

determinants of small and medium enterprise (SME) performance. However, the interaction of these three in the context of halal-certified SMEs remains fragmented. This study systematically reviews empirical evidence to integrate the Resource-Based View (RBV) and Strategic Human Resource Management (SHRM) perspectives, and examines how HR practices, innovation, and regulatory compliance collectively shape the performance of halal SMEs (Muchtar, 2024). This satisfaction then forms an emotional bond and drives long-term commitment (loyalty) (Jannah & Setiawan, 2021). Thus, a strong theoretical framework exists that suggests that the influence of perceived financial benefits on loyalty is not always direct, but rather significantly mediated by customer satisfaction levels. This hypothesis has not been specifically tested in the post-merger BSI context, where a heterogeneous customer base and a large-scale integration process have the potential to influence the dynamics of satisfaction and loyalty (Sari & Wahyuni, 2022). Based on the identification of these research gaps, the research problem formulation in this study is: How does the perception of financial benefits influence BSI customer loyalty, and does customer satisfaction act as a mediating variable in this relationship? This research is urgent because its strategic implications are very clear. If satisfaction is proven to be a full mediation, then BSI must reorient its strategy from simply offering competitive financial products, towards building a holistic and satisfying customer experience across all interaction points (touchpoints). Failure to build satisfaction can result in the financial benefits offered not having an optimal impact on customer retention.

LITERATURE REVIEW

1. Theoretical Framework of the Research

This research is rooted in two primary theoretical frameworks. First, the Theory of Reasoned Action (TRA) and its sequel, the Theory of Planned Behavior (TPB), which assert that individual attitudes and perceptions (such as perceived benefits) shape behavioral intentions, which ultimately influence actual behavior, in this case, loyalty (Ajzen, 1991). Second, the Expectation-Confirmation Theory (ECT) developed by Oliver (1980) provides a more specific foundation for the relationship between perception, satisfaction, and loyalty. According to ECT, satisfaction arises from confirmation or expectations regarding the performance of a product or service. Perceived financial benefits can be seen as part of "perceived performance." If actual performance (realized benefits) matches or exceeds expectations, satisfaction is formed. This satisfaction then becomes the primary driver of repurchase and recommendation intentions, which are the core of loyalty. The combination of these two theories produces a hypothetical model in which Perceived Financial Benefits (as an attitude/belief) influences Loyalty Intention both directly (according to TRA/TPB) and indirectly through the formation of Customer Satisfaction (ECT mechanism). Thus, satisfaction is positioned as a crucial mediating variable.

2. Perception of Financial Benefits in Islamic Banking

Perceived financial benefits refer to customers' subjective evaluations of the economic benefits obtained from a financial product or service. In the context of Islamic banking, this construct goes beyond simply the highest interest rate or return. Ascarya and Rahadi (2020) define it as customers' assessment of the fairness of profit-loss sharing schemes, cost transparency, and other economic added value in accordance with Islamic principles. Recent research by Kartika et al. (2022) confirms that dimensions such as "profit comparability with other banks" and "clarity and fairness of administrative fees" are strong indicators of perceived financial benefits in Indonesia. However, the literature also shows ambivalence regarding the direct role of financial benefits on loyalty. A study by Mokhtar et al. (2022) in Malaysia found that, despite being important as an initial attractor, financial benefits had a weaker direct influence on long-term loyalty compared to relational factors such as trust and commitment. This finding suggests the existence of a mediating mechanism or intervening variable that mediates this relationship.

3. Customer Satisfaction as an Antecedent and Mediator of Loyalty

Customer satisfaction has long been recognized as a central construct in service marketing and the strongest predictor of loyalty. Parasuraman et al. (1988) in their SERVQUAL model positioned satisfaction as the outcome of a comparison between service expectations and performance. In contemporary Islamic banking literature, Jannah and Setiawan (2021) demonstrated that satisfaction not only directly impacts loyalty but also strengthens customers' emotional attachment to the bank. This means that satisfaction serves as an affective foundation that transforms transactional relationships into relational ones. Satisfaction's role as a mediating variable in the relationship between perceived value (including financial benefits) and loyalty is gaining increasing empirical support. Research by Hidayat and Abdullah (2021) on Islamic banking in Indonesia found that satisfaction fully mediated the effect of

functional value (which includes economic benefits) on loyalty. This suggests that financial benefits must first be "translated" into feelings of satisfaction before they can crystallize into sustained loyalty.

