**Tanwirul Uqul: Jurnal Ekonomi dan Bisnis Islam**
e-ISSN 2746-1017, p-ISSN 2746-1009
Vol. 05, No. 02 (2024), pp. 146-162
URL: https://journalstebiabangkalan.com/index.php/tanwiruluqul

# Shariah Compliance and Customer Relationship Marketing as Predictors of Customer Loyalty in Islamic Banking Through the Moderating Role of Customer Satisfaction

**Hilma Fanniar Rohman**[1]
[1] Universitas Ahmad Dahlan, Yogyakarta, Indonesia

**Article Info**

***Keywords:***
Shariah compliance; customer relationship marketing; customer loyalty; customer satisfaction; Islamic banking.

***Article history:***
Received: 2024-03-18
Revised: 2024-05-25
Accepted: 2024-07-20

**Abstract**

This study examines the simultaneous influence of Shariah compliance and customer relationship marketing on customer loyalty in Islamic banking, with customer satisfaction as a moderating variable. Grounded in commitment-trust theory and the expectation disconfirmation framework, the study advances a theoretically integrated model in which Shariah compliance operationalizes trust-building, customer relationship marketing operationalizes commitment-enhancement, and customer satisfaction functions as a boundary condition governing the conversion of these mechanisms into durable loyalty. The study population comprised customers of Bank Syariah Indonesia (BSI) in Yogyakarta. A quantitative research design was employed, with data collected through structured questionnaires administered to 100 respondents selected via purposive sampling. Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS Version 4 was applied for data analysis, supplemented by robustness checks including Gaussian copula endogeneity tests, nonlinearity assessments via Ramsey's RESET procedure, and FIMIX-PLS heterogeneity segmentation to ensure the stability and credibility of parameter estimates. The findings confirm that Shariah compliance and customer relationship marketing each exert a significant positive influence on customer loyalty, and that customer satisfaction maintains a significant positive association with loyalty. However, customer satisfaction failed to moderate the relationship between Shariah compliance and customer loyalty, while it significantly weakened the association between customer relationship marketing and customer loyalty. This negative moderating effect constitutes a novel empirical contribution, extending the diminishing marginal returns logic to Islamic banking loyalty research. The findings offer actionable guidance for practitioners seeking to calibrate relational marketing investments in accordance with the satisfaction profiles of target customer segments.



**Corresponding Author:**
Hilma Fanniar Rohman
Universitas Ahmad Dahlan, Yogyakarta, Indonesia; hilma@pbs.uad.ac.id

**Citation:**
Rohman, H. F. (2024). Shariah Compliance and Customer Relationship Marketing as Predictors of Customer Loyalty in Islamic Banking Through the Moderating Role of Customer Satisfaction. *Tanwirul Uqul*, *5*(2), 146-162.

## 1. INTRODUCTION

Banking institutions occupy a central position in the economic framework of any country, facilitating financial transactions that underpin both individual and institutional activities. In Indonesia, the banking sector has experienced considerable expansion, characterized by intensifying competition and a rapidly evolving business landscape that demands continuous institutional adaptation. Within this competitive environment, Islamic banks have emerged as a distinct segment of the financial industry, founded upon the principle of Shariah compliance in all operational and transactional activities. Islamic banks function as financial intermediaries performing four core responsibilities, namely collecting public funds, managing deposited resources, channeling financial assistance to the community, and providing Shariah-compliant financial services to the public (Rusby, 2017).

The enactment of Law Number 21 of 2008 pertaining to Islamic Banking in Indonesia provided a comprehensive legal foundation for the development of the Islamic banking industry, thereby accelerating institutional growth and legitimacy. In Yogyakarta, Islamic banking operates within a competitive market that includes both conventional and Islamic financial service providers, making customer retention a critical strategic priority. Data indicate that several Islamic banking institutions operate within the Yogyakarta market, including Bank Syariah Indonesia (BSI), Bank Muamalat, Bank Mega Syariah, and Bank BTN Syariah, each competing for the patronage of Muslim and non-Muslim customers alike.

Customer satisfaction has been recognized in the marketing literature as a fundamental antecedent of customer loyalty. According to Kotler and Keller (2011), satisfaction reflects an individual's evaluative response following the consumption of a product or service, indicating the degree to which perceived performance meets or exceeds prior expectations. When customers experience satisfactory service encounters, they are more inclined to engage in repeat patronage, thereby fostering loyalty. This relationship has been extensively documented across multiple service industry contexts (Ambarita et al., 2023; Mutmainnah, 2018; Wardaya Puspokusumo et al., 2021; Woratschek et al., 2020).

Customer loyalty, as conceptualized by Kotler and Keller (2011), represents a deep-seated commitment to repurchase a preferred product or service consistently in the future, irrespective of situational influences or competitive marketing pressures that might otherwise induce switching behavior. Within the Islamic banking context, loyalty assumes additional dimensions, as customers are motivated not only by transactional utility but also by religious and ethical considerations embedded in Shariah principles.

One strategic approach to cultivating loyalty involves the establishment and maintenance of meaningful customer relationships through customer relationship marketing (CRM). Adamson et al. (2003) conceptualize CRM as a strategy premised on deepening institutional familiarity with individual customers through bilateral communication channels, thereby fostering mutually beneficial long-term partnerships. Empirical evidence consistently supports the efficacy of CRM in promoting loyalty across various banking contexts (Aini & Safitri, 2022; Aldaihani Faraj et al., 2020; Prismantoro, 2020; Sinaga & Nainggolan, 2022).

Alongside CRM, Shariah compliance constitutes a pivotal determinant of customer loyalty in Islamic banking. Public discourse in Yogyakarta reflects ongoing skepticism regarding the authenticity of Shariah compliance among Islamic financial institutions, a concern consistent with broader national trends. When such skepticism remains unaddressed, institutional credibility is undermined, and the trust foundational to sustained customer loyalty is eroded. Research by Azwirman et al. (2023) underscores the institutional responsibility of Islamic banks to demonstrate and communicate their adherence to Shariah principles as a mechanism for reinforcing customer confidence. Nevertheless, findings reported by Oktaviani and Rachmawati

(2019) suggest that Shariah compliance does not uniformly influence loyalty, as customers sometimes prioritize social referral networks over compliance considerations when selecting banking institutions.

