

Analysis Of The Utilization Of Digital Products (Brimo) To Increasing Customer Satisfaction And Loyalty At Pt. People's Bank Of Indonesia, Tbk. Makassar Branch

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Abstrak

This research aims to analyze the extent to which the use of Brimo digital products influences satisfaction and the impact on customer loyalty of PT. Bank Rakyat Indonesia Tbk Makassar Branch. This study uses a quantitative approach which intends to explain the position of the variables studied and the relationship between one variable and another. This study will explain the causal relationship between variables through hypothesis testing. Based on the results of research and discussion, the conclusion of this study is that the existence of mobile banking features is proven to increase customer satisfaction and loyalty of PT. Bank Rakyat Indonesia, Tbk Makassar Branch. For the effect of mediation, it shows that customer satisfaction can mediate the effect of mobile banking on customer loyalty significantly.

Kata Kunci: Brimo; Satisfaction; Customer Loyalty.

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INTRODUCTION

Having loyal customers is a goal that every banking company wants to achieve to maintain and improve its operational activities. Companies are competing to have loyal customers. *Service profit chain* theory is a theory initiated by Heskett, Jones, Loveman, Sasser Jr. and Schlesinger in research Budiman (2020) Explain the theory of loyalty and business growth that can be formed through the creation of *good internal service quality* first.

Before having loyal customers, banking companies need to pay attention to the satisfaction of each customer (Setiyaningrum et al., 2015: 302). According to Kotler dan Keller (2012) Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between his perception or impression of performance being below expectations, dissatisfied customers (Asmin et al., 2021). But, if the performance exceeds expectations, the customer is very satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will feel satisfied, while if the performance exceeds expectations then the customer will feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product.

According to Willie in Tjiptono (2010) defines customer satisfaction as "An emotional response to an evaluation of the consumption experience of a product or service". In response to the experience felt by customers after consuming a product or service. Oliver in Umar (2011) Defines customer satisfaction as an after-purchase evaluation, where the perception of the performance of the selected product/service meets or exceeds expectations prior to the transaction. Mobile banking applications are included in the fintech category that can make it easier for people to transact.

The use of mobile banking applications on customer knowledge is still lacking due to several reasons such as not all people or customers know how to apply via smartphones that can register for mobile banking applications (Hardiyono, 2021). Customers still lack mobile banking because the application can only be accessed with internet quota. However, there are still many entrepreneurs who do not know about mobile banking, including there are also already having Android smartphones but their knowledge in the field of technology is lacking so they are not interested in using mobile banking even though the purpose of the application is to facilitate them in transactions between banks or fellow accounts (Sulfiana, 2020).

Indonesia has become one of the fastest growing financial systems in the world. The financial landscape in Indonesia can be categorized based on funding, lending and performance trends, and drivers (Thaha et al., 2022). FinTech has created an alternative financial ecosystem available to both customers and businesses. It exists to compete with the traditional and established financial sector in the form of services, products, and delivery (Anshari et al., 2019).

Based on data from sources from the Indonesian Fintech Association and OJK, fintech trends in 2017 were dominated by payment and lending activities. Payment certainly remains the main factor shaping trends in fintech development, because transacting is the main activity carried out by everyone. The entire lending business also contributes a considerable number

Tabel 1. Pasar Financial Technology (FinTech) Indonesia

Sector	Market share (%)
Payment	42,22
Financing	17,78
Aggregator	12,59
Personal/Financial Planning	8,15
Crowdfunding	8,15
Other	11,11

Source: FinTech and OJK Association (2017)

Previous research from Theresia (2018) stated that the existence of fintech aims to make it easier for people to access financial products, facilitate transactions and also increase financial literacy. Fintech manifests as a trend for the birth of companies that provide technology to facilitate financial services (start-ups) independently outside conventional financial institutions. With the presence of fintech, it does not mean that banks consider fintech as a rival but take advantage so that it can synergize. Defines customer satisfaction as an after-purchase evaluation, where the perception of the performance of the selected product/service meets or exceeds expectations prior to the transaction. Mobile banking applications are included in the fintech category that can make it easier for people to transact.

