

# ANTESEDEN DARI *EXPERIENTIAL LOYALTY* NASABAH BANK SYARIAH INDONESIA DI SURABAYA

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## ABSTRAK

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi *experiential loyalty* pada Bank Syariah Indonesia. Objek yang digunakan pada penelitian ini adalah Bank Syariah Indonesia yang ada di Surabaya. Data diolah dan dianalisis dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) menggunakan *software* SPSS versi 25.0.0 dan AMOS 24.0.0. Data yang diperoleh pada penelitian ini dengan menyebarkan kuesioner secara *online* menggunakan *google form*. Banyaknya responden yang diperoleh dan digunakan pada penelitian ini sebanyak 300 responden variabel yang terdapat penelitian ini yaitu *interaction quality*, *physical environment quality*, *outcome quality*, *affective quality*, *experiential quality*, *experiential trust*, *experiential satisfaction*, dan *experiential loyalty*. Hasil penelitian menunjukkan adanya hubungan positif yang signifikan antara *interaction quality*, *physical environment quality*, *outcome quality* terhadap *experiential quality*. hubungan positif yang signifikan antara *experiential quality* terhadap *experiential trust*. hubungan positif yang signifikan antara *experiential quality* terhadap *experiential satisfaction*. hubungan positif yang signifikan antara *experiential trust* terhadap *experiential satisfaction*. hubungan positif yang signifikan antara *experiential trust* terhadap *experiential loyalty*. hubungan positif yang signifikan antara *experiential satisfaction* terhadap *experiential loyalty*. Akan tetapi *affective quality* berpengaruh positif yang tidak signifikan terhadap *experiential quality* pada Bank Syariah Indonesia di Surabaya.

Kata Kunci: *Islamic Banking*, *Experiential quality*, *Experiential trust*, *Experiential satisfaction*, *Experiential loyalty*.

# ANTECEDENTS FROM EXPERIENTIAL LOYALTY OF BANK INDONESIA INDONESIA'S CUSTOMERS IN SURABAYA

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## ABSTRACT

*This study aims to determine the factors that influence experiential loyalty at Bank Syariah Indonesia. The object used in this study is the Indonesian Sharia Bank in Surabaya. Data were processed and analyzed using Structural Equation Modeling (SEM) using SPSS software version 25.0.0 and AMOS 24.0.0. The data obtained in this study by distributing questionnaires online using the Google form. The number of respondents obtained and used in this study was 300 respondents. The variables contained in this study were interaction quality, physical environment quality, outcome quality, affective quality, experience quality, experience trust, experience satisfaction, and experience loyalty. The results showed that there was a significant positive relationship between the quality of the interaction, the quality of the physical environment, the quality of the results and the quality of the experience. significant positive relationship between experience quality and experience trust. significant positive relationship between experience quality and experience satisfaction. significant positive relationship between experience trust and experience satisfaction. significant positive relationship between experiential trust and experiential loyalty. significant positive relationship between experience satisfaction and experience loyalty. However, affective quality has an insignificant positive effect on the quality of experience at Indonesian Sharia Banks in Surabaya.*

*Keywords: Islamic Banking, Experiential quality, Experiential trust, Experiential satisfaction, Experiential loyalty.*