Despite the growing body of research on loyalty determinants in Islamic banking, three critical gaps persist in the extant literature. First, prior studies have predominantly examined Shariah compliance and customer relationship marketing as independent predictors of loyalty without integrating them within a unified theoretical model that specifies their distinct mechanisms of action. Second, the conditional role of customer satisfaction as a moderating boundary condition has received limited empirical attention, with most studies treating satisfaction as a mediator or direct antecedent rather than as a variable that qualifies the strength and direction of other loyalty-generating mechanisms. Third, the robustness of reported findings in Islamic banking research has rarely been verified through advanced diagnostic procedures such as endogeneity testing, nonlinearity assessment, and unobserved heterogeneity analysis, which limits confidence in published estimates. The present study addresses all three gaps by (a) developing and testing a theoretically grounded model that positions Shariah compliance and customer relationship marketing as distinct antecedents of loyalty within the commitment-trust framework, (b) empirically examining customer satisfaction as a moderating variable that governs the boundary conditions of these relationships, and (c) applying a comprehensive battery of robustness checks to validate the structural model estimates. The empirical context is Bank Syariah Indonesia (BSI) customers in Yogyakarta, a market characterized by high Islamic literacy and a religiously informed consumer culture that renders Shariah compliance perceptions particularly salient

## 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

### 2.1. Commitment-Trust Theory

The theoretical foundation of this study draws upon the commitment-trust theory articulated by Morgan and Hunt (1994), which posits that commitment and trust function as central mediating constructs in the maintenance of successful relationship marketing. According to this framework, customers who exhibit high levels of relational orientation toward a service institution are more likely to develop enduring loyalty when trust and commitment are consistently cultivated and reinforced. Subsequent empirical research by Abid et al. (2023) confirmed that effective CRM practices enhance institutional quality by fostering robust trust and commitment among customers, thereby validating the relevance of this theoretical framework within the Islamic banking context.

In the present study, the three predictor constructs are each conceptualized as observable antecedents that collectively activate the trust and commitment mechanisms central to Morgan and Hunt's (1994) framework. Shariah compliance operationalizes the trust dimension by providing customers with credible institutional signals of ethical integrity and adherence to Islamic law, thereby establishing the foundation of relational confidence. Customer relationship marketing activates the commitment dimension through sustained, personalized bilateral communication that deepens relational bonds and fosters affective attachment to the institution over time. Customer satisfaction, positioned as a moderating boundary condition, determines the extent to which these trust-building and commitment-enhancing mechanisms are successfully converted into durable behavioral loyalty.

The specification of customer satisfaction as a moderating rather than mediating variable is theoretically justified by the expectation disconfirmation framework developed by Oliver (1980), which conceptualizes satisfaction as an evaluative state that reshapes the cognitive processing of subsequent service encounters. Customers who have achieved high satisfaction levels develop strong attitudinal inertia that diminishes the marginal impact of additional loyalty-generating stimuli, including compliance signals and relational marketing efforts. This theoretical logic predicts that the influence of both Shariah compliance and customer relationship marketing on loyalty will be conditioned by the prevailing satisfaction level, producing interaction effects whose direction and magnitude are theoretically non-trivial. The present study is among the first in Islamic banking research to test this moderating specification simultaneously for two distinct predictor constructs, thereby extending the theoretical reach of both the commitment-trust theory and the expectation disconfirmation framework to the Islamic banking loyalty domain

### 2.2. Shariah Compliance and Customer Loyalty

Shariah compliance in the banking domain is formally defined under Bank Indonesia Regulation Number 13/2/PBI/2011 as the aggregate of values, behaviors, and institutional actions directed toward adherence to the provisions stipulated by Bank Indonesia and applicable legislation, with particular emphasis on Shariah principles governing the operations of Islamic commercial banks and Islamic business units. As Shariah-compliant financial institutions, Islamic banks are obligated to ensure that their operational activities conform to Islamic transactional law, an obligation that directly shapes customer perceptions and behavioral intentions.

The selection of an Islamic bank by a customer is frequently motivated by a combination of religious conviction and the perceived quality of Shariah-compliant services offered (Latifah et al., 2022). When an institution's Shariah compliance is demonstrably robust, it functions as a distinctive competitive advantage capable of engendering and sustaining customer loyalty. Cross-national evidence from Amin et al. (2013), who demonstrated that Shariah-compliant service attributes significantly predicted loyalty intentions in Malaysian Islamic banking, corroborates the generalizability of this proposition beyond the Indonesian context. Based on this theoretical rationale, the following hypothesis is proposed.

*H1. Shariah compliance exerts a significant positive effect on the loyalty of Islamic bank customers in Yogyakarta.*

### 2.3. Customer Relationship Marketing and Customer Loyalty

Customer relationship marketing encompasses a suite of strategies designed to develop, maintain, and strengthen meaningful connections between an institution and its customers. Kotler and Keller (2011) describe this process as the systematic management of detailed customer information with the objective of maximizing loyalty outcomes. Simamora et al. (2019) characterize relationship marketing as deliberate institutional efforts to cultivate enduring customer associations through targeted marketing strategies, a perspective corroborated by Kotler and Armstrong (2014) and Sinaga and Nainggolan (2022). The role of relationship marketing in the banking sector is particularly salient, as institutions must differentiate themselves through personalized and responsive customer engagement to sustain competitive advantage and foster long-term loyalty.

*H2. Customer relationship marketing exerts a significant positive effect on the loyalty of Islamic bank customers in Yogyakarta.*

### 2.4. Customer Satisfaction and Customer Loyalty

Customer satisfaction, as articulated by Kotler and Keller (2011), arises from a cognitive evaluation of a customer's perceived service experience relative to prior expectations. When perceived performance meets or surpasses these expectations, satisfaction is achieved, and this satisfaction functions as a key antecedent of behavioral loyalty. The provision of superior service quality and consistent customer value are therefore essential prerequisites for generating satisfaction, which in turn promotes repeated patronage and advocacy behavior. According to Pagala (2021), the attainment of customer loyalty is contingent upon prior satisfaction, as customers must evaluate the service encounter positively before committing to an institution on a sustained basis.

*H3. Customer satisfaction exerts a significant positive effect on the loyalty of Islamic bank customers in Yogyakarta.*

### 2.5. Moderating Role of Customer Satisfaction

The potential moderating role of customer satisfaction has been theorized in relation to both Shariah compliance and customer relationship marketing. Wiyono and Ibrahim (2020) argue that an institution's adherence to Shariah standards signals a conscientious and protective institutional posture toward customer funds and personal information, thereby cultivating trust and promoting loyalty. Ahmed et al. (2022) report that Shariah compliance exerts a comparatively strong positive effect on customer satisfaction because customers of Islamic banks evaluate service quality through the lens of Islamic values, which are regarded as core determinants of satisfactory banking experiences.

With respect to customer relationship marketing, research by Niko et al. (2015) establishes that customer loyalty is shaped significantly by personalization and communication dimensions inherent in CRM practices. When relational strategies effectively satisfy customers, the resulting satisfaction reinforces loyalty commitments. Based on this theoretical rationale, the following hypotheses are proposed.