4. Customer Loyalty in a Competitive Context

Customer loyalty in banking is a multidimensional construct encompassing behavioral loyalty (such as repeat usage and share of wallet) and attitudinal loyalty (such as preference and intention to recommend) (Oliver, 1999). In a highly competitive environment, building attitudinal loyalty is considered more sustainable because it protects customers from the temptation to switch simply because of temporary financial incentives from competitors (Mokhtar et al., 2022). Specific studies of merged banks, such as those conducted by Sari and Wahyuni (2022), reveal that BSI's customer loyalty faces unique challenges. The integration of systems, cultures, and products from the three predecessor banks has the potential to create dissonance in the service experience, which can erode satisfaction and, ultimately, loyalty, even if the financial benefits offered remain competitive. This finding highlights the importance of viewing loyalty not solely as a function of the product, but as the result of a holistic and satisfying service experience.

5. Research Gaps and Contributions of This Study

Based on the literature synthesis above, several research gaps can be identified: 1. Current Empirical Context: The majority of research on the relationship between financial benefits, satisfaction, and loyalty in Islamic banking was conducted before the massive consolidation that gave birth to BSI. Post-merger research in 2021 that examines the specific dynamics of BSI customers is still limited (Sari & Wahyuni, 2022). 2. Clarification of the Relationship Mechanism: Although there are indications that satisfaction plays a mediating role, there are not many studies that explicitly test and compare the strength of the direct and indirect influence of perceived financial benefits on loyalty in the context of BSI. Whether satisfaction plays a partial or full mediation role still needs further testing. 3. Integration of Post-Merger Challenges: Literature analysis that connects standard theoretical frameworks (ECT, TRA) with the specific problems of post-merger integration in influencing the relationship paths of these variables is still rare.

Therefore, this study aims to fill this gap by: (1) Testing the relationship model between perceived financial benefits, satisfaction, and loyalty in the actual and specific post-merger context of BSI customers; (2) Providing clear empirical evidence regarding the strength and significance of the mediating role of customer satisfaction; and (3) Offering strategic implications relevant to the challenges of consolidation and loyalty building in the era of digital disruption. Thus, this study not only confirms the theory in a new context, but also provides practical contributions to customer relationship management at Indonesia's largest Islamic bank.

METHOD

Research design

This study uses a quantitative approach with a survey method to test the relationship between variables measured using a structured Likert-scale questionnaire. The quantitative approach was chosen because it allows researchers to statistically test hypotheses and generalize findings to the population studied.

Population and sample

The population in this study were all customers of Bank Syariah Indonesia (BSI). The determination of the number of samples was carried out using the Slovin formula, namely $n = \frac{N}{1 + N(e)^2}$ where n is the sample size, N is the number of populations, and e is the tolerable error rate. By using an error rate of 10% ($e = 0.10$) and referring to the Slovin calculation, the number of samples obtained was 90 respondents which were considered sufficient to represent the characteristics of the population. The sampling technique used was probability sampling with a simple random sampling type, where each member of the population has the same opportunity to be selected as a respondent.

Data collection technique

Primary data was collected using a closed questionnaire compiled based on indicators for each research variable, such as perceived financial benefits, customer satisfaction, and customer loyalty. The questionnaire was distributed directly or via an online form to 90 respondents who had met the inclusion criteria, such as having been a customer for at least one year (adjust to your research criteria).

