

The Effect of Sharia Principles Application and Service Againsts Customer Satisfaction of Sharia Financial Services Cooperative In Central Java

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Abstract: The purpose of this research is to know the Application effect of sharia principles and service againsts customer satisfaction level of *murabahah* financing product in sharia financial services cooperative in Central Java. The research method is using multiple linear regression test, t test, F test, and R^2 test. The results showed that, from the t test results, the service variables proved to be partially significant effect on customer satisfaction with the result of $t_{count} = 5.821 > t_{table} = 2.035$. While the application of sharia principles variable While the variable application of sharia principles partially has no significant effect on satisfaction with the result $t_{count} = -0.333 > t_{table} = -2.035$. Then, from the results of the F test of both variables, it simultaneously proved to have a significant effect on satisfaction with the results of F_{count} value $30.613 > F_{table} 4.22$. From R^2 test, it is found that the influence of both variables is 65,7% against customer satisfaction, means independent variable that is application of sharia principles and service influenced simultaneously equal to 65,7% to dependent variable that is customer satisfaction, while the rest 34,3% influenced by other variables outside the two variables used.

Keywords: *sharia principles, service, customer satisfaction*

1 Introduction

Talk about the pattern of transactions that exist in the community, where people have a tendency or buying habits of goods by installments either by using conventional financial services or using sharia financial services, but we found that most of the people are still very likely to choose a conventional financing system, this is based on one of the causes that is the lack of understanding of the community, especially the Muslim about the obligation to run the economy in sharia, and also most of the community who still do not understand the products offered by sharia financial institutions, especially products that exist in Sharia financial services cooperative.

However, the people cannot be blamed too. It happens because one of the weaknesses possessed by Sharia financial system is a various contract rules which is considered quite complicated by come people when compared with the conventional financial system that uses the interest system. As a Muslim, this can be solved by using sharia financing. As a Muslim this should be solve by using sharia financing products that is buy-sell agreement *murabahah*, because when compared with other types of agreement in the sharia financial system, *murabahah* agreement has a fairly easy requirement that customers only need to apply for purchase of goods to the Sharia financial services cooperatives (KJKS), then the

Sharia financial services cooperatives KJKS buy goods desired by the customer, then the goods are sold to customers by explaining to the customer from the beginning what the cost of goods purchased from it and how the benefits taken by the Sharia financial services cooperative, then paid in a way in accordance with the agreement which has been agreed upon by both parties.

Then in addition to ensuring customers are satisfied with the products of KJKS, the KJKS need to reward customers by providing quality services to customers, of course this can foster public confidence in the KJKS and financial institutions in general, thus encouraging people to always use the services available in sharia financial institutions especially sharia financial services cooperatives.

Implementation of sharia principles is very important in the implementation of financing at a syariah financial institution, because the core of sharia transactions lies in the contract that was carried out, some previous research has examined the effect of application of Sharia principles and service to customer satisfaction, but has not specifically explained about its effect on customer satisfaction of *murabahah* financing that is considered very needed by the community.

Murabahah financing is the most widely implemented contract in a sharia financial institution in Indonesia, both sharia financial institution in the form of banking and non-banking when compared with other contracts such as *akad mudharabah*, *musyarakah* and others. Where the profit taking from *mudharabah* and *musyarakah* contracts use the profit sharing system from the profit of its business which is of course more complicated the regulations implemented therein. This becomes one of the driving force of Indonesian Muslim community prefer to use *murabahah* financing product

because it is easier and the most important is in accordance with existing Islamic sharia principles.

Therefore, it is very interesting to conduct research, to see the application effect sharia principles and services against customer satisfaction of *murabahah* financing that exist in Sharia Financial Services Cooperative in Central Java.

2 LITERATURE REVIEW

2.1 Service Quality

Service quality is every action or activity which is offered by a party to an intangible party and does not give rise to any ownership (Kotler, 2002: 83).

According to Tho'in (2011) the quality of service becomes an important item to be considered. In order for the services provided can be good quality and can provide satisfaction on the consumer then the company should pay attention to the various dimensions that can create and improve service quality.

According to Royne (1994) service quality becomes the main component, because the main products of the bank that is credit is an offer that is not different and bank services are easily imitated. In this modern age technology is growing so rapidly and all financial institutions vying to offer their products, in general all products of Islamic financial institutions are almost the same from one to another and what distinguishes is the quality of the service itself, so that service becomes the main factor to provide satisfaction to customers.

The quality service plays an important role in shaping customer satisfaction, it is also highly related in providing benefits for the company. The higher the quality provided by the company

then customer satisfaction will also be higher. (Panjaitan and Yuliati, 2016: 266).