*H4. Customer satisfaction moderates the relationship between Shariah compliance and customer loyalty among Islamic bank customers in Yogyakarta.*

*H5. Customer satisfaction moderates the relationship between customer relationship marketing and customer loyalty among Islamic bank customers in Yogyakarta.*

## 3. METHODS

This study employs a quantitative survey design, targeting a sample of 100 Islamic bank customers in Yogyakarta City. The sample size was determined using G*Power analysis following the indicator-based recommendation of Hair et al. (2014) for PLS-SEM. With a maximum of five structural paths directed at customer loyalty as the endogenous construct, G*Power analysis conducted at a significance level of 0.05, statistical power of 0.80, and a medium effect size (f2 = 0.15) yields a minimum required sample size of 85 respondents, confirming that the present sample of 100 surpasses this threshold. Consistent with the recommendation of Hair et al. (2019), who affirm that PLS-SEM is suitable for smaller samples provided that measurement model quality criteria are rigorously satisfied, the present study compensates for the modest sample size through comprehensive outer model validation encompassing convergent validity, discriminant validity via the HTMT criterion, and composite reliability assessment. It is nonetheless acknowledged that with 28 indicators across all four constructs as reported in Table 2, the resulting observation-to-indicator ratio of 3.57 falls below the conservative minimum of 5.0 recommended by Hair et al. (2017), which is recognized as a limitation and discussed accordingly in the concluding section. Respondents were recruited through purposive sampling to ensure that all participants had direct and active experience with Islamic banking services. Table 1 presents the key variables, their respective indicators, and the source references upon which the operationalization is grounded.

*Table 3.1. Operational Definitions of Research Variables*

| Variable | Indicators | Source |
|---|---|---|
| Shariah Compliance (X1) | (1) Bank operations conducted under Islamic law; (2) Products and services aligned with Islamic principles; (3) Implementation of a profit-sharing (mudharabah) system; (4) Prohibition of riba (interest) in all transactions; (5) Application of Islamic contractual principles (akad syariah); (6) Oversight by a qualified Sharia Supervisory Board (Dewan Pengawas Syariah) | Othman and Owen (2001) |
| Customer Relationship Marketing (X2) | (1) Interpersonal communication; (2) Direct mail engagement; (3) Tangible rewards; (4) Preferential treatment; (5) Customization approaches; (6) Individualized customer attention | Ndubisi and Wah (2005) |
| Customer Loyalty (Y) | (1) Regular purchasing behavior; (2) Cross-product or cross-service purchasing; (3) Recommendation to others; (4) Resistance to competitive alternatives; (5) Sustained repeat service usage; (6) Preference continuity relative to competing institutions; (7) Positive word-of-mouth communication; (8) Price insensitivity relative to competitors | Griffin (2005) |
| Customer Satisfaction (Z) | (1) Service quality; (2) Product and service quality; (3) Price competitiveness; (4) Environmental comfort; (5) Staff responsiveness and professionalism; (6) Transaction convenience and accessibility; (7) Overall service satisfaction; (8) Perceived value for money | Lupiyoadi (2013) |

Note. SC = Shariah Compliance; CRM = Customer Relationship Marketing; CL = Customer Loyalty; CS = Customer Satisfaction.

Shariah compliance is assessed through six indicators adapted from the Compliance dimension of the CARTER model proposed by Othman and Owen (2001). The remaining five dimensions of CARTER, specifically Assurance, Reliability, Tangibles, Empathy, and Responsiveness, overlap substantially with conventional service quality constructs and are consequently subsumed within the customer satisfaction and customer relationship marketing measures employed in this study, thereby minimizing construct redundancy while preserving content representativeness. Customer relationship marketing is evaluated across six indicators encompassing interpersonal communication, direct mail engagement, tangible rewards, preferential treatment, customization approaches, and individualized customer attention, following Ndubisi and Wah (2005). Customer loyalty is measured through eight behavioral indicators, namely regular purchasing behavior, cross-product or cross-service purchasing, recommendation to others, resistance to competitive alternatives, sustained repeat service usage, preference continuity relative to competing institutions, positive word-of-mouth communication, and price insensitivity relative to competitors, as proposed by Griffin (2005). Customer satisfaction is assessed using eight dimensions encompassing service quality, product and service quality, price competitiveness, environmental comfort, staff responsiveness and professionalism, transaction convenience and accessibility, overall service satisfaction, and perceived value for money, as adapted from Lupiyoadi (2013).

Data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) implemented through SmartPLS Version 4. The analytical procedure encompasses two principal stages, namely outer model analysis and inner model analysis. Outer model analysis evaluates convergent validity, discriminant validity, and construct reliability. Convergent validity is confirmed when the Average Variance Extracted (AVE) value exceeds 0.50 (Ghozali & Latan, 2021). Discriminant validity is assessed via the Heterotrait-Monotrait (HTMT) ratio, with acceptable values falling below 0.90 (Hair & Alamer, 2022). Construct reliability is established when both Cronbach's Alpha and Composite Reliability values exceed 0.70.

Inner model analysis evaluates the structural relationships between latent variables using path coefficients and bootstrap resampling procedures. Model fit is assessed through R-squared values, effect size ($F^2$) statistics following Hair et al. (2014), and predictive relevance ($Q^2$) statistics following Akter et al. (2011). Model fit is assessed using the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI) as recommended by Henseler and Sarstedt (2013), who demonstrated empirically that the previously employed Goodness of Fit index cannot reliably distinguish between valid and misspecified PLS models and is therefore not an appropriate global fit criterion. An SRMR below 0.08 and an NFI above 0.90 are considered indicative of acceptable model fit. Collinearity is evaluated through the Variance Inflation Factor (VIF), with values below 5 indicating the absence of multicollinearity. To ensure the robustness and stability of the findings, supplementary analyses encompassing nonlinearity tests, endogeneity tests using the Gaussian copula approach, and unobserved heterogeneity tests were conducted following Sarstedt et al. (2020).

To address the potential threat of common method bias (CMB) arising from the use of a single-source, self-report survey design, a Harman's single-factor test was conducted prior to the primary analysis. The unrotated principal component solution yielded a first factor that accounted for 28.3 percent of the total variance, well below the 50 percent threshold commonly used to indicate problematic common method variance (Podsakoff et al., 2003). This result provides preliminary evidence that CMB does not constitute a critical threat to the validity of the present findings. Future studies should nonetheless employ procedural remedies such as temporal separation between predictor and outcome measurement, or statistical approaches including the unmeasured latent factor technique, to more rigorously rule out CMB in Islamic banking survey research

## 4. RESULTS AND DISCUSSION

### 4.1. Respondent Characteristics

The study sample comprised 100 BSI customers distributed across Yogyakarta City, with 44% identifying as male and 56% as female. With regard to occupational background, 31 respondents were civil servants, 32 were private-sector employees, 18 were students, and 19 were engaged in other occupational categories. In terms of religious affiliation, 92 respondents identified as Muslim, with the remaining respondents distributed across Catholic, Christian, Hindu, and other faith affiliations. Regarding the duration of Islamic banking relationships, 34 respondents had been customers for less than one year, 52 for a period between one and three years, and 14 for more than four years. These characteristics suggest that the sample is predominantly composed of Muslim private-sector employees who had maintained active Islamic banking relationships for one to three years.

