

E-Commerce and Media Social in Maintaining and Building Customer Loyalty: Case from PT. Boyolali Rural Bank, Indonesia

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Abstract. Post-Covid-19, economic activity that has fallen must rise. Activity during the COVID-19 pandemic is dominated by internet-based transactions. E-commerce, Media Social, and Service Quality are influential factors in explaining the banking service business. Our study is based on data obtained from questionnaires filled out by 100 customers. Processing and analyzing data to test the model quantitatively using SEM-PLS analysis. The results of study: 1) goodness of fit model, based on structural model testing, the largest R-Square Loyalty is 0.663, it can be inferred that the endowment of the independent variable and the mediating variable studied contributed to Loyalty of 66.3 percent; 2) the effect of media social on loyalty throughout customer satisfaction is the dominant influence so that it will be very effective in increasing customer loyalty at PT. Boyolali Rural Bank. Loyalty can be increased through products, technology, Communication, and lifestyle.

Key words: e-commerce, media social, service quality, customer satisfaction, loyalty.

Introduction

Pandemic The Covid-19 pandemic has impacted all sides of the psyche, all of which have been hit with extraordinary results for 2 years. The economy feels the consequences of social restrictions. The government has made its best efforts to protect the people so that people's lives can return to normal (Permana, 2022), who stated in Stadium Generate ITB that the current economy is very dependent on controlling the pandemic that is being carried out. In 2020, the economy grew negatively and began to recover in 2021, the Indonesian economy experienced a recovery as a result of policies in the form of good fiscal and monetary coordination. This can be seen from the decline in stimulus funds to improve the economy, PPKM, and the smooth running of the vaccination program. Fortunately, in that condition, gas and coal commodities rose.

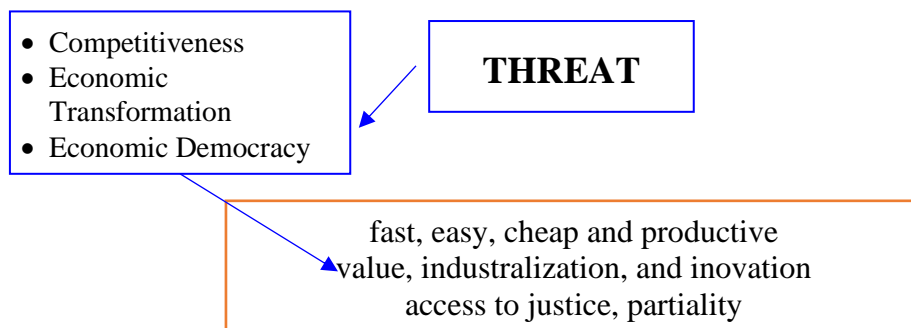


Fig. 1. Current Economic Challenges. Source: ITB (n/d)

After the pandemic, there will be green, proper, and inclusive economic growth. The first phase is to have strong economic resilience against disruption. Then the promotion of social support to the community and trying to suppress the economic postponement. The next phase is the process of sustainable economic recovery, and finally, in the long term, creating a green, digital, inclusive, and stable economy (Halimatussadiyah, et al., 2020: 2). For 2 years people were conditioned to use the internet to communicate and transact. The problem is, Boyolali is a district area in Central Java Indonesia, whose population lives in the countryside on the slopes of Mount Merapi, Education from the data (BPS Boyolali Regency, 2021) is still low at 105.36 in 2021 is still at the elementary level and the productive activity is to grow crops with the main potential is coconut and tobacco. As for the famous Boyolali farm the nickname of the milk city, in Boyolali many cattle farms produce milk.

Low education and the location of settlements at the foot of the mountain make rapid technological developments significantly affect the space for business actors in the production sector, service sector, financing sector, and other business fields. The digital revolution should substantially change the perspective of carrying out economic activities in various parts of the world, such as e-commerce, which can give birth to new business models. Dholakia and Uusitalo (2002: 459), since the early 21st century stated that the very rapidly developing world of information technology identified by the internet in the 1990s and web 2.0 technology (Saragih & Husain, 2012: 18), has an impact that the impact of this technology cannot be separated by distance, space, and time in people's lives. The practice of internet technology serves great benefits to the combative business world. The application of internet technology provides significant benefits to the increasingly competitive business world, which then gave birth to *electronic commerce* (*e-commerce*) to sell products in the form of goods or services, either in digital or physical form (Khan, 2016).

