RIWAYAT PUBLIKASI

Judul Artikel:	Examining Direct and Indirect Effects of Service Value on Customer Loyalty to Bank
Penulis:	**Burhanudin Burhanudin**
Nama Jurnal:	JAM: Jurnal Aplikasi Manajemen
Penerbit:	Fakultas Ekonomi dan Bisnis, Universitas Brawijaya
Kategori:	S2 (https://sinta.kemdikbud.go.id/journals/profile/842)

PROGRAM STUDI SARJANA MANAJEMEN

FAKULTAS EKONOMI DAN BISNIS

UNIVERSITAS HAYAM WURUK PERBANAS

(dh. STIE Perbanas Surabaya)

DAFTAR ISI

1. Submission Acknowledgment - <mark>20 April 2022</mark>

Dari:	Burhanudin
Subyek:	Submission Acknowledgement
Tanggal:	20 April 2022
Kepada:	JAM: Jurnal Aplikasi Manajemen
	https://jurnaljam.ub.ac.id

Angga Restianto

Author comments

Surabaya, 20 April 2022

Kepada Yth. Bapak Misbahuddin Azzuhri
Editor-in-Chief
JAM: Jurnal Aplikasi Manajemen

Salam hormat,

Ijinkan saya mengirimkan artikel dengan judul "Examining direct and indirect effects of service value on customer loyalty to bank" untuk kiranya dapat dipertimbangkan terbit di JAM: Jurnal Aplikasi Manajmen.

Artikel tersebut melaporkan bahwa pengaruh service value terhadap loyalty to bank adalah tidak langsung. Tepatnya, bank reputation secara signifikan mempengaruhi loyalty to bank melalui eWOM. Service value tidak secara signifikan mempengaruhi loyalty to bank.

Saya mengkonfirmasi bahwa artikel tersebut orisinil dan belum dipublikasikan di manapun serta tidak sedang dipertimbangkan untuk dipublikasik di manapun.

Terima kasih atas perhatian dan kesempatannya.

Hormat Saya,
Burhanudin
Program Studi Sarjana Manajemen
Fakultas Ekonomi dan Bisnis
Universitas Hayam Wuruk Perbanas
burhanudin@perbanas.ac.id
Mobile 081331938938

Online Submissions
Author Guidelines
Download Template
Mendeley Tutorial

INDEX

DOAJ DIRECTORY OF OPEN ACCESS JOURNALS

sinta

Google scholar

Crossref

Dimensions

2. Editor Decision: Revision is required – <mark>27 April 2022</mark>

3

Reviewer 1

1. Periksa kembali tata bahasa dan penggunaan kalimat dalam bahasa Inggris

2. Abstrak: Tambahkan implikasi sebagai penutup abstrak

3. Penulis diminta untuk menambahkan paragraf penutup, dalam paragraf tersebut perlu ada ringkasan keterbaruan/novelty, manfaat yang akan didapat, dan tujuan secara detail untuk isi bab kesimpulan nanti.

4. Tambahkan sub-bab antar hubungan yang dibahas satu per satu untuk memudahkan pembaca menemukan hasil yang diinginkan. Penulis diminta untuk memberikan sub bab antar hubungan yang dibahas satu per satu untuk mempermudah pembaca dalam mencari hasil yang diinginkan.

Reviewer 2
1. Urgensi penelitian belum nampak kuat

2. Isi bab pembahasan perlu diperdalam lagi dan tidak hanya mencantumkan penelitian terdahulu saja, melainkan perlu juga mencantumkan perbedaan dari penelitian terdahulu baik yang mendukung maupun yang tidak mendukung beserta alasannya.

3. Bab kesimpulan hanya menjawab tujuan penelitian secara detail sesuai tujuan penelitian yang tercantum pada bab pendahuluan dan jika ada temuan diluar tujuan bisa dicantumkan di bab ini.