### 4.2. Outer Model Analysis

The outer model analysis was conducted to evaluate the measurement quality of the constructs. As presented in Table 2, all indicators for Shariah compliance, customer relationship marketing, customer loyalty, and customer satisfaction recorded outer loading values exceeding 0.70, confirming the convergent validity of the measurement model.

*Table 4.1. Outer Loading Values and Construct Reliability Results*

| Construct | Item | Outer Loading | AVE | Cronbach's Alpha | Composite Reliability |
|---|---|---|---|---|---|
| Shariah Compliance | X1.1 | 0.823 | 0.648 | 0.864 | 0.898 |
| | X1.2 | 0.806 | | | |
| | X1.3 | 0.747 | | | |
| | X1.4 | 0.709 | | | |
| | X1.5 | 0.725 | | | |
| | X1.6 | 0.813 | | | |
| Customer Relationship Marketing | X2.1 | 0.826 | 0.668 | 0.891 | 0.917 |
| | X2.2 | 0.782 | | | |
| | X2.3 | 0.751 | | | |
| | X2.4 | 0.866 | | | |
| | X2.5 | 0.823 | | | |
| | X2.6 | 0.777 | | | |
| Customer Loyalty | Y1.1 | 0.799 | 0.602 | 0.905 | 0.923 |
| | Y1.2 | 0.741 | | | |
| | Y1.3 | 0.799 | | | |
| | Y1.4 | 0.828 | | | |
| | Y1.5 | 0.713 | | | |
| | Y1.6 | 0.748 | | | |
| | Y1.7 | 0.733 | | | |
| | Y1.8 | 0.836 | | | |
| Customer Satisfaction | Z1.1 | 0.801 | 0.595 | 0.929 | 0.941 |
| | Z1.2 | 0.811 | | | |
| | Z1.3 | 0.775 | | | |
| | Z1.4 | 0.863 | | | |
| | Z1.5 | 0.801 | | | |
| | Z1.6 | 0.825 | | | |
| | Z1.7 | 0.847 | | | |
| | Z1.8 | 0.813 | | | |

*Note. AVE = Average Variance Extracted; CR = Composite Reliability. Source: SmartPLS 4 output.*

The AVE values for all constructs exceeded 0.50, confirming that the indicators adequately capture the variance of their respective constructs. Composite Reliability and Cronbach's Alpha values for all constructs exceeded 0.70, establishing the reliability of the measurement instruments. The HTMT ratio values, presented in Table 3, were all below 0.90, confirming adequate discriminant validity among the constructs.

*Table 4.2. Heterotrait-Monotrait (HTMT) Ratio Results*

| Construct | CRM | CS | CL | SC |
|---|---|---|---|---|
| Customer Relationship Marketing | 1.000 | | | |
| Customer Satisfaction | 0.227 | 1.000 | | |
| Customer Loyalty | 0.554 | 0.536 | 1.000 | |
| Shariah Compliance | 0.305 | 0.364 | 0.493 | 1.000 |

*Note. CRM = Customer Relationship Marketing; CS = Customer Satisfaction; CL = Customer Loyalty; SC = Shariah Compliance. Source: SmartPLS 4 output.*

### 4.3. Inner Model Analysis

The inner model analysis evaluated the structural relationships and overall model quality. The VIF values for all constructs fell below 5, indicating the absence of multicollinearity among the constructs. The R-squared value of the customer loyalty construct was 0.501, indicating that the model accounts for 50.1% of the variance in customer loyalty, representing a moderate level of predictive explanatory power. The effect size ($F^2$) analysis, following Hair et al. (2014), revealed that the CRM construct exerted a large effect on customer loyalty ($F^2 = 0.308$), while customer satisfaction and the moderating interaction between customer satisfaction and CRM demonstrated moderate effects ($F^2$ ranging from 0.115 to 0.197). Shariah compliance and the moderating interaction between customer satisfaction and Shariah compliance produced weak effects ($F^2$ ranging from 0.010 to 0.050). The predictive relevance value ($Q^2$) was 0.438, indicating that the structural model possesses substantial predictive relevance for customer loyalty. Model fit was assessed using SRMR and NFI obtained from SmartPLS 4. The SRMR value of 0.068 falls below the 0.08 threshold, and the NFI value of 0.921 exceeds the 0.90 threshold recommended by Henseler and Sarstedt (2013), jointly confirming acceptable fit and high overall model quality. These results are summarized in Table 4.

*Table 4.3. Quality Model Test Results*

| Construct / Path | VIF | $R^2$ | $F^2$ | $Q^2$ | SRMR/NFI |
|---|---|---|---|---|---|
| Customer Loyalty (CL) | | 0.501 | | 0.438 | 0.068/0.921 |
| CRM -> CL | 1.151 | | 0.308 | | |
| CS -> CL | 1.151 | | 0.197 | | |
| SC -> CL | 1.371 | | 0.050 | | |
| CS x SC -> CL | 1.769 | | 0.010 | | |
| CS x CRM -> CL | 1.550 | | 0.115 | | |

*Note. SC = Shariah Compliance; CS = Customer Satisfaction; CL = Customer Loyalty; CRM = Customer Relationship Marketing. Source: SmartPLS 4 output.*

### 4.4. Path Coefficient Analysis

The results of the path coefficient analysis, presented in Table 5, reveal the following findings. Shariah compliance was found to exert a significant and positive influence on customer loyalty ($\beta = 0.180$, $p = 0.047$), thereby supporting H1. Customer relationship marketing demonstrated a significant and positive association with customer loyalty ($\beta = 0.410$, $p = 0.000$), providing support for H2. Customer satisfaction was found to exert a significant and positive influence on customer loyalty ($\beta = 0.328$, $p = 0.000$), thereby supporting H3.

With respect to the hypothesized moderating effects, the interaction term between customer satisfaction and Shariah compliance did not significantly moderate the Shariah compliance-customer loyalty relationship (β = 0.080, p = 0.352), leading to the rejection of H4. In contrast, the interaction between customer satisfaction and customer relationship marketing exerted a statistically significant negative moderating effect on the CRM-customer loyalty relationship (β = -0.298, p = 0.001). Because the empirical direction of this interaction is opposite to the positive direction hypothesized in H5, the hypothesis is classified as Supported in the Opposite Direction rather than unconditionally supported. This reclassification reflects the methodological principle that hypothesis support requires both statistical significance and directional alignment with the original prediction (Baron and Kenny, 1986). The negative interaction constitutes a substantive and theoretically noteworthy finding that warrants independent theoretical explanation beyond post hoc rationalization.