Banks must be able to face competition by providing the best possible services to customers who need banking services. Public trust in the banking world can have a positive impact on the bank's business. Improving customer service and customer satisfaction is the application of E-Business in the field of marketing to provide service and product information by utilizing internet facilities or commonly referred to as E-commerce to make it easier for customers to find out information and transact. With the emergence of banking products such as attractive interest offers, soft loans, credit guarantees, gifts, SMS banking, WhatsApp banking, and other facilities. E-Commerce is the getting and encashing transaction and marketing of items and services among an electronic system (Wong, 2010: 33).

According to Vermaat (2007: 83), E-Commerce defines as business transactions through electronic networks such as the internet (Sofi et al., 2017: 45). *E-Commerce* is part of a *lifestyle* that allows buying and selling transactions to be done online from any corner of the place (Saragih & Husain, 2012: 18). *E-commerce* is a transaction in the purchase, sale, or exchange of goods and services as well as information through an integrated computer network system. *E-commerce* is portion of *e-business* which is broad enough to include collaboration with business counterparts, customer service, job offers, and another (Saylor Academy, 2012: 8). *E-commerce* necessitates database technology, e-mail, and another of technology tools other than computers, including goods delivery systems, and *e-commerce* (Siregar, 2010).

Social media marketing is not only a product sales strategy but can build connections between companies and customers and also between fellow customers (Roberts & Zahay, 2012). *Social media marketing* can increase marketing effectiveness

by reaching out to customers broadly and can build long relationships with customers (Poturak & Softić, 2019: 43).

Satisfaction is a person's sense of delight or disappointment that can appear by appealion the performance of the resulting product to one's expectations (Kotler & Keller, 2018). Many studies on consumer satisfaction are influenced by various factors. According to Hanaysha (2017: 132-145), consumer satisfaction is affected by *price promotion, social media marketing, and corporate social responsibility*.

PT. Boyolali Rural Bank (Perseroda) is a company owned by the local government of Boyolali, following its form of business is the Rural Bank (BPR). Initially, it had a clear market share, namely all employees under the Boyolali regional government. As the business grows, it is easier to acquire new customers, because they have access, to more accurate data and networks that are readily available. However, to improve the company's performance, the fundamental challenge is the recognition of a business in competition in the financial industry, so PT. Boyolali Rural Bank must expand its market share by seeking new customers from the general public, especially in the Boyolali area and generally the Solo Raya area.

TOP 100 BPR 2018
PERIODE 2015-2017

No.	NAMA BPR	POSISI PER SEPTEMBER 2017 (Rp. Miliar)				
		ASSET TOTAL	KREDIT TAMBAH BERSALAH	DANA PERAS MITRA	LOKASI TERBUKA BERSALAH	AGILT TOTAL
TOP 100 BPR BERASET Rp100 MILLIAR KE ATAS						
1	BPR Suryajaya Kubutambahan (PT) - Buleleng	165.050	139.456	30.708	7.698	10,00
2	BPR Dana Mandiri Bogor (PT) - Bogor	131.486	87.930	55.380	6.717	10,00
3	BPR Parahabat Bekasi (PT) - Karawang	158.760	131.244	57.747	8.202	10,00
4	BPR Mentari Terang (PT) - Tuban	321.400	275.900	175.436	18.154	10,00
5	BPR Ciptajaya Jember - Bank CU (PT) - Tasikmalaya	227.328	187.188	128.413	7.464	10,00
6	Perumda BPR Bank Kota Bogor (PD) - Kota Bogor	132.126	102.823	48.091	6.763	10,00
7	BPR Kerta Raharjo (PD) - Tangerang	383.237	322.640	71.006	10.792	10,00
8	BPR Bank Boyolali (PD) - Boyolali	267.313	201.810	200.082	5.401	10,00
9	BPR Benta Tesa (PT) - Sidoarjo	199.070	167.782	113.019	7.732	10,00
10	BPR Bank Daerah Karanganyar (PD) - Karanganyar	325.946	269.413	233.347	8.964	10,00

Fig. 2. Top 100 BPR The Finance 2018. Source: Bankboyolali (n/d)

In conducting the competition, PT Boyolali Rural Bank took advantage of the opportunity by taking advantage of promotions through social media which is currently one of the forces to be reckoned with in the world of marketing. The social media users are Website (www.bankboyolali.com), Facebook (PT BPR Bank Boyolali – Perseroda), Instagram (PT. BPR Bank Boyolali – Perseroda), Whatsapp INFINITI (Financial Information and Transaction Notification), Youtube (PT. BPR BANK BOYOLALI) and other facilities as a marketing and communication channel to all customers (Yadav & Rahman, 2018: 3882). So that customers get convenience in seeing promotions and products owned by PT Boyolali Rural Bank (Perseroda).