4. Tambahkan bab implikasi
5. Ubah ke dalam gaya penulisan JAM: Font, Daftar Pustaka (Hilangkan ( ) dalam penulisan tahun dan " " dalam penulisan judul)

3. Tanggapan atas Komentar Reviewer Revision is required – 11 Mei 2022

Dari:	Burhanudin
Subyek:	Revisi Artikel
Tanggal:	11 Mei 2022
Kepada:	JAM: Jurnal Aplikasi Manajemen
	https://jurnaljam.ub.ac.id

Editor Decision

Decision	Accept Submission 2022-08-04
Notify Editor	Editor/Author Email Record 2022-04-27
Editor Version	2733-7052-1-ED.docx 2022-04-27
Author Version	2733-7083-1-ED.docx 2022-05-11 Delete
Upload Author Version	Choose File No file chosen Upload

Reviewer #1

Komentar 1 = Periksa kembali tata bahasa dan penggunaan kalimat dalam bahasa Inggris

Tanggapan 1 = Terimakasih masukannya Bapak/Ibu, tata bahasa dan penggunaan kalimat dalam bahasa Inggris sudah diperbaiki.

Komentar 2 = Abstrak: Tambahkan implikasi sebagai penutup abstrak

Tanggapan 2 = Terima kasih atas sarannya. Implikasi sebagai penutup abstrak telah ditambahkan sebagai berikut:

The implication of the findings is that banks need to develop not only their banking service value but also their reputation, trust, and eWOM to encourage customer loyalty to their banks.

Komentar 3 = Penulis diminta untuk menambahkan paragraf penutup, dalam paragraf tersebut perlu ada ringkasan keterbaruan/novelty, manfaat yang akan didapat, dan tujuan secara detail untuk isi bab kesimpulan nanti.

Tanggapan 3 = Terima kasih sarannya. Paragraf penutup yang memuat ringkasan keterbaruan, manfaat yang akan didapat, dan tujuan secara detail untuk isi bab kesimpulan telah ditambahkan sebagai berikut:

Hence, it is currently unclear whether the effect of service value on customer loyalty to the bank is direct or indirect. Following the promising status of the Indonesian banking industry in the current pandemic of COVID-19 and beyond (Zurich Insurance, 2021), a study which examines both the direct and indirect effect of service value on customer loyalty to a bank within the Indonesian banking context is crucial. This investigation helps advance understanding of the mediating variables other than satisfaction (Hau and Thuy, 2012) and commitment (Lai, 2014).

The current study is important in various ways. The current study examines both the direct and indirect effect of service value on customer loyalty to a bank, which has received only limited attention by the literature on banking marketing (Fianto et al., 2020). In particular, the current study examines whether service value affects customer loyalty to the bank directly and indirectly through trust. Further, the current study examines whether service value affects the bank's reputation, which in turn, affects eWOM and customer loyalty to the bank. The current study also examines whether the bank's reputation affects customer loyalty to the bank. Thus, this study is

beneficial in advancing the understanding on how to develop the current banking service value results into customer loyalty to the bank (Burhanudin et al., 2021; Fianto et al., 2020; Özkan et al., 2020).

Komentar 4 = Tambahkan sub-bab antar hubungan yang dibahas satu per satu untuk memudahkan pembaca menemukan hasil yang diinginkan. Penulis diminta untuk memberikan sub bab antar hubungan yang dibahas satu per satu untuk mempermudah pembaca dalam mencari hasil yang diinginkan.

Tanggapan 4 = Terima kasih sarannya. Sub bab antar hubungan yang dibahas satu per satu telah ditambahkan sebagai berikut:

Service Value and Customer Loyalty to the Bank

The results of this study do not support the hypothesis relating to the significant effect of service value on customer loyalty to the bank. Apart from that insignificant effect, the finding of this study is similar to the findings by Fianto et al. (2020) and Sumaedi et al. (2014). Compared to previous studies, this study covers customers of both conventional and Islamic banks, which differs from Fianto et al. (2020) who focus on Islamic banking customers and Sumaedi et al. (2014) who focus on non-banking customers (i.e., healthcare service customers). The underlying explanation for the above similarity of findings is that customers perceive both banking and healthcare services may have high potential risks (such as money loss due to phishing in banking services, or injuries from poor medical treatment from healthcare services) (Harris and Goode, 2004; Sumaedi et al., 2014), so the customers keep looking for available alternatives (Japutra et al., 2021). However, the findings of this study are not in line with Japutra et al. (2021), who focus on the customer's experience with the retailer's application. The possible explanation for the different findings is that in an online shopping context, the customers are highly dependent on the service provided by the retailer's application, which make service value significantly affects customer loyalty.