*Table 4.4. Path Coefficient Analysis Results*

| Hyp. | Relationship | Coefficient | T-Statistic | p-value | Decision |
|---|---|---|---|---|---|
| H1 | SC -> CL | 0.180 | 1.988 | 0.047 | Supported |
| H2 | CRM -> CL | 0.410 | 5.791 | 0.000 | Supported |
| H3 | CS -> CL | 0.328 | 4.420 | 0.000 | Supported |
| H4 | CS x SC -> CL | 0.080 | 0.930 | 0.352 | Not Supported |
| H5 | CS x CRM -> CL | -0.298 | 3.389 | 0.001 | Supported in Opposite Direction |

*Note. SC = Shariah Compliance; CS = Customer Satisfaction; CL = Customer Loyalty; CRM = Customer Relationship Marketing. Source: SmartPLS 4 output.*

### 4.5. Robustness Checks

The robustness of the findings was validated through three supplementary analytical procedures. The nonlinearity assessment, presented in Table 6, revealed that the coefficients for the nonlinear relationships between Shariah compliance and customer loyalty (β = 0.019, p = 0.870), between relationship marketing and customer loyalty (β = -0.009, p = 0.986), and between customer satisfaction and customer loyalty (β = 0.074, p = 0.649) were all statistically non-significant. Ramsey's RESET test produced F(3,93) = 1.318 (p = 0.273), confirming the absence of model specification error and validating the appropriateness of the linear modeling approach.

*Table 4.5. Assessment of Nonlinear Effects*

| Nonlinear Relationship | Coefficient | p-value | $F^2$ | Ramsey's RESET |
|---|---|---|---|---|
| Quadratic Effect of SC (QE-SC) | 0.019 | 0.870 | 0.000 | F(3,93) = 1.318; p = 0.273 |
| Quadratic Effect of CRM (QE-CRM) | -0.009 | 0.986 | 0.000 | |
| Quadratic Effect of CS (QE-CS) | 0.074 | 0.649 | 0.010 | |

*Note. SC = Shariah Compliance; CRM = Customer Relationship Marketing; CS = Customer Satisfaction.*

The endogeneity analysis, conducted using the Gaussian copula approach across seven model specifications and summarized in Table 7, consistently produced copula term p-values above the 0.05 significance threshold, confirming the absence of significant endogeneity concerns in all models tested. This finding validates the integrity and reliability of the regression-based findings. Notwithstanding this overall conclusion, critical attention is warranted regarding the borderline Gaussian copula p-values obtained for customer satisfaction, specifically GC(CS) = 0.061 in Model 3 and GC(CS) = 0.053 in the joint Model 7. Although both values technically exceed the 0.05 significance threshold, their proximity to this threshold constitutes a meaningful signal that cannot be dismissed without acknowledgment. The borderline result in the joint seven-variable specification is particularly noteworthy, as it suggests that customer satisfaction may be subject to residual endogenous influence from unmeasured constructs such as prior banking experience, brand familiarity, and individual religiosity. Future studies are encouraged to employ instrumental variable approaches or longitudinal designs to more rigorously address potential endogeneity in the customer satisfaction construct.

*Table 4.6. Endogeneity Assessment Using the Gaussian Copula Approach*

| Model (Endogenous) | Construct | Coefficient | p-value | GC Term p-value |
|---|---|---|---|---|
| Model 1 (SC) | SC | 0.278 | 0.044 | GC(SC) = 0.641 |
| | CRM | 0.378 | 0.000 | |
| | CS | 0.345 | 0.000 | |
| Model 2 (CRM) | SC | 0.224 | 0.014 | GC(CRM) = 0.552 |
| | CRM | 0.283 | 0.115 | |
| | CS | 0.342 | 0.000 | |
| Model 3 (CS) | SC | 0.203 | 0.021 | GC(CS) = 0.061 |
| | CRM | 0.388 | 0.000 | |
| | CS | 0.019 | 0.927 | |
| Model 7 (SC, CRM, CS) | SC | 0.330 | 0.023 | GC(SC) = 0.296; GC(CRM) = 0.705; GC(CS) = 0.053 |
| | CRM | 0.328 | 0.070 | |
| | CS | -0.032 | 0.883 | |

*Note. SC = Shariah Compliance; CRM = Customer Relationship Marketing; CS = Customer Satisfaction; GC = Gaussian Copula.*

The unobserved heterogeneity assessment, conducted using FIMIX-PLS segmentation and presented in Tables 8 and 9, identified two potential segments within the sample, with relative sizes of 0.654 and 0.346. The information criteria indicators, encompassing AIC3, BIC, and MDL5, consistently favored a single-segment solution. The low entropy value further indicated substantial uniformity in respondent behavioral patterns, confirming that unobserved heterogeneity did not constitute a critical threat to the validity of the overall analysis.

*Table 4.7. Assessment of Unobserved Heterogeneity*

| Information Criterion | Segment 1 | Segment 2 |
|---|---|---|
| AIC | 121.969 | 221.418 |
| AIC3 | 134.969 | 227.418 |
| AIC4 | 147.969 | 233.418 |
| BIC | 155.836 | 237.049 |
| CAIC | 168.836 | 243.049 |
| HQ | 135.675 | 227.744 |
| MDL5 | 395.305 | 347.573 |
| LnL | -104.709 | -47.984 |
| Entropy (EN) | 0 | 0.864 |
| NFI | 0 | 0.902 |

| | | |
|---|---|---|
| NEC | 0 | 13.586 |

*Note. AIC = Akaike Information Criterion; BIC = Bayesian Information Criterion; CAIC = Consistent AIC; HQ = Hannan-Quinn Criterion; MDL5 = Minimum Description Length Factor 5; LnL = Log Likelihood; EN = Entropy Statistic (Normed); NFI = Non-Fuzzy Index; NEC = Normalized Entropy Criterion.*

*Table 4.8. Relative Segment Sizes (N = 100)*

| Number of Segments | Segment 1 | Segment 2 |
|---|---|---|
| 1 | 1.000 | |
| 2 | 0.654 | 0.346 |

## 5. DISCUSSION

### 5.1. Shariah Compliance and Customer Loyalty

The finding that Shariah compliance exerts a significant and positive influence on customer loyalty (H1 supported) is consistent with prior studies establishing the pivotal role of Islamic principles in shaping Islamic banking customer behavior. Adherence to Shariah law in banking operations encompasses the prohibition of usury (riba), speculative transactions (maysir), and financial uncertainty (gharar), elements that Muslim customers evaluate as foundational to their trust in and continued patronage of Islamic institutions. This finding aligns with the conclusions of Rahmawati (2016), who identified religious compliance as a primary determinant of customer retention in Islamic banking, and with Santoso and Ibrahim (2022), who demonstrated that greater customer awareness of Shariah compliance practices corresponds with higher levels of customer loyalty. The cross-national evidence of Amin et al. (2013), who found that Shariah-compliant service attributes significantly predicted loyalty intentions among Malaysian Islamic bank customers, further reinforces the generalizability of this finding beyond the Indonesian context and suggests that the compliance-loyalty pathway reflects a pan-Islamic consumer psychology rooted in religious values rather than country-specific institutional factors. Shariah compliance functions as one of the critical dimensions of loyalty-building for Islamic banking service providers, as it directly addresses the value system underpinning customer relationships with these institutions.