2.2 Customer Satisfaction

According to Kotler (1996: 46) customer satisfaction is the level of one's perception after comparing perceived performance with hope. Satisfaction is from all existing members where one can work well. If the service is appropriate, it will be very difficult if there is satisfaction and cost if it will not be satisfied.

Customer satisfaction or dissatisfaction is a customer's response to the evolution of disconfirmation discrepancies perceived between previous expectations and perceived real performance. In this increasingly fierce business competition, more and more producers are involved in meeting the needs and desires of customers, thus causing every business entity to place customer satisfaction as the main objective (Tjiptono, 1997: 24).

2.3 Sharia Principles

Islamic law is a rule of law established by Allah SWT for the benefit of all mankind (Tho'in, 2016: 164). In carrying out any transaction in Islam has been determined some things that should not be done to avoid sin, therefore must apply the principles in sharia. The meaning of the word principle itself is the basis and the principle of truth which is the basic reason of thinking. (Fajri, 2008: 671).

While the word sharia itself comes from the root syara'a language which means the way to the source of water, this can also be interpreted as a path towards the source of life. (Jumantoro, 2005: 307).

The Qur'an itself uses the term *syirah* and sharia in the sense of religion or is

defined as a clear path that is shown by God to man. Sharia is also often used as a synonym of the word *din* and *millah* which has the meaning of all the rules derived from Allah SWT contained in Al Qur'an and Al Hadith which is clear its *nas*. (Arifin, 1974: 200).

Supervision over the implementation of sharia principles in Islamic financial institutions becomes something very urgent and the main thing to do where it is the core of the operational of sharia financial institutions. (Budiono, 2017: 57).

2.4 Murabahah

According to Muhammad (2009: 57) *murabahah* contract is a contract of buy-sell goods, where the seller clearly states the goods traded, including the cost of goods purchased to the buyer, then the seller requires the buyer of profit or profit in a certain amount. Another definition of *murabahah* is the buy-sell goods at the cost of goods by adding profits according to the agreement.

In the *murabahah* agreement, the seller must inform the cost of the purchased product and determine the amount of profit in addition; *murabahah* can be made for the purchase order and commonly referred to as *murabahah* to the buyer (Muhammad, 2009: 57).

3 Research Methods

The kind of this research is descriptive qualitative. The population taken in this research is all *murabahah* financing customers in sharia finance services cooperative *Mass Group* in Central Java. In this study the researchers used probability sampling technique or random sampling and simple. The number of samples taken are 35 person. Where hypothesis testing by

using multiple linear regression test, t test, F test, and test R^2 .

4 Results

4.1 Multiple Linear Regression Analysis

This regression analysis aims to examine the effect of independent variables of application of sharia principles (X1) and service variable (X2) to the dependent variable of Satisfaction (Y), from the statistical test results obtained the following results:

Table 1. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,974	2,921		1,360	,183
X1	-,058	,174	-,048	-,333	,742
X2	,161	,028	,843	5,821	,000

Source: Primary Data Processed, 2018

Based on the table above, it is known the equation as follow:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 3,974 - 0,058 X_1 + 0,161 X_2 + e$$

From the equation of multiple linear regression analysis above, it can be explained some things as follows.

- The constant value of 3,974 which shows that if X variable is 0 then the value of customer satisfaction against the application of sharia principles and service is 3,974.
- The value of customer perception coefficient against the application of sharia principle on regression model is (-0,058)0, means that the variable of the application of sharia principle (X1) has negative effect on customer satisfaction (Y). Each increase of one unit on application of sharia principles variable (X1) then customer satisfaction (Y) decreases 0,058.
- The value of customer perception coefficient against the service on regression model is 0,161, means the

service variable (X2) has positive effect against the customer satisfaction (Y). Each increase of one unit service variable (X2) then customer satisfaction (Y) increase 0,161.

4.2 Uji t

Table 2. t Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
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X2	,161	,028	,843	5,821	,000

Source: Primary Data Processed, 2018

a. X1 (Application of Sharia principles)

Based on the calculation result, it gained $t_{\text{count}} = -0,333 > t_{\text{table}} = -2,035$ and significant value $0,745 > \alpha = 0,05$. then it can be concluded that H_0 which means the application of sharia principles has no significant effect on customer satisfaction of *murabahah* financing in *Mass Group* cooperative in Central Java.

b. X2 (Service)

Based on the calculation result gained $t_{\text{count}} = 5,821 > t_{\text{table}} = 2,035$ and the significant value $0,000 < \alpha = 0,05$. then it can be concluded that H_0 rejected which means the service has significant effect on the customer satisfaction of *murabahah* financing in *Mass Group* cooperative in Central Java.