This research was conducted at PT Boyolali Rural Bank (Perseroda), the reason for choosing a research location is based on conditions that occurred at PT Boyolali Rural Bank (Perseroda), where the Bank's work performance due to the Covid-19 pandemic has not been optimal. following the targets that have been set. Boyolali Rural Bank, customers are available automatically because of PT Boyolali Rural Bank is a bank

owned by the local government, all people in Boyolali who have ID cards can easily become customers. Problems that exist after Covid-19 the company needs to change the culture and ways to keep customers satisfied and loyal, quite a lot of problems related to credit loan services in the area of PT Boyolali Rural Bank (Perseroda), some complaints related to customer service and satisfaction written and stored in the advice document box at PT Boyolali Rural Bank (Perseroda), the use of technology has not been optimal so that efforts to increase customer satisfaction and loyalty at PT Boyolali Rural Bank are needed (Perseroda).

Literature Review

Companies must provide products that people need and want/expect. Currently, the wants and needs of the community are not only on products but on quality services. Service quality is the look forwarded level of bank excellence and control over that extent of excellence fulfills customer wishes. Based on research conducted by (Sugiarto, 2014; Octavia, 2019: 35); empirically service quality has a positive and significant affect towards customer satisfaction (Santoso & Alawiyah, 2021: 291), from this influence there are opportunities for Banks to improve financial performance, for example from customer experience, are said to be satisfactory if the quality of service received provides a sense of satisfaction, pleasure, joy, then the customer will return to the service provider to gain long-term benefits. Customer satisfaction is the sensing of delight or disappointment of a customer subsequent to comparing the performance of hopes and actual performance". If the expected performance is the same as the actual performance, then the customer is satisfied (Kotler & Keller, 2018). Then, customer satisfaction is subsequent to purchase evaluation where the picked alternative is at the slightest equal to or transcends customer hopes (Tjiptono, 2019).

Customer loyalty and satisfaction can provide very important benefits for the company and its customers. Customers can carry out various banking transactions needs will be fulfilled by the bank. The results of research conducted by (Octavia, 2019: 36), consumer satisfaction is a comparison between the assumption of performance results both feeling happy or disappointed, where satisfaction is the same as the assessment after using an alternative chosen at least keep or exceed expectations. Warsito (2018: 225) discovered that satisfaction has a significant intercourse with customer loyalty (Uzir et al., 2021: 22).

Research Methodology

Framework of Research

The framework in an investigation of the conceptual model will aid in clearly recognizing and linking the suggested concepts (Da Silva, 2015: 139). The model is confined to distinctive in the form of content, senses, and certain structure (Husain, 2019: 1-9). The research inquires designing created on the research shape have been stated in the format-independent subsections. Therefore, a concept of considering is necessary to present the notions of a author's, which as a parameters (Sugiyono, 2018: 64). The conceptual framework in this study can view in Fig. 3 below:

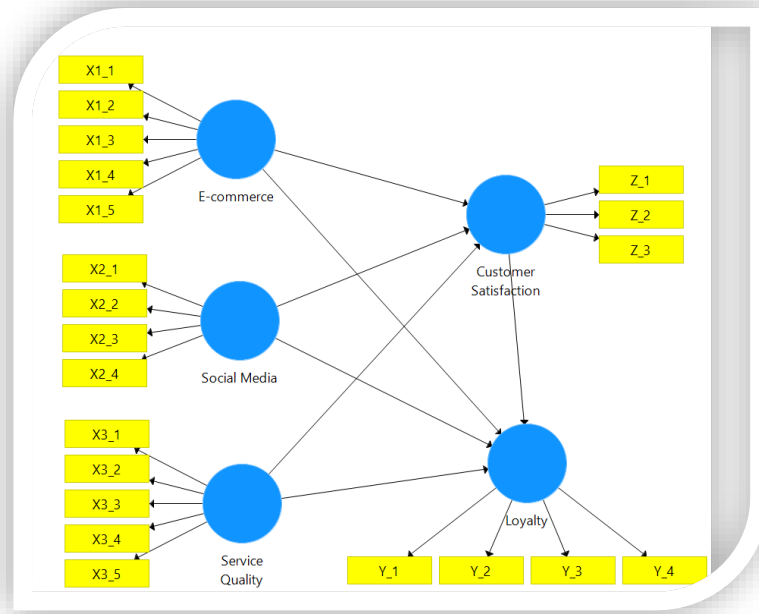


Fig. 3. Conceptual Framework. Source: Proposed this Research (2021)