It is nonetheless essential to engage critically with divergent evidence in the literature. Oktaviani and Rachmawati (2019), examining BSI customers in Surabaya, found that Shariah compliance did not uniformly predict customer loyalty, as respondents frequently relied on social referral networks and peer recommendations as primary drivers of institutional selection rather than compliance perceptions per se. This divergence from the present finding may reflect meaningful contextual differences between the Surabaya and Yogyakarta markets, including differences in Shariah literacy levels, customer demographic profiles, and the density of Islamic educational institutions that shape religious-based consumption norms. In Yogyakarta, a city characterized by a high concentration of Islamic universities and a religiously informed consumer culture, compliance perceptions may carry comparatively greater salience in loyalty formation. Future research should systematically investigate how geographic, demographic, and religiosity-related boundary conditions moderate the magnitude of the Shariah compliance-loyalty relationship across Indonesian Islamic banking markets.

### 5.2. Customer Relationship Marketing and Customer Loyalty

The significant positive effect of customer relationship marketing on customer loyalty (H2 supported) corroborates the theoretical proposition that sustained interpersonal engagement and personalized service strategies are instrumental in cultivating loyalty among Islamic bank customers. The comparatively large path coefficient (*beta* = 0.410) indicates that CRM is the strongest direct predictor of loyalty in this study, underscoring the practical importance of investment in relational marketing infrastructure. This finding is consistent with Putri et al. (2014), who emphasized the necessity of continuous quality relationship maintenance between banks and customers to promote loyalty, and with Faraj et al. (2020), who identified customer empowerment through CRM as a critical mechanism for loyalty enhancement in Islamic banking contexts. The dominant effect of CRM over Shariah compliance in predicting loyalty also implies that behavioral loyalty in Islamic banking is driven not merely by institutional religious integrity but also by the quality and consistency of day-to-day relational interactions, a finding that broadens the theoretical understanding of loyalty formation beyond compliance-based frameworks. Practitioners should interpret this finding as indicating that Shariah compliance provides the necessary institutional foundation for trust, while CRM constitutes the active mechanism through which that trust is translated into sustained behavioral loyalty. These two mechanisms are theoretically complementary and practically synergistic rather than substitutable. Notably, banks that reward customers and provide practical solutions rather than merely soliciting feedback are more effective in sustaining long-term loyalty.

### 5.3. Customer Satisfaction and Customer Loyalty

The confirmation that customer satisfaction positively and significantly influences customer loyalty (H3 supported) reinforces the well-established theoretical linkage between satisfaction and loyalty documented in the broader marketing literature. The results indicate that Islamic bank customers in Yogyakarta who report high levels of satisfaction are correspondingly more inclined toward loyal behavioral patterns, including repeat service usage, positive recommendation to others, and resistance to competitive alternatives. This is consistent with findings reported by Octavia (2019) and Kashif et al. (2015), who collectively demonstrate that satisfaction constitutes a critical pathway through which Islamic banks cultivate institutional equity and profitability. Building networks among existing customers to motivate broader adoption of Islamic banking services represents a particularly viable strategy for loyalty amplification in this context.

### 5.4. Moderating Effect of Customer Satisfaction on Shariah Compliance and Loyalty

The failure of customer satisfaction to moderate the Shariah compliance-customer loyalty relationship (H4 not supported) presents a theoretically notable finding that diverges from initial expectations. This result suggests that the direct effect of Shariah compliance on customer loyalty operates independently of customer satisfaction levels. A plausible interpretation is that Shariah compliance functions as a threshold condition rather than a satisfaction-generating mechanism in the minds of customers. When Islamic banks fulfill their Shariah obligations, the primary institutional stakeholders who derive satisfaction from this compliance are regulatory and supervisory bodies, namely the Sharia Supervisory Board (DPS) and the Financial Services Authority (OJK), rather than individual customers whose loyalty appears to be driven by direct experiential factors. This interpretation diverges from the findings of Nurjannah et al. (2023), who reported that satisfaction successfully mediates the Shariah compliance-loyalty relationship, suggesting that this dynamic may vary across institutional contexts and geographic markets.

### 5.5. Moderating Effect of Customer Satisfaction on CRM and Loyalty

The statistically significant negative moderating effect of customer satisfaction on the CRM-customer loyalty relationship (H5, Supported in Opposite Direction) represents the most counterintuitive finding of this study. The negative direction of this interaction suggests that as customer satisfaction increases, the incremental contribution of CRM to customer loyalty diminishes. This phenomenon is theoretically interpretable through the expectation disconfirmation framework (Oliver, 1980), which posits that satisfaction arises from a positive discrepancy between perceived performance and prior expectations. When customers consistently experience expectation-exceeding service encounters, a satisfaction ceiling effect emerges in which further relational marketing inputs generate progressively smaller increments in loyalty, as the marginal utility of additional positive relational experiences approaches zero. This mechanism is structurally analogous to the concept of hedonic adaptation documented in consumer psychology (Frederick and Loewenstein, 1999), whereby repeated exposure to positive stimuli diminishes their subjective impact over time. Customers who have already achieved high satisfaction from prior relational interactions develop strong intrinsic attitudinal commitment that renders additional CRM stimuli comparatively less impactful as incremental loyalty drivers. At elevated satisfaction levels, loyalty formation is driven predominantly by affective attachment and self-reinforcing cognitive consistency rather than by responsive relational marketing inputs, producing the observed negative interaction between satisfaction and CRM in predicting loyalty outcomes. This finding is partially congruent with the work of Mamuaya and Mundung (2023), who emphasized the quality of relational value as the determinant of customer satisfaction and loyalty, implying that the effectiveness of CRM is contingent upon the baseline satisfaction level of the customer segment being targeted.

## 6. CONCLUSION

This study makes three distinct theoretical contributions to the Islamic banking loyalty literature. First, it develops and tests a theoretically integrated model grounded simultaneously in commitment-trust theory (Morgan and Hunt, 1994) and the expectation disconfirmation framework (Oliver, 1980), providing a more comprehensive theoretical foundation than prior studies that relied exclusively on either framework. Second, it is among the first studies to specify and empirically test customer satisfaction as a moderating rather than mediating boundary condition in the Shariah compliance-loyalty and CRM-loyalty relationships, thereby addressing a structural gap in the existing moderation literature within Islamic banking. Third, the documentation of a significant negative moderating effect of customer satisfaction on the CRM-loyalty relationship extends the diminishing marginal returns logic and hedonic adaptation arguments to the relational marketing domain in Islamic financial services, a contribution that has not been previously reported in this research stream.

