan Johor, meaning that the trust that exists in mobile banking services encourages customer satisfaction.

REFERENCES

- Anggiana, P., & Yafiz, I. A. (2023). Pengaruh Penggunaan Mobile Banking Terhadap Kepuasan Nasabah Bank. *Jurnal Ilmu Manajemen Saburai (JIMS)*, 9(1), 21-28.
- Andespa, R., Yeni, Y. H., Fernando, Y., & Sari, D. K. (2023). Citra Merek, Nilai Persepsi, Kesadaran Merek, Kepercayaan Nasabah, dan Loyalitas Nasabah pada Perbankan Syariah. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 6(2), 2301-2316.
- Apriani, W., & Lestari, U. D. (2024). Pengaruh Persepsi Kepercayaan Dan Persepsi Nilai Terhadap Behavior Intention Melalui Satisfaction Sebagai Variabel Intervening Pada Mobile Banking. *Tamilis Synex: Multidimensional Collaboration*, 2(01), 1-16.
- Al Qaisi, F., & Alrosan, M. (2020). Measuring customers satisfaction of Islamic Banking sector in Jordan. *Humanities and Social Sciences Letters*, 8(3), 310- 322.
- Ghozali, Imam. 2016. *Aplikasi Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Guna, I. P. J. S. A. (2022). Pengaruh E-Service Quality Dan Perceived Value Terhadap E-Customer Loyalty Melalui E-Customer Satisfaction Pada Pengguna BNI Mobile Banking. *Jurnal Riset Bisnis dan Investasi*, 8(2).
- Hardiawan, M. R. (2021). Pengaruh E-Service Quality (Grabprotect), E- Trust Dan Organizational Reputation Terhadap E-Loyalty Customer Grabfood Melalui ESatisfaction Di Masa Pandemi COVID-19. Universitas Islam Negeri Sunan Ampel Surabaya.
- Jeany, J. (2020). Pengaruh Kualitas Pelayanan Dan Kepuasan Nasabah Terhadap Loyalitas Nasabah Pada BPR Artha Prima Perkasa (Doctoral dissertation, Prodi Manajemen).
- Kartono, R. A., & Halilah, I. (2019, August). Pengaruh E-Trust Terhadap E-Loyalty (Studi Pada Seller Di Bukalapak). In *Prosiding Industrial Research Workshop and National Seminar (Vol. 10, No. 1, pp. 1204-1213)*.
- Khalishah, A., & Tarigan, H. (2023). Pengaruh E-Service Quality, E-Trust Dan Perceive Value Terhadap Kepuasan Konsumen Kartu Prakerja. *Marketgram Journal*, 1(2), 130-144.
- Kim, D. J., Ferrin, D. L., dan Rao, H. R. Antecedents of Consumer Trust in B-to-C Electronic Commerce, *Proceedings of Ninth Americas Conference on Information Systems*, pp. 168-174, 2003.

- Nawangasari, S., & Putri, N. D. (2020). Pengaruh E-Service Quality Dan E-Trust Terhadap Kepuasan Nasabah Pengguna Bni Mobile Banking Melalui Citra Bank Sebagai Variabel Intervening. *Jurnal Ilmiah Matrik*, 22(1), 55-63.
- Ndoen, J.R.A. and Kusumadewi, N.M.W. (2019). Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Perceived Value Terhadap Loyalitas Pelanggan Hotspot Wifi. Id Di Denpasar. *E-Jurnal Manajemen Universitas Udayana*, 8(1).
- Stefaniem, C., & Firdausy, C. M. (2021). Pengaruh Perceived Value, Trust, dan Customer Satisfaction terhadap Customer Loyalty Pengguna Aplikasi M-Banking BCA di Jakarta Barat. *Jurnal Manajerial dan Kewirausahaan*, 3(3), 620-629.
- Subagja, I. K., & Susanto, P. H. (2019). Pengaruh Kualitas Pelayanan, Kepuasan Nasabah Dan Citra Perusahaan Terhadap Loyalitas Nasabah Pt. Bank Central Asia Tbk Kantor Cabang Pondok Gede Plaza. *Jurnal Manajemen Bisnis Krisnadwipayana*, 7(1), 69-84. <https://doi.org/10.35137/jmbk.v7i1.249>
- Susilowati, I., & Solehatun, S. (2023). Pengaruh E-Service Quality, Kepercayaan dan Kemudahan Terhadap Keputusan Penggunaan Bri Mobile (Brimo) Pada Nasabah Bri Kebumen. *Journal of Digital Business and Management*, 2(1), 13-19.
- Wirryana, N. Y., & Erdiansyah, R. (2020). Pengaruh E-Service Quality dan Perceived Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Mediasi Pada Bisnis E-Commerce. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(5),