Service Value and Bank's reputation

The results of this study support the hypothesis relating to the significant effect of service value on bank's reputation. This finding is consistent with Yoon et al. (2014) and Özkan et al. (2020). Aside from similarity of the findings, the current study differs in some ways from the previous studies. First, real banking customers are the sample for the current study, whereas students are the sample targeted by Yoon et al. (2014). Further, Indonesian

banking customers are the participants of the current study, but Turkish banking customers are the participants of Özkan et al. (2020). The similarity of the findings suggest that service value increases competitiveness through making the organisation more reputable. Together, the above findings support Hau and Thuy (2012) that service value is a preeminent marketing concept, which is shown in the current study relating to the significant effect of service value on bank's reputation.

Service Value and Trust

The results of this study support the hypothesis relating to the significant effect of service value on trust. This finding is consistent with Sharma and Klein (2020), whereby they found that service value significantly affects trust in an online group buying context, the online version of traditional group buying where several buyers make a group and together purchase a product in a bulk so each buyer gets a lower price than purchasing individually. Hence, the current study, which focuses on banking services, differs from the study by Sharma and Klein (2020). The similarity of the findings, regardless of the difference in the context of the current study and Sharma and Klein (2020), suggest that service value is crucial in building trust between the buyer and the service provider. The crucial role of service value in building trust supports Hau and Thuy (2012) that service value plays a significant role in maintaining customers.

Bank's Reputation and eWOM

The results of this study support the hypothesis relating to the significant effect of bank's reputation on eWOM. This finding is consistent Manohar et al. (2020) and Park and Lee (2009). However, the focus of the current study on Indonesian banking services differs from Manohar et al. (2020), who focus on Indian banking services. Furthermore, the current study does not use simulation to test the relationship between the variables (i.e., non-experimental design), whereas Park and Lee (2009) used simulation for such test (i.e., experimental design). The above discussion suggests that the bank's reputation is an important asset for the customers. In particular, a reputable bank is a credible source of information to share with other customers (Manohar et al., 2020; Park and Lee, 2009).

Bank's Reputation and Customer Loyalty to the Bank

The results of this study support the hypothesis relating to the significant effect of bank's reputation on customer loyalty to the bank. This finding is consistent with Özkan et al. (2020). While loyalty has received much attention in marketing literature (Japutra et al., 2021; Özkan et al., 2020; Sumaedi et al., 2014), loyalty to the ban has received little attention (Fianto et al., 2020). Hence, the difference in focus of the current study and that by Özkan et al. (2020), whereby the first was conducted in the Indonesia banking context and the second in the Turkish banking context, significantly contributes to the marketing literature on loyalty to the bank. In particular, the current study specifies that bank's reputation serves as a determinant of loyalty to the bank.

Trust and Loyalty to the Bank

The results of this study support the hypothesis relating to the significant effect of trust on customer loyalty to the bank. This finding is consistent with Harris and Goode (2004). In the study of the online market for books and flights, Harris and Goode (2004) found that trust increased the customer loyalty. The similarity of findings between the current study and Harris and Goode (2004) suggests that trust is an important component for establishing and maintaining loyalty in a variety of exchange contexts. In particular, trust is crucial to drive customers loyalty following the digitalisation of business, whereby physical contact between the customer and the company's representative is continuously lacking (Harris and Goode, 2004).

eWOM and Loyalty to the Bank

The results of this study support the hypothesis relating to the effect of eWOM on the customer loyalty to the bank. This finding is consistent with a number of previous studies (Bulut and Karabulut, 2018; Serra-Cantallops et al., 2018; Yoo et al., 2013). Compared to the previous studies, the current study, which targets Indonesian banking customers, differs from the previous studies: Turkish online shopper (Bulut and Karabulut, 2018), British and German customers of Spanish hotel chains (Serra-Cantallops et al., 2018), and Korean internet shopper (Yoo et al., 2013). A large body of marketing literature shows that little is known about the relationship between eWOM and loyalty to the bank within the Indonesian banking context (Bulut and Karabulut, 2018; Serra-Cantallops et al., 2018; Yoo et al., 2013). Hence, the current finding advances the understanding of the Indonesian banking market (Burhanudin et al., 2019, 2021; Fianto et al., 2020).