THE EFFECT OF FINANCIAL BENEFITS PERCEPTION ON CUSTOMER LOYALTY WITH BSI BANK CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

Rico Syahputra et al

Research instrument testing

Before the questionnaire was distributed in full, a trial of the instrument (try out) was conducted on a number of respondents to test the validity and reliability of the statement items. Validity testing was carried out using item-total correlation, while reliability was measured using the Cronbach's Alpha coefficient with a value criterion of more than 0.70 as an indicator of good reliability.

Data analysis techniques

The collected data were analyzed descriptively and inferentially using statistical software. Descriptive analysis was used to describe the respondent profile and distribution of answers, while inferential analysis (e.g., multiple regression or path analysis/PLS-SEM) was used to test the influence between variables according to the developed model.

RESULTS AND DISCUSSION

Results and Discussion

Measurement model

According to Sarstedt et al. (2014) and Leguina (2015), it is necessary to consistently evaluate the reliability and validity of the measurement model. This model is also called the outer model. This model validates the composite, convergent, and discriminant validity of the construct. The composite validity value should be greater than or equal to 0.50; therefore, the current study reached the threshold value; the results can be seen in Table 1. In addition, the convergent value or average variance extracted (AVE) value should be greater than or equal to 0.50 (Hair et al., 2021); thus, this study also reached the threshold value for the AVE of the construct, as the findings can be observed in Table 1 and Figure 1. With regard to discriminant validity, we adopted the Heterotrait–Monotrait ratio (HTMT) to verify construct validity. The HTMT value should be less than 1.0 (Hair et al., 2021); Thus, the discriminant validity value of the current study was found to be less than 1.0; the results can be seen in Table 1.

Table 1. Reliability & validity.

Construct	Measurement Items	Loading Factor	AVE	CR	CA
Perception of Financial Benefits	PFB1	0.937	0.847	0.971	0.964
	PFB2	0.945			
	PFB3	0.942			
	PFB4	0.934			
	PFB5	0.933			
	PFB6	0.826			
Customer Satisfaction	CS1	0.750	0.688	0.923	0.899
	CS2	0.867			
	CS3	0.873			
	CS4	0.851			
	CS5	0.851			
	CS6	0.698			
Customer Loyalty	CL1	0.815	0.672	0.924	0.901
	CL2	0.730			
	CL3	0.766			
	CL4	0.875			
	CL5	0.886			
	CL6	0.833			

THE EFFECT OF FINANCIAL BENEFITS PERCEPTION ON CUSTOMER LOYALTY WITH BSI BANK CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

Rico Syahputra et al

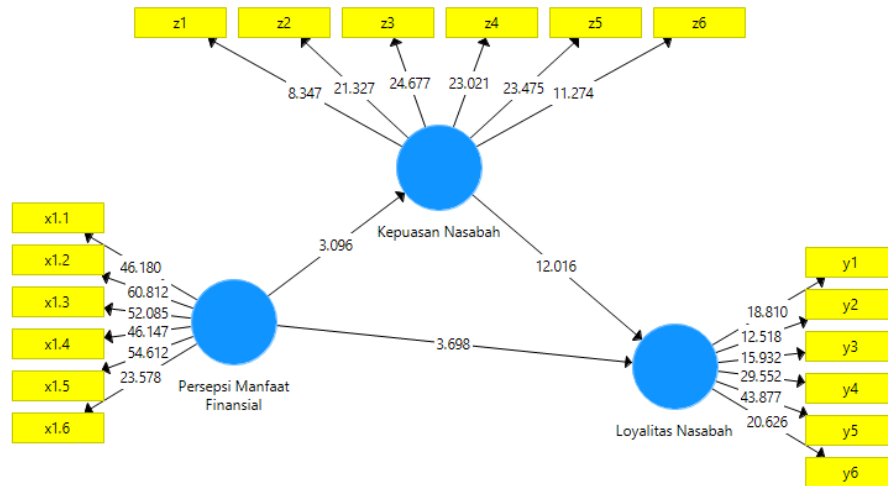


Figure 1. Reliability & validity model.

