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Yusuf, Fatmila; Sulhaini, Sulhaini; Rinuastuti, Baiq Handayani

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# The Effect of E-Wom, Sharia Compliance and Muslim Customer's Perceived Value on Customer Loyalty at Bank NTB Syariah with Emotional Attachment as a Mediating Variable

Fatmila Yusuf<sup>1</sup>, Sulhaini<sup>1</sup>, Baiq Handayani Rinuastuti<sup>1</sup>

<sup>1</sup> *University of Mataram*

Jl. Majapahit No 62 Mataram, Nusa Tenggara Barat, Indonesia

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Corresponding Author:

Fatmila Yusuf

[fatmalia\\_yusuf@gmail.com](mailto:fatmalia_yusuf@gmail.com)

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**Abstract.** This study aims to determine the influence of E-WOM, Sharia Compliance, and Muslim Customers' Perceived Value on customer loyalty at Bank NTB Syariah with emotional attachment as a mediation variable. The sample in this study involved 170 respondents using research data collection techniques using questionnaires. Data analysis in this study used a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The results of statistical testing show that the variables of E-WOM, Sharia Compliance and Muslim Customer's Perceived Value (X) have a significant favourable influence on Loyalty (Y) directly or through mediation from Emotional Attachment (Z).

**Keywords:** E-WOM; Sharia Compliance; Muslim Customer's Perceived Value; Emotional Attachment; Loyalty.

## INTRODUCTION

Indonesia is the fourth most populous country in the world and the most populous Muslim country. Based on the Ministry of Home Affairs data, Indonesia's Muslim population is 238.09 (86.93%) million people as of December 31, 2021. Indonesia has great potential in the producer market and banking services [1]. Sharia banks stand against the backdrop of Muslims' desire to avoid usury [2]. Most consumers who use Islamic banks' services are loyal customers. Customer loyalty is usually seen in how customers provide information or recommendations in the digital era through E-WOM [3]. E-WOM positively and significantly influences customer loyalty. After doing E-WOM, customers will form an emotional attachment and decide as much as possible to choose products that have an emotional attachment to themselves so that they are urged to buy products [4].

In line with research conducted by [5], EWOM on Emotional attachment has a positive and significant influence on Emotional Attachment. When consumers have received reasonable, transparent and appropriate information about a product or service, it can cause emotional attachment. Consumers with high emotional attachment are also

influenced by one of the legal aspects of Islamic banking, which is compliance with Sharia principles. The emergence of Islamic banks is a solution for Muslims who want to save their *muamalah* from transactions that are not by Islamic law. In addition, the emotional attachment experienced by customers is through Muslim customers' perceived value, which can be felt when getting products provided by service providers. This is because the perceived value is an evaluation of Islamic Sharia values carried out by customers on the values obtained while using the product [6].

In the end, customer loyalty will be formed with Sharia compliance. In line with research [7], Sharia compliance positively and significantly affects bank customer loyalty. In addition, customer loyalty will be formed due to the Muslim Customer Perceived Value (MCPV). In line with research [8], Muslim customers' perceived value has a positive and significant effect. Meanwhile, according to [1], emotional attachment positively and significantly influences loyalty. With the inconsistency of previous research results from several previous studies, this topic is interesting to study. This study has not discussed too much research related to E-WOM, Sharia Compliance, and Muslim Perceived Value towards loyalty focusing on Islamic Banks.

And researchers tried to add a mediating variable in the form of emotional attachment. Therefore, further research needs to be done on the Effect of E-WOM, Sharia Compliance and Muslim Customer Perceived Value on Customer Loyalty mediated by emotional attachment in the hope that it can help explain the relationship between variables.

## Literature Review

**Customer Loyalty.** According to [9], consumer behaviour is the study of how individuals, groups and organisations choose, give, use and how goods, services, ideas or experiences satisfy needs and desires that lead to the decision-making process in carrying out consumption of goods or services so that the behaviour encourages loyal behaviour. Customer loyalty is a behavioural encouragement to make repeated purchases and build customer loyalty to a product or service [10]. Islamic bank consumer loyalty can arise from exchanging information among consumers through EWOM. Electronic word of mouth is a "venue" or the most important place for consumers to express opinions, and consumers consider it more effective than word of mouth because of its convenience and wider reach [11]. According to [12], more and more consumers in developing countries use internet-based information technology, especially social media, to share knowledge, experience, opinions and recommendations about many things, including brands.