The use of mobile banking applications on customer knowledge is still lacking due to several reasons such as not all people or customers know how to apply via smartphones that can register for mobile banking applications (Maharani et al., 2020). Customers still lack mobile banking because the application can only be accessed with internet quota. With the presence of fintech, it does not mean that banks consider fintech as a competitor but take advantage of it so that they can synergize or collaborate with fintech with the Bank's business ventures (Theresia, 2018).

The implementation of mobile banking which is strongly influenced by the development of information technology, in reality on the one hand makes the course of banking transactions easier, but on the other hand makes it also more risky (Rachman et al., 2023). With this reality, the safety factor should be the factor that needs the most attention. Maybe even this security factor can be one of the excellent features that can be highlighted by the bank. Mobile banking is the act of conducting online financial transactions with the help of mobile telecommunication devices such as mobile phones or tablets (Herison et al., 2022). Through mobile phones, banking users can access financial and non-financial services such as account management, balance information, transfers, bill payments, PIN changes and checkbook requests (Fadlan, A; 2018).

To improve services to BRI Customers and *Walk In Customers* (WIC) who use the BRI *Mobile Banking* application (BRI Internet Banking), BRI developed an application called "BRImo" by adding new functions and also integrating several functions that have existed but have not been integrated into an application. It is expected that this development can provide added value to the BRImo application so that it can compete in the market. Brimo as a mobile banking-based service application has collaborated with several fintechs in Indonesia.

BRI Mobile Banking 'BRImo' is the Latest BRI Bank Digital Financial Application based on internet data that provides convenience for BRI customers and non-customers. With BRI Mobile Banking customers can transact with the latest *User Interface* and *User Experience* such as:

1. Face recognition login feature,
2. Login fingerprint,
3. Top up gopay,
4. QR Payment and
5. Other interesting features, with the choice of Source of Fund / source of funds each transaction can use a Current / Savings account.

The BRImo application is an internet-based application issued by BRI intended for BRI customers, both BRI deposit customers and T Bank owners for information search, conducting transactions (both financial and non-financial) that can be done independently by customers or with the help of the BRI Operational Work Unit in accordance with existing features in accordance with the terms and conditions of application use.

In other previous studies, conditions were put forward where FinTech companies were able to provide fast technology offerings at low costs. However, it is difficult to get consumers because it does not have a database related to potential consumers. This is in contrast to the banking industry, where they have large databases but are weak in the use of technological innovations (Dewi et al., 2020). For this reason, synergy between the banking industry and FinTech companies is needed

so that with FinTech, there is an increase and efficiency in the banking service process can be realized (Fajria, 2019).

PT. Bank Rakyat Indonesia, Tbk is a bank that focuses more on the MSME sector. So that the development of P2P *Lending* is considered to threaten the current market share and what will be worked on by PT. Bank Rakyat Indonesia, Tbk in the future. As we know that market share determines the financial performance of a company that will have an impact on profitability. Profitability becomes the main goal of commercial banks. Profitability measures a bank's ability to use all available resources efficiently to generate bank revenue (Khrawish 2011). Banks that have a greater ROA are more efficient in utilizing existing resources (Sudiyatno & Fatmawati, 2013). If banking includes PT. Bank Rakyat Indonesia Makassar Region failed to adapt to Fintech, hence the possibility of losing customers, especially the younger and *bankable* long-term customer segment. Concrete actions must be taken to ensure the survival of banks in this FinTech era, therefore with the existence of Brimo, it is expected that PT. Bank Rakyat Indonesia Makassar Region can improve competitiveness and business performance.

Rebecca (2020) In his research found empirical facts that Internet Banking Services have a positive and significant effect on banking performance. In contrast to this, Imamah & Safira (2021) In his research found that M-banking has contributed to increasing the profitability of banks in Indonesia although not significantly. The reason is thought to be because its use has not been maximized and comprehensive or every customer does not necessarily use this facility.