Together, the above findings suggest that banks need to address the past (represented by bank's reputation and eWOM) and the future (represented by trust) to ensure service value that encourages customer loyalty to the bank. This pattern of the relationship between the variables agrees with other studies that found service value affects the customer loyalty indirectly (Fianto et al., 2020; Karjaluoto et al., 2012; Singh and Sirdeshmukh, 2000).

Reviewer #2

Komentar 1 = Urgensi penelitian belum nampak kuat

Tanggapan 1 = Terima kasih sarannya. Urgensi penelitian telah diperbaiki menjadi sebagai berikut:

The current study is important in various ways. The current study examines both the direct and indirect effect of service value on customer loyalty to a bank, which has received only limited attention by the literature on banking marketing (Fianto et al., 2020). In particular, the current study examines whether service value affects customer loyalty to the bank directly and indirectly through trust. Further, the current study examines whether service value affects the bank's reputation, which in turn, affects eWOM and customer loyalty to the bank. The current study also examines whether the bank's reputation affects customer loyalty to the bank. Thus, this study is beneficial in advancing the understanding on how to develop the current banking service value results into customer loyalty to the bank (Burhanudin et al., 2021; Fianto et al., 2020; Özkan et al., 2020).

Komentar 2 = Isi bab pembahasan perlu diperdalam lagi dan tidak hanya mencantumkan penelitian terdahulu saja, melainkan perlu juga mencantumkan perbedaan dari penelitian terdahulu baik yang mendukung maupun yang tidak mendukung beserta alasannya

Tanggapan 2 = Terima kasih sarannya. Isi bab pembahasan tidak hanya mencantumkan penelitian terdahulu tapi juga mencantumkan perbedaan penelitian terdahulu dengan penelitian saat ini disertai dengan penjelasan/alasannya sebagai berikut:

Service Value and Customer Loyalty to the Bank

The results of this study do not support the hypothesis relating to the significant effect of service value on customer loyalty to the bank. Apart from

that insignificant effect, the finding of this study is similar to the findings by Fianto et al. (2020) and Sumaedi et al. (2014). Compared to previous studies, this study covers customers of both conventional and Islamic banks, which differs from Fianto et al. (2020) who focus on Islamic banking customers and Sumaedi et al. (2014) who focus on non-banking customers (i.e., healthcare service customers). The underlying explanation for the above similarity of findings is that customers perceive both banking and healthcare services may have high potential risks (such as money loss due to phishing in banking services, or injuries from poor medical treatment from healthcare services) (Harris and Goode, 2004; Sumaedi et al., 2014), so the customers keep looking for available alternatives (Japutra et al., 2021). However, the findings of this study are not in line with Japutra et al. (2021), who focus on the customer's experience with the retailer's application. The possible explanation for the different findings is that in an online shopping context, the customers are highly dependent on the service provided by the retailer's application, which make service value significantly affects customer loyalty.

Service Value and Bank's reputation

The results of this study support the hypothesis relating to the significant effect of service value on bank's reputation. This finding is consistent with Yoon et al. (2014) and Özkan et al. (2020). Aside from similarity of the findings, the current study differs in some ways from the previous studies. First, real banking customers are the sample for the current study, whereas students are the sample targeted by Yoon et al. (2014). Further, Indonesian banking customers are the participants of the current study, but Turkish banking customers are the participants of Özkan et al. (2020). The similarity of the findings suggest that service value increases competitiveness through making the organisation more reputable. Together, the above findings support Hau and Thuy (2012) that service value is a preeminent marketing concept, which is shown in the current study relating to the significant effect of service value on bank's reputation.

Service Value and Trust

The results of this study support the hypothesis relating to the significant effect of service value on trust. This finding is consistent with Sharma and Klein (2020), whereby they found that service value significantly affects trust in an online group buying context, the online version of traditional group buying where several buyers make a group and together purchase a product

in a bulk so each buyer gets a lower price than purchasing individually. Hence, the current study, which focuses on banking services, differs from the study by Sharma and Klein (2020). The similarity of the findings, regardless of the difference in the context of the current study and Sharma and Klein (2020), suggest that service value is crucial in building trust between the buyer and the service provider. The crucial role of service value in building trust supports Hau and Thuy (2012) that service value plays a significant role in maintaining customers.