Social media allows individual consumers to engage in an open communication network with many others who share a common interest in a particular subject, for example, a brand. This creates a sense of empowerment for each other in consumers, allowing them to develop and rely on brand-related information [12]. Social media has become an essential platform for forming symbolic meanings of brands, which will drive positive EWOM around the brands discussed [13]. In addition, loyalty can also arise from consumer perceptions of Islamic banks' adherence to Sharia principles, referred to as Sharia Compliance [14]. Customer loyalty, mainly Muslim customers, can arise from the value of the shopping experience felt through Islamic benefits that contribute to the value of the shopping experience or using service providers; it is called Muslim Customer Perceived Value. The influence of the above variables on customer loyalty can be mediated by emotional attachment between consumers with characteristics with deep feelings of connection, affection,

and passion for specific goods or services, which is called emotional attachment [15].

*The Effect of EWOM on Emotional Attachment Variable.* A positive perception of a product or service will stimulate positive memories that cause emotional attachment to the product or service. According to [16], consumers will evaluate the product when information is exchanged through EWOM. In addition, positive EWOM can also persuade potential customers and influence consumer perceptions of a product review or product recommended by other customers. Research [17] said Electronic Word of Mouth (EWOM) positively and significantly affects Emotional Attachment. Based on this explanation, the researcher formulated the following hypothesis:

H1: The better the Electronic Word Of Mouth, the higher the Emotional attachment for Bank NTB Syariah Customers.

*The Effect of Sharia Compliance Variables on Emotional Attachment.* According to [18], Sharia Compliance is the adherence of Islamic banks to Sharia principles. However, few researchers have examined how Sharia Compliance directly affects Emotional Attachment, which makes researchers interested in studying it. Because in phenomena and logic, if a company or bank is getting better at applying Sharia principles in services, operations and service products, it offers and is also supported by the State of Indonesia, which is a majority country of Muslim people, it will create a high emotional attachment where people who use Sharia Bank services aim not only based on profit but to worship to Allah Almighty. So the following hypothesis can be formulated:

H2: The better the Sharia Compliance, the higher the Emotional Attachment for Bank NTB Syariah Customers.

*The Effect of Muslim Customer Perceived Value Variables on Emotional Attachment.* The value of the customer (CV) reflects the customer value itself, which explains what consumers receive and can provide [19]. However, not many researchers have examined how Muslim Customer Perceived Value directly affects Emotional Attachment, which makes researchers interested in researching it because phenomenally and logically, if there is a good Muslim Customer Perceived Value, it will increase emotional bonds and positive responses between customers and companies in building relationships. So the following hypothesis can be formulated:

H3: The better the Muslim Customer Perceived Value, the higher the Emotional Attachment to Bank NTB Syariah Customers.

*The Effect of Electronic Word of Mouth Variables on Loyalty.* A positive EWOM will create a good image for the company, so it will indirectly create persuasion for other consumers and allow for repeat purchases because of the formation of a good product perception. The better the information obtained through electronic word of mouth, the more customers will increase loyalty, considering that information through electronic word of mouth is the most critical factor in increasing consumer loyalty. Research [20] states that EWOM has a positive and significant effect. So the following hypothesis can be formulated:

H4: The better the Electronic Word of Mouth, the higher the Customer Loyalty to Bank NTB Syariah.

*The Effect of Sharia Compliance Variables on Loyalty.* Islamic banks are intended for Muslims because they use Islamic values that often prioritise the principles of free usury or interest. Customer loyalty is an invaluable asset for the company. Islamic banking will make several efforts to build a strong perception in customers' minds by providing the best service in every service it has. Research [7] states that Sharia Compliance positively and significantly affects loyalty. So the following hypothesis can be formulated:

H5: The better the Sharia Compliance, the higher the Customer Loyalty to Bank NTB Syariah.