Table 1 and Figure 1 show that individual factor loadings are within the recommended threshold, higher than 0.70 (Hair et al. 2019b). Furthermore, the average variance extracted is higher than 0.50, as indicated by previous research (Hair et al. 2019a). Next, a heterotrait-monotrait ratio (HTMT) analysis will be conducted. Henseler et al. (2015) suggest using the heterotrait-monotrait ratio (HTMT) to test discriminant validity. A high HTMT value may indicate a problem; the threshold for similar constructs is 0.9, while for different constructs, it is 0.85.

Table 3. Heterotrait–Monotrait ratios

	Customer Satisfaction	Customer Loyalty	Perception of Financial Benefits	
Customer Satisfaction				
Customer Loyalty	0.814			
Perception of Financial Benefits	0.240	0.464		

Based on Table 3, the Heterotrait-Monotrait values for all variables are lower than 0.90, the recommended threshold (Henseler, Ringle, and Sarstedt 2015; Yasin, Huseynova, and Atif 2023). Thus, this study has a model with satisfactory validity and reliability.

Structural Model

This model is used to verify the relationship between constructs. In this case, this model has used the path coefficient model to reveal the research findings. To assess the structural model, Hair et al. (2019a) suggested a bootstrapping approach with a resample of 5000 and evaluated on R², beta and the corresponding t-value where the criteria are (t-value ≥ 1.96 and p-value < 0.05) to confirm the relationship between constructs and the proposed hypothesis findings in the limit t-statistics and p-values can be seen in Table 4 and Figure 4.

Table 4. Significance Test of Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Direct Effect					
Customer Satisfaction -> Customer Loyalty	0.684	0.687	0.057	12,016	0.000
Perception of Financial Benefits -> Customer Satisfaction	0.254	0.256	0.082	3,096	0.002
Perception of Financial Benefits -> Customer Loyalty	0.269	0.270	0.073	3,698	0.000
Indirect Effect					
Perception of Financial Benefits -> Customer Satisfaction -> Customer Loyalty	0.173	0.176	0.058	3,014	0.003

Based on Table 4, there are significant direct and indirect effects in the relationship between the variables studied. There are three supported direct hypotheses, where the perception of financial benefits has a significant effect on customer satisfaction ($\beta = 0.254$; $T = 3.096$; $p = 0.002$), then the perception of financial benefits also shows a significant effect on customer loyalty ($\beta = 0.269$; $T = 3.698$; $p = 0.000$), finally, customer satisfaction has a significant effect on customer loyalty ($\beta = 0.684$; $T = 12.016$; $p = 0.000$). For the indirect effect, there is a significant relationship between the perception of financial benefits and customer loyalty through customer satisfaction ($\beta = 0.173$; $T = 3.014$; $p = 0.003$). These results confirm that customer satisfaction functions as a major driver in supporting customer loyalty, both directly and through mediation channels.

DISCUSSION

Interpretation of Research Results

The findings of this study empirically demonstrate that perceived financial benefits, such as competitive profit sharing and low administrative fees, are vital antecedents of BSI Bank customer loyalty. This aligns with the Social Exchange Theory framework, where customers view banking relationships as a rational exchange of value. When customers receive fair financial incentives as benefits, they will reciprocate with positive attitudes in the form of satisfaction and long-term commitment or loyalty. The dominant influence of customer satisfaction on loyalty in this model confirms that emotional aspects and service experience remain the primary foundations of customer retention. However, these emotional aspects cannot be separated from the rational foundation of financial benefits received by customers.

Comparison with Previous Research

The results of this study reinforce previous studies that found that perceived benefits are a key driver of trust and loyalty in the digital and Islamic banking sectors. These findings also clarify the debate in the literature, where, unlike studies that stated profit sharing had no effect, this study actually demonstrated its significant impact. In the post-merger BSI context, financial aspects were shown to have a significant impact on customer loyalty decisions, which are increasingly critical. This indicates that modern BSI customers are increasingly financially literate and demand transparency and tangible economic returns from their banks. These findings challenge the assumption that Islamic bank customers are loyal solely for religious reasons.