Maybe some customers think that the mobile banking application is complicated because they have to use internet quota and if the network is not good then they cannot also make transactions but customers do not know to use mobile banking the same if they want to make transactions at the bank also cannot when the network is not good, when they want for example to open a new account if the network is error then the service is stopped for a while (Sulfiana, 2020). But in another study from Abror and Trinanda (2019) Finding empirical facts that mobile banking is a solution for practical transaction activities so that it can cause customer satisfaction in transactions.

Other research that has been carried out by Hariansyah et al., (2019) Finding empirical facts that partially only the variables of responsiveness and *compatibility of mobile devices* have a significant effect on user satisfaction. The results also show that user satisfaction has a significant effect on user loyalty.

METHODOLOGY

This research uses a quantitative approach that intends to explain the position of the variables studied and the relationship between one variable and another. According to Sugiyono (2017) this research is intended to test hypotheses that have been formulated before. The research time used during conducting research until the completion of the thesis preparation is estimated to be approximately three months to be carried out in Makassar City. The pulation of this study is all customers who use Brimo services PT. Bank Rakyat Indonesia Makassar Regional Office specifically for the Greater Makassar area (Somba Opu, Tamalanrea, Ahmad Yani, Panakkukang and Sungguminasa) whose number of details is not known with certainty so that for the determination of the number of samples using suggestions from opinions Ferdinand (2014) suggest sample size guidelines depending on the number of indicators used in

all latent variables, the number of samples is the number of indicators multiplied by 5 to 10 so that the number of samples in this study is 140 respondents taken from 14 indicators multiplied by 10. Samples from this study were taken by accident, which is a method of determining samples by taking respondents who happened to be there or available somewhere according to the context of the study.

RESULT AND DISCUSSION

Based on the results of distributing the questionnaires that have been processed, the results of hypothesis testing can be seen in the following table:

Table 2. Coefficient

			Coefficient	T Count	Sig	Result
BRIMO	=>	Customer Satisfaction	0.823	17.018	0.000	Hypothesis accepted
BRIMO	=>	Customer Loyalty	0.259	3.363	0.001	Hypothesis accepted
Customer Satisfaction	=>	Customer Loyalty	0.633	8.220	0.000	Hypothesis accepted
BRIMO	=>	Customer Loyalty	0.520	8.259	0.000	Hypothesis accepted

Source: Data Processing (2023)

Based on the table above, the results of hypothesis testing and discussion can be described as follows:

1. The Effect of BRIMO Digital Products on Customer Satisfaction

Mobile banking product knowledge variables are arranged by indicators consisting of product attributes, physical benefits, psychological benefits and values obtained when consumers consume products or services. Customer at PT. Bank Rakyat Indonesia, Tbk. Makassar Branch does not know a lot about the features in Brimo mobile banking and customers also use Mobile Banking to pay bills easily without disturbing activities. In addition, digital products (Brimo) provide a sense of security and comfort and customers feel more pampered in the ease of online transactions. Various benefits are provided if bank customers use mobile banking and with the advantages it has should make this mobile banking service will be able to achieve success in a relatively short time.

The results showed that mobile banking had an effect of 0.823 with a sig value of 0.000 which was smaller than 0.05 so that mobile banking had a significant positive effect on customer satisfaction. This is inseparable from mobile banking services have advantages over internet banking because it is relatively easy to get connectivity, while for internet banking not all places have an internet network. BRIMO mobile banking that is easy to use and user-friendly can provide a positive experience for BRIMO customers. This can increase customer satisfaction and make them more likely to use BRIMO mobile banking services continuously. This makes it easier for customers to make financial transactions so as to save a lot of time (Sulfiana, 2020).

According to Willie in Tjiptono (2010) defines customer satisfaction as "An emotional response to an evaluation of the consumption experience of a product or service". In response to the experience felt by customers after consuming a product or

service. Oliver in Umar (2011) Defines customer satisfaction as an after-purchase evaluation, where the perception of the performance of the selected product/service meets or exceeds expectations prior to the transaction.