*The Effect of Muslim Customer Perceived Value Variables on Loyalty.* According to [21], customer value has become a surefire weapon to attract and retain consumers. Besides that, customer value has become a significant factor for success in the manufacturing industry and service providers. Value is critical because it generates customer satisfaction and loyalty [6]. Research [8] says that Muslim Customer Perceived Value positively and significantly influences loyalty, so the following hypothesis can be formulated:

H6: The better the Muslim Customer Perceived Value, the higher the Customer Loyalty to Bank NTB Syariah.

*The Effect of Emotional Attachment Variables on Loyalty.* Consumers will show a supportive and favourable feeling toward a brand when its image matches their self-image [22]. Thus, customer attachment to a brand will increase their loyalty. The higher the customer's emotional attachment,

the higher their loyalty to the brand. This research conducted by [23] shows that the emotional attachment to a brand positively and significantly affects customer loyalty. So the following hypothesis can be formulated:

H7: The higher the Emotional attachment, the higher the Customer Loyalty to Bank NTB Syariah.

## Conceptual Framework

Based on the background, problem formulation and relationship between the variables above, the conceptual framework of the research is as follows:

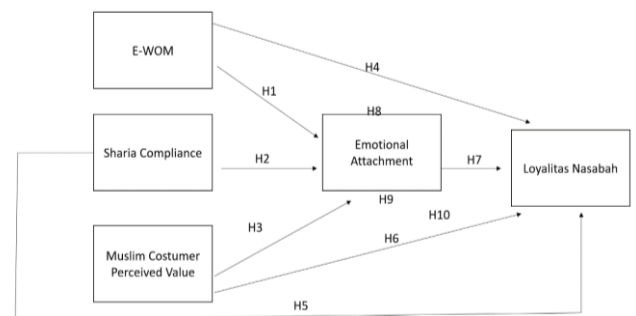


Figure 1 – Conceptual Framework

## METHOD

This study used a quantitative approach. This study's type of quantitative research is causality research [24]. The population in this study is active customers of Bank NTB Syariah, which amounted to 170 respondents. The sampling technique in this study used non-probability sampling. The research sample criteria are 1) have been customers of NTB Syariah Bank for at least one year, 2) be at least 17 years old, and 3) be Muslim customers. The questions on the questionnaire will be measured using a Likert scale of 1-7. The questionnaire was given as a closed questionnaire and made in a Google Form. It was then distributed through social media and passed directly to Bank NTB Syariah customers.

The instrument quality test is the initial stage of validity and reliability tests. The research hypothesis was tested with a structural equation model (SEM) approach based on partial least Squares. Men dominated the characteristics of respondents in this study by 51.18% of the 170 samples. The most jobs are civil servants/army/police officers at 27.65% with an average income of IDR 3,100,000-5,000,000. Most respondents to this

study were 17-30 years old. Most educational backgrounds are bachelor's degrees – the moderate frequency intensity of transactions once a month. The validity test was conducted using a sample of 30 respondents.

Table 1 – Characteristics of Respondents

Characteristics	Description	Frequency	%
Gender	Male	87	51,18
	Female	83	48,82
Occupation	Students	10	5,88
	Civil Servants / Army / Police Officers	47	27,65
	SOE Employees	29	17,06
	Private Employees	32	18,83
	Entrepreneurs	22	12,94
	Others	30	17,64
	Age	17–30 Years Old	102
	31–40 Years Old	34	20,00
	41–50 Years Old	21	12,35
	>50 Years Old	13	7,65
Monthly Income	< 1.500.000	15	8,83
		33	19,41

Characteristics	Description	Frequency	%
	1.500.000 – 3.000.000	46	27,06
	3.100.000 – 5.000.000	34	20,00
	5.100.000 – 8.000.000	19	11,18
	8.100.000 – 10.000.000	23	13,52
	>10.000.000		
Education	High School	41	24,12
	Diploma	17	10
	Bachelor	99	58,23
	Master's	13	7,65
Average Frequency of Transactions	Once a month	122	71,77
	Twice a month	31	18,23
	Three times a month	12	7,06
	Four times a month	2	1,18
	More than four times a month	3	1,76

## RESULTS AND DISCUSSION

The main results are shown in Table 2.