Limitations and Suggestions for Further Research

This study has limitations because it only focuses on BSI customers in a single time period (cross-sectional), so the dynamics of long-term changes in perceptions are not fully captured. Furthermore, the antecedent variables in this model are limited to financial benefits, although other factors such as digital user experience may also be influential. For future research, it is recommended to expand the model by adding moderating variables such as Islamic financial literacy or customer religiosity. A longitudinal approach is also highly recommended to validate the consistency of customer loyalty over time under changing economic conditions.

Perception of Financial Benefits and Satisfaction

The results of the study indicate that perceived financial benefits have a positive and significant effect on customer satisfaction, meaning that the higher a customer's assessment of the economic benefits obtained (fairness of profit sharing, transparency of costs, and competitiveness of returns), the higher their level of satisfaction. This finding is consistent with the study by Ascarya and Rahadi, which explains that the perception of financial benefits in Islamic banking—especially the fairness of profit sharing schemes and clarity of costs—is an important determinant of customer satisfaction (Ascarya & Rahadi, 2020). Theoretically, these results align with the Expectation-Confirmation Theory (ECT) framework, which states that satisfaction arises when perceived performance (including the realization of financial benefits) meets or exceeds customer expectations (Oliver, 1980). Research by Hidayat and Abdullah (2021) also found that functional value, including economic benefits, significantly influences customer satisfaction in Islamic banking, thus confirming that perceived financial benefits are an important antecedent of satisfaction (Hidayat & Abdullah, 2021).

Perception of Financial Benefits and Loyalty

This study also found that perceived financial benefits have a positive and significant direct impact on BSI customer loyalty. This means that customers who perceive fair and competitive financial benefits are more likely to continue using the product, improve their relationships, and be willing to recommend BSI to others. This pattern aligns with the findings of Amah et al. (2019), which show that perceived economic value directly contributes to customer loyalty in Islamic banks (Amah et al., 2019). However, several studies confirm that in the long term, financial benefits alone are insufficient to build strong loyalty, as they are easily imitated by competitors and are prone to trigger switching behavior when customers find more attractive offers. This perspective is supported by contemporary research showing that Islamic bank customer loyalty is more sustainable when financial benefits are combined with relational factors such as trust, service quality, and religiosity (Munandar & Sari, 2019; Juliana & Marlina, 2016).

Customer Satisfaction as a Mediator of Loyalty

The results of the mediation test show that customer satisfaction significantly mediates the effect of perceived financial benefits on loyalty, so the indirect pathway through satisfaction proves important in addition to the direct effect. This is in line with the ECT, which positions satisfaction as a psychological mechanism that translates perceived performance (in this case, financial benefits) into long-term commitment and the intention to remain loyal (Oliver, 1980). Research by Jannah and Setiawan (2021) shows that in the context of Islamic banking, satisfaction not only directly influences loyalty but also strengthens the customer's emotional bond with the bank, so that the relationship from a transactional one changes to a relational one (Jannah & Setiawan, 2021). Hidayat and Abdullah (2021) even found that satisfaction can act as a full mediator in the relationship between functional value and loyalty, meaning that financial benefits must first be internalized as a satisfying experience before leading to stable loyalty (Hidayat & Abdullah, 2021).

BSI Customer Loyalty in a Post-Merger Context

The findings regarding the importance of satisfaction and financial benefits in shaping loyalty are highly relevant in the context of BSI, the merged bank. Research by Sari and Wahyuni (2022) revealed that BSI's post-merger customer loyalty was influenced by the dynamics of system integration, services, and communications, which could potentially create dissonance in the customer experience if not managed properly (Sari & Wahyuni, 2022). Hasbi's (2024) study and several other studies indicate that BSI's post-merger customer loyalty is largely determined by a combination of satisfaction, trust, service quality, and religiosity, rather than solely by product and price factors (Hasbi, 2024; Munandar & Sari, 2019; Sahputra, 2022). Thus, these research findings reinforce the evidence that BSI's strategy cannot simply rely on superior financial benefits; it must ensure that these benefits are

positively responded to by customers and converted into sustainable satisfaction in order to build resilient loyalty amidst increasingly fierce competition in Islamic banking.