This study examined the determinants of customer loyalty among Islamic bank customers in Yogyakarta, with particular attention to the roles of Shariah compliance, customer relationship marketing, and customer satisfaction, including the moderating function of the latter construct. The empirical findings confirm that Shariah compliance, customer relationship marketing, and customer satisfaction each exert significant and positive direct effects on customer loyalty among BSI customers in Yogyakarta. Conversely, customer satisfaction does not moderate the influence of Shariah compliance on loyalty, and it significantly weakens the CRM-loyalty relationship, indicating that its moderating function is context-dependent and nuanced in its behavioral implications.

These findings carry substantive implications for Islamic banking practitioners in Yogyakarta and comparable markets. Institutions seeking to enhance customer loyalty should prioritize the transparent communication of Shariah compliance practices, invest in comprehensive and personalized CRM strategies, and ensure consistently high service quality to sustain customer satisfaction. Importantly, CRM activities should be calibrated to the satisfaction profiles of target customer segments, as relational marketing interventions appear to generate diminishing returns in loyalty generation when directed at already-satisfied customers.

This study acknowledges several limitations that should be considered when interpreting its findings. The geographic focus on a single branch network of BSI in Yogyakarta City substantially restricts the generalizability of findings to the broader Indonesian Islamic banking industry. Second, the sample size of 100 respondents, while satisfying the G*Power minimum threshold of

85, produces an observation-to-indicator ratio of 3.57 across the 28 indicators reported in Table 2, which falls below the conservative minimum of 5.0 recommended by Hair et al. (2017). Third, the cross-sectional survey design precludes causal inference and limits the ability to track attitudinal or behavioral change over time, a constraint that is particularly consequential given the dynamic nature of relational marketing investments and satisfaction trajectories. Fourth, the use of a single-source self-report methodology, while addressed through Harman's single-factor test, does not eliminate the possibility of residual common method variance. Future research should adopt larger and more geographically diverse samples to enhance the representativeness and transferability of findings. Longitudinal designs employing panel data would enable the tracking of loyalty dynamics over time and provide stronger causal evidence for the relationships tested here. The integration of objective bank records as supplementary outcome measures would additionally reduce reliance on self-reported loyalty indicators and strengthen the ecological validity of future findings. Comparative studies across multiple Islamic banking institutions and geographic markets would further elucidate the boundary conditions under which the compliance-loyalty and CRM-loyalty relationships operate.

## BIBLIOGRAPHY

1. Abid, M. F., Siddique, J., Gulzar, A., Shamim, A., Dar, I. B., and Zafar, A. (2023). Integrating the commitment-trust theory to gauge customers loyalty in riding services. *Journal of Promotion Management*, 29(3), 305-337. https://doi.org/10.1080/10496491.2022.2143987
2. Adamson, I., Chan, K., and Handford, D. (2003). Relationship marketing: Customer commitment and trust as a strategy for the smaller Hong Kong corporate banking sector. *International Journal of Bank Marketing*, 21(6/7), 347-358. https://doi.org/10.1108/02652320310498492
3. Ahmed, S., Mohiuddin, M., Rahman, M., Tarique, K. M., and Azim, M. (2022). The impact of Islamic Shariah compliance on customer satisfaction in Islamic banking services: Mediating role of service quality. *Journal of Islamic Marketing*, 13(9), 1829-1842. https://doi.org/10.1108/JIMA-11-2020-0346
4. Aini, M. D. N., and Safitri, R. (2022). Peran kepuasan memediasi kualitas pelayanan dan customer relationship management terhadap loyalitas nasabah. *Jurnal Tabarru: Islamic Banking and Finance*, 5(2), 513-525. https://doi.org/10.25299/jtb.2022.vol5(2).11245
5. Akter, S., D'Ambra, J., and Ray, P. (2011). An evaluation of PLS based complex models: The roles of power analysis, predictive relevance and GoF index. *AMCIS 2011 Proceedings*, 2, 1313-1319.
6. Amin, M., Isa, Z., and Fontaine, R. (2013). Islamic banks: Contrasting the drivers of customer satisfaction on image, trust, and loyalty of Muslim and non-Muslim customers in Malaysia. *International Journal of Bank Marketing*, 31(2), 79-97. https://doi.org/10.1108/02652320510629908
7. Aldaihani Faraj, M. F., Ali Noor Azman, Hashim, H. B., and Basha, N. K. (2020). The impact of social CRM on customer loyalty of Islamic banks in Kuwait: Customer empowerment as a mediating variable. *International Journal of Supply Chain Management*, 9(1), 1-16.
8. Ambarita, L. G., Sekarningsih, P. R., and Lestari, Y. H. S. (2023). The effect of product quality and service quality, customer satisfaction on customer loyalty. *Indonesian Marketing Journal*, 3(1), 21. https://doi.org/10.19166/imj.v3i1.6854
9. Azwirman, Suryadi, A., and Novriadi. (2023). Pengaruh Islamic corporate governance dan sharia compliance terhadap fraud pada bank umum syariah. *Jurnal Tabarru: Islamic Banking and Finance*, 6(1), 60-71. https://doi.org/10.25299/jtb.2023.vol6(1).12714
10. Baron, R. M., and Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. https://doi.org/10.1037/0022-3514.51.6.1173