Table 2 – Validity and Reliability Test Results

Indicator	Variable	Factor Loading	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
<b>Electronic Word Of Mouth</b>					
EWOM1	I often see Bank NTB Syariah information on Social Media	0.871	0.961	0.755	0.954
EWOM2	I often see people talking about Bank NTB Syariah on social media	0.881			
EWOM3	I often see reviews about Bank NTB Syariah on social media	0.889			
EWOM4	I often see positive comments about NTB Syariah Banks on social media	0.880			
EWOM5	I often get other people's recommendations about Bank NTB Syariah on social media	0.879			
EWOM6	I often see information about variations of Bank NTB Syariah products on social media	0.860			
EWOM7	I often see information about variations of Bank NTB Syariah products on social media	0.815			
EWOM8	I often see information on social media about the security of transactions at Bank NTB Syariah	0.876			
<b>Sharia Compliance</b>					
SC1	Bank NTB Syariah carries out its operations by sharia	0.897	0.959	0.770	0.950
SC2	Bank NTB Syariah products are sharia-compliant	0.890			
SC3	Bank NTB Syariah services are by sharia law	0.859			

Indicator	Variable	Factor Loading	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
SC4	Bank NTB Syariah has implemented a profit-sharing system	0.890			
SC5	Bank NTB Syariah products do not contain riba	0.884			
SC6	Bank NTB Syariah products do not contain uncertainty / unclear)	0.873			
SC7	Bank NTB Syariah products do not contain gambling	0.848			
<b>Muslim Customer Perceived Value</b>					
MCPV1	Bank NTB Syariah products are well-organised	0.840	0.960	0.653	0.956
MCPV2	Bank NTB Syariah products maintain quality	0.802			
MCPV3	Bank NTB Syariah products are well arranged.	0.802			
MCPV4	Bank NTB Syariah admin fees are affordable	0.790			
MCPV5	Bank NTB Syariah ATM fees are affordable	0.755			
MCPV6	Affordable admin and ATM fees are my main criteria in choosing Bank NTB Syariah products	0.751			
MCPV7	Using Bank NTB Syariah products makes people look positively at me	0.777			
MCPV8	Using Bank NTB Syariah products makes people think I sympathise with the welfare of others	0.739			
MCPV9	Many relatives, families relatives use Bank NTB Syariah products because access is easy to reach	0.812			
MCPV10	I feel at ease using Bank NTB Syariah products	0.857			
MCPV11	I feel happy using Bank NTB Syariah products	0.782			
MCPV12	My thoughts are positive when using Bank NTB Syariah products	0.862			
MCPV13	Bank NTB Syariah provides worship facilities for its employees and customers	0.768			
MCPV14	Bank NTB Syariah runs a Sharia-based business	0.807			
<b>Emotional Attachment</b>					
EA1	I have an emotional attachment to Bank NTB Syariah	0.855	0.920	0.743	0.883
EA2	Bank NTB Syariah has a positive impact with ease of transaction	0.754			
EA3	I feel connected to Bank NTB Syariah	0.931			
EA4	I feel attached to Bank NTB Syariah	0.896			
<b>Loyalty</b>					
L1	I recommend to relatives, family, friends/colleagues and others to use Bank NTB Syariah	0.911	0.944	0.808	0.921
L2	I am not interested in the products offered by other Banks	0.874			
L3	I wish to make regular transactions at Bank NTB Syariah	0.918			
L4	I am interested in using other products from NTB Syariah banks, such as saving, lending and investment	0.891			

Validity and reliability tests are also conducted here to assess research instruments. Validity indicates how well the results obtained from measuring instruments are based on the theories used to

define constructs. All variable question items have a loading factor value higher than 0.5 from the validity test results, so they are declared valid. In addition, the reliability test results above stated that

the value of Cronbach's Alpha ( $\alpha$ ) on the five variables was more than 0.7, so all variables were declared reliable. Emotional Attachment (Z) has an R-Square of 0.730. The value shows that the Emotional Attachment variable contributes influence as a mediating variable between EWOM, Sharia Compliance and Muslim Customer Perceived Value with Loyalty. The remaining 27% is influenced by other variables not studied in this study.