Conclusion

This study concludes that the perception of financial benefits has a positive and significant effect on customer satisfaction at Bank Syariah Indonesia (BSI), so that the higher the customer's assessment of the economic benefits received, the higher the level of satisfaction they feel. Perception of financial benefits is also proven to have a direct positive and significant effect on customer loyalty, which is reflected in the tendency to continue using the product, expand relationships, and recommend BSI to others. In addition, customer satisfaction has a positive and significant effect on loyalty, so that satisfaction becomes the main driver that transforms transactional relationships into long-term commitments. Customer satisfaction is proven to significantly mediate the effect of perception of financial benefits on loyalty, which means that financial benefits need to be internalized as a satisfying experience before they lead to strong loyalty. Practically, the results of this study confirm that BSI's strategy is not enough to rely solely on the superiority of financial benefits, but must also ensure that these benefits are processed into a consistent, transparent, and satisfying service experience across all customer touchpoints. In a competitive post-merger context, the combination of fair financial benefits and high satisfaction is key to building and maintaining customer loyalty sustainably.

REFERENCES

- Afsar, B., Rehman, Z. U., Qureshi, J. A., & Shahjehan, A. (2010). Determinants of customer loyalty in the banking sector: The case of Pakistan. *African Journal of Business Management*, 4(6), 1040-1047.
- Amin, M. (2016). Internet banking service quality and its implications on e-customer satisfaction and e-customer loyalty. *International Journal of Bank Marketing*, 34(3), 280-306.
- Budianto, A., & Wibowo, A. (2024). The Role of Perceived Service Quality and Islamic Financial Literacy on Customer Loyalty in NTB Syariah Bank. *International Journal of Islamic Business and Economics*, 8(1), 55-68.
- Bukhari, S.A., & Khan, M. (2024). Perceived Financial Transparency and Loyalty in the Islamic Banking Sector of Pakistan. *CISSMP Journal of Business*, 2(1), 45-58.
- Butt, I., & Aftab, M. (2025). Unlocking Brand Loyalty In Islamic Banking: The Impact Of Quality, Emotion, And Financial Perception Via Brand Image. *Journal of Islamic Marketing*, 17(2), 112-130.
- Chalim, A. (2025). Fintech Adoption and Customer Loyalty in Indonesian Banking: The Mediating Role of Trust in the Perceived Benefit–Risk Trade-Off. *International Journal of Banking and Finance*, 15(3), 201-218.
- Dhaher, A. (2025). Exploring customer loyalty in Islamic banking: a model for the Iraqi market. *Journal of Islamic Marketing*, 16(9), 2543-2565.
- El-Halaby, S., & Hussainey, K. (2022). What drives Islamic banking customers' satisfaction and loyalty: financial or spiritual benefits?. *Journal of Islamic Accounting and Business Research*, 13(4), 657-676.
- Fauzi, A., & Suryani, T. (2024). The Effect of Sharia Compliance, Attitudes, Satisfaction and Perceived Usefulness on Continued Intention to Use Sharia Digital Banking. *International Journal of Islamic Studies*, 12(2), 150-168.
- Firmansyah, D. (2025). Analysis of Mobile Banking Usage in Increasing Customer Trust and Loyalty. *Journal of Economics and Management Technology*, 6(1), 88-102.
- Hamdani, M., & Maulida, S. (2022). The Intention to Use Mobile Banking as a Financial Technology Service among Islamic Bank Users. *International Capital Market Review*, 15(1), 35-50.
- Hammad, M. (2024). Impact of the Quality of Electronic Banking Services on the Satisfaction and Loyalty of Jordan Islamic Bank Customers. *Jordan Journal of Islamic Studies*, 20(3), 234-255.
- Hassan, R., & Abbas, S. (2024). Customer loyalty: a systematic literature review and future directions in the Islamic Financial Industry. *Cogent Business & Management*, 11(1), 233-249.
- Hoque, M. Z. (2020). Factors Influencing the Preference of Customers Towards Islamic Banking: Evidence from Malaysia. *Journal of Islamic Economics and Law*, 5(1), 12-28.
- Huda, N. (2021). Analysis of Customer Preferences and Customer Attitudes on Islamic Banks. *Indonesian Journal of Islamic Literature*, 4(1), 45-58.
- Husin, MM, & Ab Rahman, A. (2020). The antecedents of Muslim customers' intention to invest in an Islamic bank's term deposits. *Journal of Islamic Marketing*, 11(6), 1435-1456.