Methods

This research arranges the kind of causality by an analysis of a quantitative approach. This research accentuates surrendering data in the shape of numbers and elucidating utilize of statistics (Sugiyono, 2018: 07). The process to operation variable of the research instruments, i.e., E-commerce, Social Media, Service Quality, Customer Satisfaction, and Loyalty can view in Table 2 below:

Table 2. Operationalization of Research Instruments

Variable	Definitions	Indicators	References
E-Commerce (E-Comm)	e-commerce can be interpreted as a way of transacting online or direct selling by utilizing the internet network where there is a website, an application that provides "get and deliver"	<ul style="list-style-type: none"> • Appearance (view) • Navigation • Content • Shopping process (buying process) • Security/Personalization 	(Flavian et al., 2009: 168)
Social Media (SM)	Social media in the form of online websites that allow individuals to communicate and establish social networks	<ul style="list-style-type: none"> • Functional value • Hedonic value • Social value • Co-creation value • Self-brand image congruency 	(Rao & Dhar, 2019: 116)

Service Quality (SQ)	Service quality was defined as the adaptation to client demands in delivering a service	<ul style="list-style-type: none"> • Facilities are modern • The brand is attractive • This brand is pleasing • Brand has a good reputation 	(Chakrabarty, Whitten, & Green, 2008: 1-15; DAM & Dam, 2021: 585)
Amount of items statement = 5			
Customer Satisfaction (CS)	Customer satisfaction is the main goal of every business and job satisfaction, and this is only obtained in products, sales, not included in the relevant business to meet customer needs	<ul style="list-style-type: none"> • Satisfaction with service • Satisfaction with systems • Financial Satisfaction 	(Meesala & Paul, 2018: 261-269)
Amount of items statement = 3			
Loyalty (LYT)	Customer loyalty is a deep commitment to continue shopping for the desired product or service in the future, regardless of marketing activities to change customer behavior	<ul style="list-style-type: none"> • The desire to repurchase • Recommend to friends • Choosing All Product Needs (Main & Additional) and service here • Must use this Product 	(Meesala & Paul, 2018: 261-269)
Amount of items statement = 4			
<i>Source: author's elaborate (2021)</i>			

This study uses the 'Likert' from Scale categories, any of which is arranged to employ of 1-5 rate of preference scale; a verily items statement is allows a weight or scoring, i.e., the number of scores spread 'very disagree' until 'very agree' (Sugiyono, 2018). The population in this study were customers of PT Boyolali Rural Bank (Perseroda) as many as 44,000 (Data for 2021). Determination of the number of samples in the study using the Slovin formula. The data analysis method utilized SEM-PLS analysis consists of validity, reliability, and hypothesis testing.

Results

Customer's Yield of Characteristics

Table 3. Customer's Respondent Characteristic

Characteristics	Respondent	Total	Percentage
Gender	Man	41	41
	Woman	59	59
Age	15 – 25 Years Old	9	9
	25 – 35 Years Old	21	21
	35 – 45 Years Old	31	31
	> 45 Years Old	39	39
Occupation	ASN	43	43

	Private Employees	17	17
	Farmer	14	14
	Merchant	15	15
	Breeder	11	11
<i>Source: Obtained from Primary Data (2021)</i>			

According to the proceeds of recapitulation of data executed in Table 3 above, it is viewed that the customer's respondent characteristics founded on the output provided about gender are distributed into 41 percent being a man and 59 percent being a woman. For the customer's respondent characteristics were divided into 9 percent aged 15-25 YO, 21 percent aged 25-35 YO, 31 percent aged 35-45 YO, and the remaining 39 percent more than 45 YO. The customer's respondent characteristics about occupation were divided into 43 percent profession as ASN, 17 percent private employees, 14 percent farmer profession, 15 percent merchant, and 11 percent breeder.