*Discriminant Validity.* Discriminant validity is used to ascertain the results of convergent validity. It occurs when two instruments measuring two predictive constructs do not correlate and produce an uncorrelated score. One of the methods used is the Fornell-Larcker criterium.

Table 3 – Fornell-Larcker Criterion

	EWOM	SC	MCPV	L	EA
EWOM	0.761				
SC	-0.005	1.000			
MCPV	0.572	0.100	0.816		
L	0.105	0.700	0.131	1.000	
EA	0.403	0.104	0.304	0.206	0.779

This study's discriminant validity value exceeds the correlation between latent constructs. This is by Fornel's criteria so that the results are valid and can be analysed further.

*Hypothesis Test Results.* The results of this test aim to see the significance of the influence of the independent variable on the dependent variable by looking at the value of the parameter coefficient and the significance value of the t-statistic. This test is carried out by calculating using PLS Bootstrapping according to the model below.

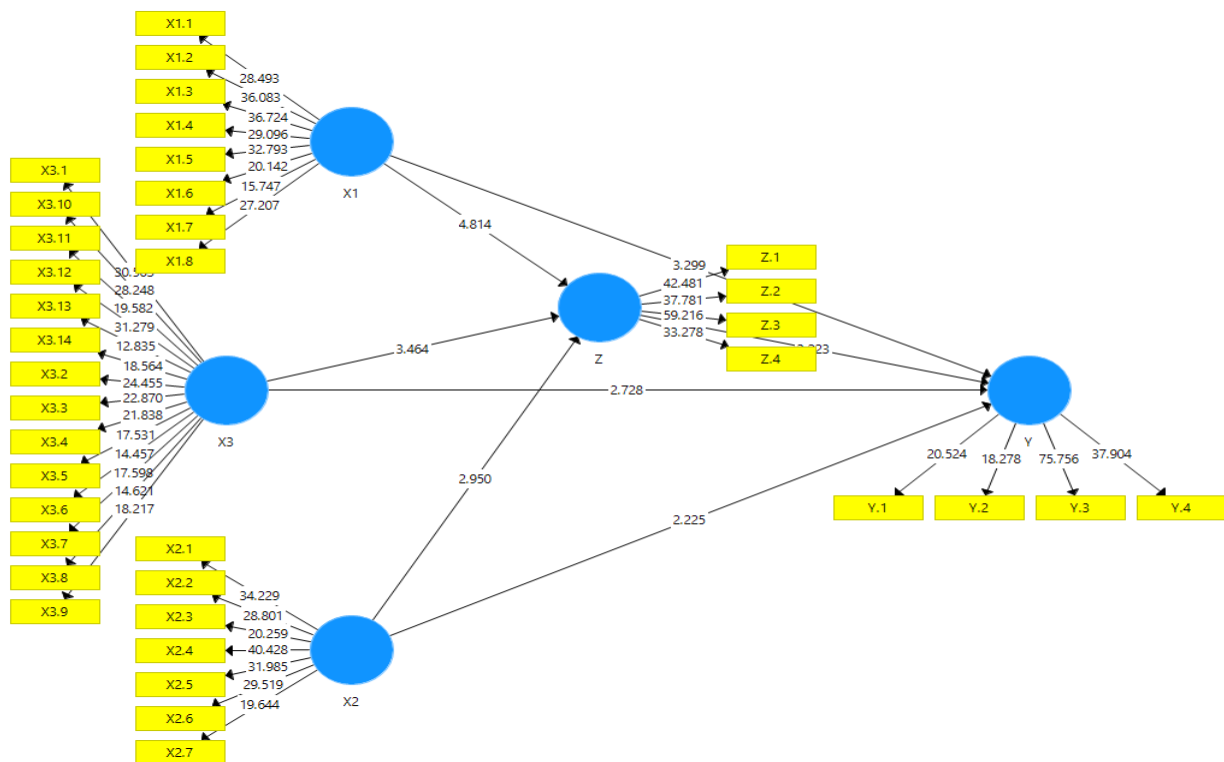


Figure 2 – Line Koefisien Model with PLS Bootstrapping

Table 4 – Interpretation of Hypothesis Test Results

Hypothesis	Influence Between Variables	Original Sample (O)	t-statistic	P-value	Description
H1	The Effect of e-WOM on Emotional Attachment	0.289	4.814	0.000	Significant
H2	The Effect of Sharia Compliance on Emotional Attachment	0.302	2.950	0.003	Significant
H3	The Influence of Muslim Customer Perceived Value on Emotional Attachment	0.192	3.464	0.001	Significant

Hypothesis	Influence Between Variables	Original Sample (O)	t-statistic	P-value	Description
H4	The Influence of E-WOM on Loyalty	0.289	3.299	0.001	Significant
H5	The Effect of Sharia Compliance on Loyalty	0.205	2.225	0.027	Significant
H6	The Influence of Muslim Customer Perceived Value on Loyalty	0.182	2.728	0.007	Significant
H7	The Effect of Emotional Attachment on Loyalty	0.290	3.223	0.001	Significant
H8	Emotional Attachment in Mediating the Effect of E-WOM on Loyalty	0.130	2.511	0.012	Significant
H9	Emotional attachment mediates the Effect of Sharia compliance on loyalty	0.087	2.427	0.016	Significant
H10	Emotional attachment mediates the influence of Muslim customer perceived value on loyalty	0.056	2.159	0.031	Significant

Based on the table above, it can be concluded that all hypotheses are accepted because they have significance below 0.05.

*The Effect of Electronic Word of Mouth on Emotional Attachment.* The results of this study show that the Electronic Word of Mouth has a positive and significant influence on Emotional Attachment, meaning that the better Electronic Word of Mouth, the higher the Emotional Attachment. Electronic Word of Mouth is defined as a means of communication through negative and positive suggestions that occur on the Internet [25]. The link between electronic word of mouth and emotional attachment is that a positive perception of a product or service will stimulate positive consumer memories to cause emotional attachment to the product or service. These results support research from [5], which concludes that Electronic Word of Mouth on Instagram makes it easier for consumers or potential consumers to get information, and there can even be an exchange of information.