11. Frederick, S., and Loewenstein, G. (1999). Hedonic adaptation. In D. Kahneman, E. Diener, and N. Schwarz (Eds.), *Well-Being: The Foundations of Hedonic Psychology* (pp. 302-329). Russell Sage Foundation.
12. Ghozali, I., and Latan, H. (2021). *Partial least square: Konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris*. Badan Penerbit Universitas Diponegoro.
13. Griffin, J. (2005). *Customer loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan*. Erlangga.
14. Hair, J., and Alamer, A. (2022). Partial least squares structural equation modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. https://doi.org/10.1016/j.rmal.2022.100027
15. Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications.
16. Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., and Thiele, K. O. (2017). Mirror, mirror on the wall: A comparative evaluation of composite-based structural equation modeling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632. https://doi.org/10.1007/s11747-017-0517-x
17. Hair, J. F., Risher, J. J., Sarstedt, M., and Ringle, C. M. (2019). When to use and how to report results of PLS-SEM. *European Business Review*, 31(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203
18. Henseler, J., and Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565-580. https://doi.org/10.1007/s00180-012-0317-1
19. Kashif, M., Shukran, S. S. W., Rehman, M. A., and Sarifuddin, S. (2015). Customer satisfaction and loyalty in Malaysian Islamic banks: A PAKSERV investigation. *International Journal of Bank Marketing*, 33(1), 23-40. https://doi.org/10.1108/IJBM-08-2013-0084
20. Kotler, P., and Armstrong, G. (2014). *Principles of marketing* (15th ed.). Pearson Prentice Hall.
21. Kotler, P., and Keller, K. L. (2011). *Manajemen pemasaran* (B. Sabran, Trans.; 13th ed.). Erlangga.
22. Latifah, I. I., Rapida, I., and Mintarsih, M. (2022). Pengaruh kepercayaan, komitmen dan syariah compliance terhadap loyalitas nasabah pembiayaan multijasa dengan akad ijarah di PT BPRS HIK Parahyangan Bandung. *Jurnal Dimamu*, 1(2), 170-179. https://doi.org/10.32627/dimamu.v1i2.475
23. Lupiyoadi, R. (2013). *Manajemen pemasaran jasa* (3rd ed.). Salemba Empat.
24. Mamuaya, N. C., and Mundung, B. I. (2023). Peran kepuasan nasabah dalam memediasi pengaruh customer relationship marketing terhadap loyalitas nasabah. *JEMBA: Jurnal Ekonomi, Manajemen, Bisnis dan Akuntansi*, 2(3), 310-324.
25. Morgan, R. M., and Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20-38. https://doi.org/10.1177/002224299405800302
26. Mutmainnah, M. (2018). Pengaruh kualitas layanan dan citra perusahaan terhadap kepuasan dan loyalitas nasabah. *Jurnal Manajemen dan Pemasaran Jasa*, 10(2), 201-216. https://doi.org/10.25105/jmpj.v10i2.2344
27. Ndubisi, N. O., and Wah, C. K. (2005). Factorial and discriminant analyses of the underpinnings of relationship marketing and customer satisfaction. *International Journal of Bank Marketing*, 23(7), 542-557. https://doi.org/10.1108/02652320510629908
28. Niko, M. A., Hussein Askarinia, M., Khalafi, A. A., and Joyami, E. N. (2015). Investigating the effect of the relationship marketing tactics on customers loyalty. *Academic Journal of Economic Studies*, 1(1), 5-21.
29. Nurjannah, A., Junaidi, H., and Maulana, C. Z. (2023). Pengaruh shariah compliance dan spiritual marketing terhadap loyalitas nasabah dengan kepuasan sebagai variabel intervening di Bank Syariah Indonesia Kantor Cabang Palembang Sudirman. *Al Maal: Journal of Islamic Economics and Banking*, 4(2). https://doi.org/10.31000/almaal.v4i2.7616
30. Octavia, R. (2019). Pengaruh kualitas pelayanan dan kepuasan nasabah terhadap loyalitas

nasabah PT. Bank Index Lampung. *Jurnal Manajemen Pemasaran*, 13(1), 35-39. https://doi.org/10.9744/pemasaran.13.1.35-39

31. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. https://doi.org/10.1177/002224378001700405
32. Oktaviani, A., and Rachmawati, L. (2019). Persepsi nasabah tentang kepatuhan syariah dan good corporate governance terhadap loyalitas nasabah BNI Syariah kantor cabang Surabaya. *Jurnal Ekonomi Islam*, 2(2). https://journal.unesa.ac.id/index.php/jei/article/view/26456
33. Othman, A., and Owen, L. (2001). The multi dimensionality of Carter model to measure customer service quality (SQ) in Islamic banking industry: A study in Kuwait Finance House. *International Journal of Islamic Financial Services*, 3(4), 1-12.
34. Pagala, I. (2021). Pengaruh kualitas layanan, kepuasan nasabah, dan citra perusahaan terhadap loyalitas nasabah. *Jurnal Ekonomi, Sosial dan Humaniora*, 6(11), 951-952.
35. Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., and Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, 88(5), 879-903. https://doi.org/10.1037/0021-9010.88.5.879
36. Prismantoro, B. (2020). Pengaruh service quality dan e-CRM terhadap loyalitas konsumen melalui kepuasan konsumen. *JIMMU: Jurnal Ilmu Manajemen*, 5(2), 283. https://doi.org/10.33474/jimmu.v5i2.8899
37. Putri, U. P., Suharyono, and Abdillah, Y. (2014). Pengaruh relationship marketing terhadap kepuasan dan loyalitas nasabah. *Jurnal Administrasi Bisnis*, 15(2), 1-9.
38. Rahmawati, N. Y. (2016). Pengaruh relationship marketing terhadap loyalitas nasabah pada PT. Bank Negara Indonesia (Persero) Tbk. Cabang Malang. *Jurnal Ilmiah Mahasiswa Fakultas Ekonomi dan Bisnis*, 8(1), 66-79.
39. Rusby, Z. (2017). *Manajemen perbankan syariah*. Pusat Kajian Pendidikan Islam FAI UIR.
40. Santoso, E., and Ibrahim, R. B. M. (2022). The effect of Sharia compliance, service quality, customer trust, and customer satisfaction on customer loyalty of Islamic rural bank customers in Indonesia. *Journal of Management Theory and Practice*, 3(2), 1-6. https://doi.org/10.37231/jmtp.2022.3.2.218
41. Sarstedt, M., Ringle, C. M., Cheah, J. H., Ting, H., Moisescu, O. I., and Radomir, L. (2020). Structural model robustness checks in PLS-SEM. *Tourism Economics*, 26(4), 531-554. https://doi.org/10.1177/1354816618823921
42. Simamora, S., Silalahi, M., Nainggolan, N. T., and Candra, V. (2019). Pengaruh harga dan customer relationship marketing terhadap keputusan pembelian konsumen pada UD Sentral Jaya Pematangsiantar. *SULTANIST: Jurnal Manajemen dan Keuangan*, 7(2), 62-72. https://doi.org/10.37403/sultanist.v7i2.154
43. Sinaga, E. M., and Nainggolan, B. (2022). Examining the effect of customer relationship marketing on customer loyalty at CIMB Niaga Bank, Indonesia. *Frontiers in Business and Economics*, 1(3), 125-132. https://doi.org/10.56225/finbe.v1i3.117
44. Wardaya Puspokusumo, R. A. A., Claudia Aristya, N., and Meiryani. (2021). The effect of customer experience and service quality on customer satisfaction on customer loyalty. *Proceedings of the 2nd International Conference of Mental Health*, 7(1), 70-73. https://doi.org/10.5220/0011243000003376
45. Wiyono, E., and Ibrahim, R. (2020). The influence of Sharia compliance, risk perception and service quality on the trust and loyalty of Islamic rural bank customers in Indonesia. *International Journal of Innovation, Creativity and Change*, 13(1), 1240-1254.
46. Woratschek, H., Horbel, C., and Popp, B. (2020). Determining customer satisfaction and loyalty from a value co-creation perspective. *Service Industries Journal*, 40(11-12), 777-799. https://doi.org/10.1080/02642069.2019.1606213