Measurement Model Assessment (Outer Model)

Table 4. Summarize of Research Validity and Reliability Test Outcome

Variable	Item Symbol	Outer Loadings Score (Initial)	Outer Loadings Score (Final)	Conclusions Convergent Validity	AVE Score	Composite Reliability (CR) Score	Conclusions Data Reliability
E-commerce (E-Comm)	X _{1_1}	0.547	0.556	valid	0,536	0,810	> 0.7 for CR Score so that Reliable
	X _{1_2}	0.789	0.801	valid			
	X _{1_3}	0.790	0.789	valid			
	X _{1_4}	0.755	0.759	valid			
	X _{1_5}	0.336	-	-			
Social Media (SM)	X _{2_1}	0.800	0.800	valid	0,578	0,819	> 0.7 for CR Score so that Reliable
	X _{2_2}	0.780	0.780	valid			
	X _{2_3}	0.784	0.784	valid			
	X _{2_4}	0.672	0.672	valid			
Service Quality (SQ)	X _{3_1}	0.602	0.602	valid	0,537	0,852	> 0.7 for CR Score so that Reliable
	X _{3_2}	0.702	0.703	valid			
	X _{3_3}	0.738	0.738	valid			
	X _{3_4}	0.791	0.791	valid			
	X _{3_5}	0.811	0.810	valid			
Customer Satisfaction (CS)	Z ₁	0.797	0.796	valid	0,589	0,845	> 0.7 for CR Score so that Reliable
	Z ₂	0.657	0.657	valid			
	Z ₃	0.837	0.838	valid			
Loyalty (LYT)	Y ₁	0.574	0.574	valid	0,512	0,805	> 0.7 for CR Score so that Reliable
	Y ₂	0.780	0.780	valid			
	Y ₃	0.767	0.767	valid			
	Y ₄	0.723	0.723	valid			
<i>Source: Obtained from Primary Data (2021)</i>							

According to the yield of the study appliance quality from the response, the outcome of the validity test on 21 (twenty-one) indicators and only one indicator must be omitted i.e, X_{1_5}, because the outer loading's score is less than < 0.5, so it no fulfills the criterion

of convergent validity. Then, the overall AVE score is higher than 0,5. Thus, the construction indicators of E-Comm; SM; SQ; CS, and LYT data have been to fulfill used in SEM analysis because of having a composite reliability score of more than (>) 0.7.

Structural Assessment: Inner Model

This test is proposed to appraise the linkage among the arranges that have been proposed in the alternate hypothesis. The advanced information is obtained by viewing the score of R-Square, which is the goodness-fit assessment of the model to elucidate the percentage of proposed variation on the whole model. By using the calculation from SmartPLS 3 with bootstrapping technique of 500 samples, as shown in the Table 5 below.

Table 5. R-Square Inner Model

	R ² -Score
Customer Satisfaction	0.550
Loyalty	0.663

Source: Obtained from Primary Data (2021)

Based on the yield R²-Score of the inner model in Table 5 above, exhibits that the Endogenous Variable can explain the variability of the customer satisfaction construct of 55%, and the remaining 45% is elucidated by other constructs outside those studied in this study and can explain the variability of the Loyalty construct of 66.3%, and the remaining 33.7% is elucidated by other constructs outside of those studied in this study.

Research Hypothesis Yields

Upon the yield of the outcoming data in process, the recapitulation of path analysis, can view in Table 5 below:

Table 5. Hypothesis Yield Summarized (Direct Influence)

Path	t-Count	Sig. Score	Conclutions of Hypotesis
E-Comm → CS	1.691	0.091	Rejected
SM → CS	3.686	0.000	Accepted
SQ → CS	2.025	0.043	Accepted
E-Comm → LYT	3.961	0.000	Accepted
SM → LYT	3.960	0.000	Accepted
SQ → LYT	1.650	0.099	Rejected
CS → LYT	2.622	0.009	Accepted

Source: Obtained from Primary Data (2021)

The t-count of E-Comm → CS and SQ → LYT are each 1.691 and 1.650 with a significance score is more than 0.05, which means rejecting the alternate hypothesis. While the t-count beside from of E-Comm → CS and SQ → LYT scored is more than t-table i.e. 1.9825 or with significance, the score is less than 0.05, which means accepting the alternate hypothesis.

Table 6. Hypothesis Testing Summarized (Direct and Indirect Influence)

Path (Relationship)	Direct	Indirect	Total	Sobel t-Count	Conclusions of Hypotesis
CS → LYT	0.238				
E-Comm → CS → LYT		0.186 x 0.238 = 0.044	0.238 + 0.044 = 0.282	1.41998 2.13449	no mediating effect mediating effect
SM → CS → LYT		0.391 x 0.238 = 0.093	0.238 + 0.093 = 0.331	 1.60367	no mediating effect effect
SQ → CS → LYT		0.270 x 0.238 = 0.064	0.238 + 0.064 = 0.302		
Source: Obtained from Primary Data (2021)					

The Sobel t-count of E-Comm is 1.41998 is less than t-table = 1.98525, it can be inferred that there is no mediation effect. t-count of SM is 2.13449 is less than t-table = 1.98525, it can be inferred that there is a mediation effect. t-count of SQ is 1.60367 is less than t-table = 1.98525, it can be inferred that there is no mediation effect.