*The Effect of Sharia Compliance on Emotional Attachment.* The results of this study show that Sharia Compliance has a positive and significant influence on emotional attachment, meaning that the better Sharia Compliance, the higher the emotional attachment. According to [18], Sharia Compliance is the adherence of Islamic banks to sharia principles. Sharia Compliance aims to ensure the application of sharia principles in banking institutions. The relationship between Shariah Compliance and Emotional Attachment, which refers to theory, has not been found much; even previous studies related to these variables are also minimal. Therefore, this is a novelty in this study.

*The Effect of Muslim Customer Perceived Value on Emotional Attachment.* The results of this study show that Muslim Customer Perceived Value

significantly influences emotional attachment, meaning that the better the Muslim Customer Perceived Value, the higher the emotional attachment. Muslim customer perceived value is defined as the customer value concept that aims to target Muslim consumers. According to [8], Muslim customers' perceived value is fundamental in describing Muslim consumer behaviour. Customer value has become the most critical area in management practices to attract customers after quality, satisfaction and loyalty [26]. The relationship between Muslim Customers' Perceived Value and emotional attachment, which refers to theory, has not been found much. Even previous studies related to these variables are also minimal. Therefore, this is a novelty in this study.

*The Effect of Electronic Word of Mouth on Loyalty.* The results of this study show that the Electronic Word of Mouth has a positive and significant influence on loyalty, meaning that the better the Electronic Word of Mouth, the higher the loyalty. The relationship between Electronic Word of Mouth and loyalty is that Electronic Word of Mouth can help disseminate product information to reach consumers outside of companies that have direct contact with consumers. Electronic Word of Mouth will create a positive image, making it possible to make repeat and loyal purchases. This result supports research conducted by [27], which states that the better the information obtained through EWOM, the more consumers will increase loyalty considering the data. Besides, the descriptive analysis of variables in this study also shows respondents stated that "content" is an important part and role in assessing information to make transactions at Bank NTB Syariah.