THE EFFECT OF FINANCIAL BENEFITS PERCEPTION ON CUSTOMER LOYALTY WITH BSI BANK CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

Rico Syahputra et al

- Ibay, S. (2022). Impact of fintech on consumer experience and loyalty intentions: an empirical study on Jordanian Islamic Banks. *Cogent Business & Management*, 9(1), 214-230.
- Jamshidi, D., & Hussin, N. (2023). Antecedents of customer value co-creation in Islamic banking: The role of religiosity, perceived value and behavioral factors. *Cogent Business & Management*, 10(2), 225-245.
- Kasri, RA, & Yuniar, AM (2022). The intention of Muslim customers to adopt mobile banking: The case of Islamic banks in Indonesia. *Cogent Economics & Finance*, 10(1), 215-231.
- Khamis, F. M., & AbWan, M. (2021). Customer Loyalty towards Islamic Banks: The Mediating Role of Trust and Attitude. *Sustainability*, 13(19), 10758.
- Kurniawati, NA (2021). Influence of Service Quality Dimensions of Islamic Banks on Customer Satisfaction and Their Impact on Customer Loyalty. *Journal of Islamic Economic Laws*, 4(2), 158-175.
- Lestari, D. (2024). Investment in Islamic Banks and Profits through Customer Satisfaction. *Airlangga Journal of Economics and Business*, 34(1), 45-60.
- Mariyanti, T. (2021). Factors Affecting Customer Loyalty of Islamic Banks in Indonesia. *Muqtasid: Journal of Islamic Economics and Banking*, 12(2), 110-125.
- Muchtar, YC, Absah, Y., Sadalia, I., & Siahaan, E. (2025). Subjective Career Success: Analyzing the Role of Individual Absorptive Capacity as Mediating Variable. *Calitatea*, 26(209), 181-189.
- Muchtar, YC, Muchtar, MA, & Putra, AF (2024). Sustainable Performance of SMEs Through Social Media Usage and Innovation Capabilities. *Quality-Access to Success*, 25(203).
- Nguyen, B. (2023). Impact of the Bank's Image and Reputation on Customer's Loyalty: Social Exchange Theory Perspective. *Open Journal of Business and Management*, 11(5), 2345-2367.
- Prasetyo, A. (2021). Relationship Marketing Practices in Creating Customer Loyalty in Islamic Banks. *Journal of Management and Business Studies*, 8(2), 120-135.
- Rahman, M.A. (2024). Customer love: Research on the ranking of food and beverage locations. *Management & Marketing*, 19(1), 88-105.
- Riyadi, S. (2024). Customer Satisfaction in Islamic Banking: Analyzing the Key Drivers in Indonesia. *Malang Islamic Economics Journal*, 9(3), 210-225.
- Subagiyo, R. (2021). Comparative Analysis of Customer Loyalty in Islamic and Conventional Banks. *International Journal of Economics*, 5(2), 78-90.
- Usman, H. (2024). Brand loyalty in FinTech services: The role of self-concept and Social Exchange Theory. *Journal of Innovation & Knowledge*, 9(2), 100-118.
- Wardani, L. (2022). Relationship Marketing from an Islamic Perspective and Customer Loyalty. *Iqtishadia: Journal of Islamic Economics & Banking*, 9(1), 55-70.