Bank's Reputation and eWOM

The results of this study support the hypothesis relating to the significant effect of bank's reputation on eWOM. This finding is consistent Manohar et al. (2020) and Park and Lee (2009). However, the focus of the current study on Indonesian banking services differs from Manohar et al. (2020), who focus on Indian banking services. Furthermore, the current study does not use simulation to test the relationship between the variables (i.e., non-experimental design), whereas Park and Lee (2009) used simulation for such test (i.e., experimental design). The above discussion suggests that the bank's reputation is an important asset for the customers. In particular, a reputable bank is a credible source of information to share with other customers (Manohar et al., 2020; Park and Lee, 2009).

Bank's Reputation and Customer Loyalty to the Bank

The results of this study support the hypothesis relating to the significant effect of bank's reputation on customer loyalty to the bank. This finding is consistent with Özkan et al. (2020). While loyalty has received much attention in marketing literature (Japutra et al., 2021; Özkan et al., 2020; Sumaedi et al., 2014), loyalty to the ban has received little attention (Fianto et al., 2020). Hence, the difference in focus of the current study and that by Özkan et al. (2020), whereby the first was conducted in the Indonesia banking context and the second in the Turkish banking context, significantly contributes to the marketing literature on loyalty to the bank. In particular, the current study specifies that bank's reputation serves as a determinant of loyalty to the bank.

Trust and Loyalty to the Bank

The results of this study support the hypothesis relating to the significant effect of trust on customer loyalty to the bank. This finding is consistent with

Harris and Goode (2004). In the study of the online market for books and flights, Harris and Goode (2004) found that trust increased the customer loyalty. The similarity of findings between the current study and Harris and Goode (2004) suggests that trust is an important component for establishing and maintaining loyalty in a variety of exchange contexts. In particular, trust is crucial to drive customers loyalty following the digitalisation of business, whereby physical contact between the customer and the company's representative is continuously lacking (Harris and Goode, 2004).

eWOM and Loyalty to the Bank

The results of this study support the hypothesis relating to the effect of eWOM on the customer loyalty to the bank. This finding is consistent with a number of previous studies (Bulut and Karabulut, 2018; Serra-Cantallops et al., 2018; Yoo et al., 2013). Compared to the previous studies, the current study, which targets Indonesian banking customers, differs from the previous studies: Turkish online shopper (Bulut and Karabulut, 2018), British and German customers of Spanish hotel chains (Serra-Cantallops et al., 2018), and Korean internet shopper (Yoo et al., 2013). A large body of marketing literature shows that little is known about the relationship between eWOM and loyalty to the bank within the Indonesian banking context (Bulut and Karabulut, 2018; Serra-Cantallops et al., 2018; Yoo et al., 2013). Hence, the current finding advances the understanding of the Indonesian banking market (Burhanudin et al., 2019, 2021; Fianto et al., 2020).

Together, the above findings suggest that banks need to address the past (represented by bank's reputation and eWOM) and the future (represented by trust) to ensure service value that encourages customer loyalty to the bank. This pattern of the relationship between the variables agrees with other studies that found service value affects the customer loyalty indirectly (Fianto et al., 2020; Karjaluoto et al., 2012; Singh and Sirdeshmukh, 2000).

Komentar 3 = Bab kesimpulan hanya menjawab tujuan penelitian secara detail sesuai tujuan penelitian yang tercantum pada bab pendahuluan dan jika ada temuan diluar tujuan bisa dicantumkan di bab ini.

Tanggapan 3 = Terima kasih sarannya. Bab ini telah diperbaiki menjadi sebagai berikut:
This study has found that the effect of service value on customer loyalty to the bank is indirect, not direct. Service value does not significantly affect loyalty to the bank, but significantly affects loyalty to the bank through trust. Furthermore, this study has found that service value affects bank's

13

reputation, which in turn, affects eWOM, then loyalty to the bank. In addition, this study found that bank's reputation affects loyalty to the bank.