Discussion

The result displays that there was a positive and significant influence towards Social Media and Service Quality towards Customer Satisfaction, with a t-count of more than 1.98525. This implies of is suitable with the former study which proves that social media marketing has a significant influence on customer satisfaction in fast-food restaurants at east coast Malaysia (Hanaysha, 2017: 132-145), and also social media communication has a significant affect on purchase intention in more than 20 developing countries (Poturak & Softić, 2019: 43). Then, service quality has a significant influence on customer satisfaction in PT. Lampung Index Bank (Octavia, 2019: 35); in Indonesia Sharia Bank (Santoso & Alawiyah, 2021: 291). On the other side, E-Commerce (E-Comm) was positive and had no significant influence, which revealed that opposite yield the foregoing research which proves that e-commerce logistics service quality that affect towards customer satisfaction (Hua & Jing, 2015: 269).

The result displays that there was a positive and significant influence towards E-commerce and Social Media towards Loyalty, with a t-count of more than 1.98525. This implies of is suitable with the former study which proves that that e-commerce strategy has a significant influence on customer loyalty in BRI Unisma Malang (Sofi et al., 2017: 45), and also social media marketing has a significant influence on brand loyalty in Turkey (Erdoğan & Cicek, 2012). On the other side, Service Quality was positive and had no significant influence which revealed that opposite yield the foregoing research which proves that service performance that influence customer loyalty of BRI Unisma Malang (Sofi et al., 2017: 45), but in line with (Octavia, 2019: 39) research of bank loyalty. Based on structural model testing, it reflects that *R-Square* Loyalty is 0.663, so it can be inferred that the finding of the independent variables and mediation way contributes to Loyalty of 66.3 percent and the remaining is affected by another factor outward the research.

The result displays that there was a positive and significant influence towards Customer Satisfaction towards Loyalty, by a t-count of more than 1.98525. This implies of is suitable with the former study which proves that satisfaction has a significant

influence on customer loyalty in the rural bank of PT Karyajatnika Sadaya Dago Branch Bandung (Warsito, 2018: 225); in PT. Lampung Index Bank (Octavia, 2019: 35); and brand loyalty of electronic home equipment in Bangladesh (Uzir et al., 2021: 22).

The yield exhibits that there was no mediating effect on E-commerce and Service Quality towards Loyalty throughout Customer Satisfaction, with a Sobel t-count of less than 1.98525, but have a mediating effect on Social Media towards Loyalty throughout Customer Satisfaction, with a Sobel t-count of higher than 1.98525 i.e., 2.13449 score. This implies of is suitable with the former study which proves that customer's perception of public relation in e-commerce on E-loyalty throughout brand image and switching cost (Rahi & Abd Ghani, 2016); the satisfaction as a interaction among e-commerce strategy and bank customer loyalty (Sofi et al., 2017: 45), customer's perception of Public Relation in e-commerce on E-loyalty throughout brand image and switching cost (Rahi & Abd Ghani, 2016). And then, the Service Quality is no line with the former study which proves that mediation influence as customer satisfaction in private hospitals in Hyderabad, India towards loyalty (Meesala & Paul, 2018: 261). On the other side, Social Media is suitable with the former study which proves that builds of a fully mediated affect among e-WOM and the purchase intention throughout brand equity (Poturak & Softić, 2019: 43).

Conclusion

Based the yield of the finding and discussion, the inferred of this are:

1. Social Media and Service Quality in PT. Boyolali Rural Bank has a positive and significant influence on Customer Satisfaction, while E-commerce no proves to have a significant affecting.
2. E-commerce and Social Media in PT. Boyolali Rural Bank has a positive and significant influence towards Loyalty, while Service Quality no proves to has a significant influence.
3. Social Media in PT. Boyolali Rural Bank has a positive and mediation impress on Loyalty throughout Customer Satisfaction, while E-Commerce and Service Quality no proves as a mediation influence.

This shows that loyalty is not only influenced by increasing customer satisfaction but needs to get support from competitive advantage, brand reputation, image, trust, purchase intention, word of mouth, price sensitivity, complaining behavior, product, economic situation and conditions, technology, tastes, and consumer behavior.

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