

Predicting Sustainability in The Banking Industry: A Structural Equation Modelling Approach

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ABSTRACT

Recent developments in the competitive banking industry show that having loyal customers is an important strategy for bank sustainability because it can give a favorable influence on the performance of banks in the long term. Although past studies have indicated the significance of having loyal customers in the banking industry, there is still a lack of attention toward customer loyalty in Islamic banks. Therefore, this study aims to examine customer loyalty to Islamic banking industry. It includes two important determinants, namely the service quality and the social media influencer. This study employed a variance-based Structural Equation Modelling approach. To reach the purpose, this study used data from a questionnaire distributed to 200 respondents of Islamic banking customers in Bandung, Indonesia. The results show that this approach is able to provide comprehensive information about customer loyalty. This study underlines the important role of service quality and social media influencer in the formation of customer loyalty. The findings methodologically contribute to broadening our customer loyalty understanding in the context of Islamic banks. Further, for managerial practices, it provides guidelines for banking management to improve the quality of their services as a strategy for developing the sustainability of their business.

Keywords: Service Quality, Social Media Influencer, Loyalty, Banking, Sustainability, PLS

1. INTRODUCTION

The Islamic banking industry is a community trust institution whose main activities are raising funds and channeling them back in the form of financing. It also conducts service activities to meet the financial needs of customers and the public [1]. However, the Indonesian Islamic banks share has not been satisfactory; it is only 5.96% of the national banking market share [2]. The key to the success of Islamic banks is to make their customers loyal because developing and having loyal customers can positively impact the bank's business performance, such as affecting the amount of deposit, the marketing and operating cost, client retention, as well as the future continuous revenue [1].

Previous research found that customer loyalty arises because clients' needs can be fulfilled by the services of the banks [3-7]. Thus, in this industry, offering a high quality of service is important in meeting customer expectations. However, the quality of service alone is not enough to shape one's loyalty behavior. Recently, there is another influence that pushes a person's behavior, through social media. Although social media influencer is reported as an important driver of customer behavior [8], there has not been any research that discusses the role of social media influencer on Islamic bank customer behavior.

Driven by this gap, this study tries to assess the influence of service quality and social media influencer on the loyal behavior of Sharia bank customers. For this purpose, this study employed a variance-based Structural Equation Modelling approach, a method which is rarely applied in predicting loyalty in Islamic banks studies.

1.1. Related Work

1.1.1. Loyalty

Many studies on loyalty commonly use two approaches, namely behavior and attitude [9]. The behavioral approach treats loyalty based on customer behavior. A loyal customer is a person who purchases products or services systematically in a certain period. According to this approach, client loyalty behavior is usually assessed by the lengths of the relationship between the bank and the customer. However, measuring loyalty through a behavioral approach, such as repeated purchases, has received a lot of criticism. This is due to the lack of a conceptual basis and the narrow view given, whereas consumer behavior is increasingly dynamic and complex from time to time. Furthermore, the measurements also form substantial false loyalty. In other words, this method fails to distinguish the loyal clients and those who utilize

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A STRUCTURAL EQUATION MODELING APPROACH TO PREDICTING APPLICANT FAKING Brendan Christopher Lortie, 2019 Over the past few decades applicant faking has become a topic of concern for many researchers and practitioners in the field of Industrial and Organizational Psychology This has led to the development of many theoretical models of applicant faking However very few of these models have been tested empirically The current study aims to address this need by empirically testing a parsimonious model of applicant faking This model contains the most frequently cited components of faking models motivation to fake ability to fake individual differences related to faking and situational influences Faking was operationalized as the regression adjusted difference scores between an honest administration of a personality test and an applicant condition of the same test Motivation to fake was posited to mediate the relationship between individual differences and faking behavior Situational influences were posited to moderate the relationships between individual differences and motivation to fake while ability to fake was expected to moderate the relationship between motivation to fake and faking behavior Structural equation modeling results demonstrated limited support for this model The findings of this study highlight the need for faking researchers to focus on the measurement of faking Implications for both theory and practice as well as study limitations are also discussed *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R* Joseph F. Hair Jr., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, Soumya Ray, 2021-11-03 Partial least squares structural equation modeling PLS SEM has become a standard approach for analyzing complex inter relationships between observed and latent variables Researchers appreciate the many advantages of PLS SEM such as the possibility to estimate very complex models and the method's flexibility in terms of data requirements and measurement specification This practical open access guide provides a step by step treatment of the major choices in analyzing PLS path models using R a free software environment for statistical computing which runs on Windows macOS and UNIX computer platforms Adopting the R software's SEMinR package which brings a friendly syntax to creating and estimating structural equation models each chapter offers a concise overview of relevant topics and metrics followed by an in depth description of a case study Simple instructions give readers the how tos of using SEMinR to obtain solutions and document their results Rules of thumb in every chapter provide guidance on best practices in the application and interpretation of PLS SEM

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Deanna Marie Spanjers,2007 **Data Mining for the Social Sciences** Paul Attewell,David Monaghan,2015-05-01 We live today in world of big data The amount of information collected on human behavior every day is staggering and exponentially greater than at any time in the past At the same time we are inundated by stories of powerful algorithms capable of churning through this sea of data and uncovering patterns These techniques go by many names data mining predictive analytics machine learning and they are being used by governments as they spy on citizens and by huge corporations are they fine tune their advertising strategies And yet social scientists continue mainly to employ a set of analytical tools developed in an earlier era when data was sparse and difficult to come by In this timely book Paul Attewell and David Monaghan provide a simple and accessible introduction to Data Mining geared towards social scientists They discuss how the data mining approach differs substantially and in some ways radically from that of conventional statistical modeling familiar to most social scientists They demystify data mining describing the diverse set of techniques that the term covers and discussing the strengths and weaknesses of the various approaches Finally they give practical demonstrations of how to carry out analyses using data mining tools in a number of statistical software packages It is the hope of the authors that this book will empower social scientists to consider incorporating data mining methodologies in their analytical toolkits Provided by publisher

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