Komentar 4 = Tambahkan bab implikasi

Tanggapan 4 = Terima kasih sarannya. Bab ini telah ditambahkan

The findings of this study present several implications. First, banks need to make their customers perceive that their services are valuable. As customers are concerned with the safety of banking transactions (van Esterik-Plasmeijer and van Raaij, 2017), banks need to continuously educate their customers on the potential risks, such as phishing scams, and the ways customers can avoid such risks. Banks also need to announce widely details of their official call centres and similar services through their official social media platforms that allow customers to access immediate help from the correct source.

Second, banks need to consistently deliver the desired service value to their customers to build trust. Delivering the desired value consistently makes customers perceive that the bank works in the interest of the customers (Kumra and Mittal, 2004). To do so, banks need to allow their customers to contact them through various platforms, such as social media. Through these platforms, customers may contact the bank with suggestions to improve the current services, as well as discuss any complaints about the current services. Handling these issues effectively could make the customers perceive that the bank's services are trustworthy.

Third, the banks need to be consistent in building their reputation. If the banks build their reputation as green banks, they need to consistently deliver service value related to green issues. For example, the banks could make their office greener through optimizing the use of natural sunlight instead of using electric lighting during daytime. The banks should consistently finance green projects, which benefit both their customers and members of society at large, through providing cleaner air and water. Within this consistent service value, the bank's reputation is built accordingly.

Fourth, the banks need to make it easier for consumers to share the bank's reputation through eWOM. Customers perceive that information from their peers is more credible than from the companies (Chang and Lee, 2020). For this reason, banks need to update any information related to their reputation on their website and social media platforms. Any information about the bank and its reputation needs to include a sharing icon so that the

platform's visitors can share it with others through instant messaging and other platforms.

Finally, trust and eWOM among customers indicate their loyalty to the bank. Banks need to continuously increase the customer's trust. To do so, banks need to make their customers feel secure with their accounts and while authorising transactions with the bank. Further, banks need to strengthen eWOM to facilitate the customers' communication with their community. To do so, banks need to be active on their official social media platform, and any information about the bank needs to be shared easily through various platforms, and by email, instant messaging, and other communication tools.

Komentar 5 = Ubah ke dalam gaya penulisan JAM: Font, Tabel, Daftar Pustaka (Hilangkan ( ) dalam penulisan tahun dan " " dalam penulisan judul)

Tanggapan 5 = Terima kasih sarannya. Gaya penulisan sudah sesuai dan penulisan referensi telah menghilangkan ( ) dalam penulisan tahun dan " " dalam penulisan judul.

4. Editor Decision: Accept Submission - <mark>15 September 2022</mark>

Dari:	JAM: Jurnal Aplikasi Manajemen jurnaljam@ub.ac.id
Subyek:	Information
Tanggal:	15 September 2022
Kepada:	burhanudin@perbanas.ac.id

[JAM] Information   External   ➤   Inbox ✕

Jurnal Aplikasi Manajemen <jurnaljam@ub.ac.id>   Thu, Sep 15, 2022, 12:59 PM   ☆   ↩   ⋮

to adyahermawati@gmail.com, yohanameilani, fachrudyasjari, rina.anindita, me, Medina, injiliawua, retno.purwani.setyaningrum, chintataardisa, idawati.kh67, muhammadma97, nurulqomariah, jefrits ▾

Congratulations and thank you for your participation, we have published your article in JAM : Jurnal Aplikasi Manajemen (Journal of Applied Management) Volume 20 No. 3 September 2022. The draft of the article is online on the website, please check the JAM website below.

https://jurnaljam.ub.ac.id/index.php/jam/issue/view/77

Your article can still be revised until September 26, 2022, but revision is only about changing words / sentences, changing the corresponding author, changing / adding / removing authors, changing the list of references, and all should not be excessive to change the page. Please correct your article.

--
Best regards,

JAM (Jurnal Aplikasi Manajemen - Journal of Applied Management)
Management Department Faculty Of Economics And Business Universitas Brawijaya, Malang

Angga Endre Restianto, SST.
Technical Editor.

5. Production - <mark>1 Oktober 2022</mark>

Dari: JAM: Jurnal Aplikasi Manajemen
               jurnaljam@ub.ac.id
Subyek: Information
Tanggal: 1 Oktober 2022
Kepada: burhanudin@perbanas.ac.id