2. The Effect of BRIMO Digital Products on Customer Loyalty

Rao and Sieben quoted in Waluyo and Pamungkas (2003), product knowledge is the scope of all accurate information stored in consumer memory which is as good as his perception of product knowledge. Consumers with higher knowledge will become more realistic in the selection of services that match their expectations. The higher the consumer's knowledge of a service, it can increase the consumer's ability to make more pleasant choices. The explanation greatly explains the importance of the level of consumer knowledge of a product (Waluyo & Pamungkas, 2003).

The results showed that mobile banking had an effect of 0.259 with a sig value of 0.001 which was smaller than 0.05 so that mobile banking had a significant positive effect on customer loyalty. Fitur and services provided by BRIMO mobile banking, such as transactions without administration fees and the ability to check balances and transaction history, can increase BRI customer loyalty.

Mobile Banking is a service that allows bank customers to conduct banking transactions via smartphone or mobile phone. With mobile banking, it can make it easier for customers to make transactions. Mobile banking can affect customer satisfaction because of ease of transactions, speed of access, saving time, which causes customers to prefer using E-Banking (Rebecca, 2020).

3. The Effect of Satisfaction on Customer Loyalty

According to Kotler dan Keller (2012) Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing between his perception or impression of performance being below expectations, dissatisfied customers. But, if the performance exceeds expectations, the customer is very satisfied and happy. If the perceived performance is below expectations, the customer will feel disappointed, if the performance meets customer expectations, the customer will feel satisfied, while if the performance exceeds expectations then the customer will feel very satisfied. This satisfaction will certainly be felt after the customer concerned consumes the product.

The results showed that customer satisfaction had an effect of 0.633 with a sig value of 0.000 which was smaller than 0.05 so that customer satisfaction had a significant positive effect on customer loyalty. Therefore, the product or service perceived by the customer is met or even exceeds their expectations, then the customer will tend to use the service provider again to make the same transaction or even recommend the product or service to the closest relatives (Kotler dan Keller, 2007:54). If the product or service perceived by the customer is below their expectations, then what happens is that the customer will be disappointed (Kurniawan dan Shihab, 2015:202).

4. Implementation of BRIMO Digital Products to Loyalty through Customer Satisfaction

Mobile banking applications on customer knowledge are still lacking due to several reasons such as not all people or customers know how to apply via smartphones that can register for mobile banking applications. Customers still lack mobile banking because the application can only be accessed with internet quota.

However, there are still many entrepreneurs who do not know about mobile banking, including there are also already having Android smartphones but their knowledge in the field of technology is lacking so they are not interested in using mobile banking even though the purpose of the application is to facilitate them in transactions between banks or fellow accounts (Sulfiana, 2020). Mobile banking has an indirect effect of 0.520 and 0.000 sig on customer loyalty if mediated by satisfaction. This is inseparable from the security in the use of BRIMO mobile banking is very important to maintain the trust of BRIMO customers. With security features such as passwords and OTPs, BRI customers can feel safe and comfortable using BRIMO mobile banking services.

When banks focus on customer loyalty, account holders will not only keep their accounts in the bank, but they will also feel comfortable to refer family and friends using the various features of the service that mobile banking can use. Therefore, in order to succeed, banks must focus on building customer loyalty by offering quality products and by treating people as they would like to be treated for better and greater customer satisfaction. For that reason banks should offer loyalty programs to retain customers because loyalty programs help in developing strong relationships with all customers which can directly or indirectly affect the success of the bank. When banks focus on customer loyalty, account holders will not only keep their accounts in the bank, but they will also feel comfortable to refer family and friends using the various features of the service that mobile banking can use. Therefore, in order to succeed, banks must focus on building customer loyalty by offering quality products and by treating people as they would like to be treated for better and greater customer satisfaction. For that reason banks should offer loyalty programs to retain customers because loyalty programs help in developing strong relationships with all customers which can directly or indirectly affect the success of the bank (Hafeez & Muhammad, 2012).

CONCLUSION

Based on the results of research and discussion, the conclusion of this study is that the existence of mobile banking features is proven to increase customer satisfaction and loyalty of PT. Bank Rakyat Indonesia, Tbk Makassar Branch. For the effect of mediation, it shows that customer satisfaction can mediate the effect of mobile banking on customer loyalty significantly.

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