*The Effect of Sharia Compliance on Loyalty.* The results of this study show that Sharia Compliance has a positive and significant influence on loyalty, meaning that the better Sharia Compliance, the



higher the loyalty. The relationship between Sharia Compliance and loyalty is that companies implementing Sharia Compliance contribute to increasing consumer loyalty because Sharia Compliance as a Sharia banking identity can affect the company's image. These results support research [7], which states that Islamic banking builds a strong perception in the minds of its customers by providing the best service it has, one of which is by implementing Sharia Compliance. This aligns with the findings that respondents or customers stated that Bank NTB Syariah has applied Sharia principles (Sharia Compliance) in all its operations and transactions, making customers more loyal to Bank NTB Syariah.

*The Influence of Muslim Customer Perceived Value on Loyalty.* The results of this study show that Muslim Customer Perceived Value has a positive and significant influence on loyalty, meaning that the better the Muslim Customer Perceived Value, the higher the loyalty. Muslim Customer Perceived Value can be felt by customers when they receive products provided by service providers [6]. The link between Muslim Customers' Perceived Value and loyalty is because customer value has become the most critical area in management practices that aim to attract customers after quality, satisfaction, and loyalty [26]. These results support research [8] which states that customer assessment affects loyalty. In line with the statements of respondents or customers, Bank NTB Syariah has implemented Muslim Customer Perceived Values.

*The Effect of Emotional Attachment on Loyalty.* The results of this study show that emotional attachment has a positive and significant influence on loyalty, meaning that the higher the emotional attachment, the higher the loyalty. Dick & Basu (1994) stated that buyback will be better if customers have powerful positive feelings about a brand of product or service (Kotler & Keller, 2009). These results support research by Paramita (2016), which states that the emotional attachment of a brand affects customer loyalty, and emotional attachment is an essential variable in maintaining and increasing loyalty, motivating consumers to commit to using the same product. The findings of respondents stated that Bank NTB Syariah was quite attached to their hearts, making its customers more loyal.

*Interaction Analysis (Mediation Regression Analysis).* The emotional attachment variable partially mediates the relationship between the EWOM

and loyalty variables. When consumers receive good, complete information on social media, it will bring up consumer emotional attachment and indirectly make consumers more loyal to the product or service. In addition, this study can also show an indirect relationship between the Sharia Compliance variable and the loyalty variable mediated by the emotional attachment variable. When companies, especially banks, apply Sharia principles in every transaction, it will bring up consumer emotional attachment and indirectly make consumers more loyal to the product or service. The dynamic attachment variable partially mediates the relationship between the Muslim Customer Perceived Value and loyalty variables. When consumers have obtained values based on Sharia principles, it will bring up consumer emotional attachment and make consumers more loyal to the product or service.

## CONCLUSIONS

Electronic word of mouth has a positive and significant effect on emotional attachment; the better electronic word of mouth is, the higher the emotional attachment for Bank NTB Syariah customers. Customers love being well-informed to increase their emotional attachment to services. Sharia Compliance has a positive and significant effect on emotional attachment; the better Sharia Compliance is, the higher the emotional attachment for Bank NTB Syariah customers. Customers like that their services or companies have applied Sharia principles. In addition, Muslim customers' perceived value positively and significantly affects emotional attachment. The better the Muslim Customer Perceived Value, the higher the Emotional attachment for Bank NTB Syariah customers because customers will compare the costs or efforts incurred with benefits to increase emotional bonding.

Electronic Word of Mouth positively and significantly affects loyalty; the better Electronic Word of Mouth, the higher the loyalty to Bank NTB Syariah customers. Customers become loyal because they feel they get good, complete, clear information. Sharia Compliance has a positive and significant effect on loyalty; the better Sharia Compliance is, the higher the loyalty to Bank NTB Syariah customers. Customers become loyal because the company they use has applied Sharia principles. Muslim Customer Perceived Value has a positive and significant effect on loyalty. The better the Muslim Customers' Perceived Value, the higher the loyalty to Bank NTB Syariah customers.

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