4.3 F Test

F test aims to know whether variable X1 and X2 simultaneously has significant effect on Y variable or not. From the processing data it gained the data as follows:

Table 3. F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85,077	2	42,539	30,613	,000 ^b
	Residual	44,466	32	1,390		
	Total	129,543	34			

source: Primary Data Processed, 2018

From the *Anova* result it gained the value of *Fcount* is 30,613 with significant level of 0,00. Because of the significant value less than 0,05 and *F count* (30,613) is bigger than *F table* (4,12) then H_0 rejected. So it can be concluded that the application of sharia principle and service is simultaneously has significant effect on h)the level of customer satisfaction of *murabahah* financing in *Mass Group* cooperative in Central Java.

4.4 R^2 Test

This test uses to know how much the influence of application sharia principles variables (X1) and customer variable (X2) against satisfaction variable (Y) then it done determination test (R^2) and produce the following data:

Table 4. R^2 Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,810 ^a	,657	,635	1,179

Source: Primary Data Processed, 2018

From the above data seen the value of adjusted coefficient of determination (adjusted R^2) of 0.657 means that independent variables namely the application of Sharia principles and services simultaneously affecting 65.7% of the dependent variable is customer satisfaction, while the remaining 34.3% influenced by other variables outside the two variables used.

5 Discussion

From the validity test used SPSS application can be seen that all questions point in questionnaire amount 25 points proved valid, it can be seen from the *Pearson Correlation* value in every question point is bigger than *r table* (0,334) besides that every variable also proven reliable seen from the variable application of sharia principles (X1) which there are 5 questions point which in it has *Cronbach's Alpha* value of 0,706 which is bigger than 0,6. Then satisfaction variable (Y) which contain 5 questions in it has the value of *Cronbach's Alpha* of 0,839 which is bigger than 0,6, it shows that all that variables are reliable.

The value of constant on multiple linear regression analysis is 3,974 it shows that if the variable X is 0 then the value of customer satisfaction on the application of sharia principles and services amounted to 3.974. Then the value of customer perception coefficient on the application of Sharia principles on regression model of (-0.058), meaning that variable application of sharia principles (X1) has a negative effect on customer satisfaction variable (Y). Each increase of one unit on variable application of sharia principles (X1) then customer satisfaction (Y) decreased 0,058. While the value of customer perception coefficient on service on regression model equal to 0,161, meaning service variable (X2) have positive effect to customer satisfaction (Y). Each increase of one unit in service variable (X2) then customer satisfaction (Y) increases 0,161.

On X1 variable that is the application of sharia principle according to the result of data processed above proved that the variable of the sharia principles partially has no significant effect on customer satisfaction of *murabahah* financing in KJKS Mass Group in Central Java. From this result shows that the calculation result

gained $t_{\text{count}} = -0,333 > t_{\text{table}} = -2,035$ and significant value $0,742 > \alpha = 0,05$. Then it can be concluded that H_0 accepted which means the application of sharia principles has no significant effect on customer satisfaction. So, it can be concluded that which making application of sharia principles has no effect on customer satisfaction level of *murabahah* financing in KJKS Mass Group in Central Java is because the lack of customers awareness on the importance of applying the principles of sharia in using the existing financial services.

Then on variable X2 that is services accordance to the data processing result above it proved that services variable partially has significant effect on customer satisfaction on *murabahah* financing in KJKS Mass Group in Central Java. It can be seen from the calculation result gained $t_{\text{count}} = 5,821 > t_{\text{table}} = 2,035$ and significant value $0,000 < \alpha = 0,05$. Then it can be concluded that H_0 rejected which means customers has significant effect on customer satisfaction on *murabahah* financing in KJKS Mass Group in Central Java. From this result show hypothesis (H_2) this research which states that service variable partially has significant effect on customer satisfaction proven true. Thus, it can be concluded that the main factors that affect the level of customer satisfaction in using financial services in KJKS Mass Group in Central Java is because of the service was done by KJKS itself to the customers. In the test can also be known the effect of Sharia Principles application and simultaneously Service to customer satisfaction of *murabahah* financing in KJKS Mass Group in Central Java, the test yields F value of 30.613 with a significance level of 0.00. Since the significance value is less than 0.05 and the F value count (30.613) is bigger than F table (4.12) then H_0 is rejected. So it can be concluded that the application of Sharia principles and

services simultaneously has significant effect to the level of customer satisfaction on *murabahah* financing in KJKS Mass Group in Central Java. From this result shows the hypothesis (H_3) in the thesis that the variable Sharia principles application and services simultaneously has significant effect on customer satisfaction proved true. Thus, it can be concluded that what makes the application of Sharia principles and services combined to satisfy *murabahah* financing customers is because there is a significant service influence in it, while the application of Sharia principles is only a supporting factor in providing satisfaction to *murabahah* financing customers itself.

After that to know how much the influence of sharia principles application and service to the satisfaction of *murabahah* financing customer in KJKS Mass Group in Central Java, so researcher use Determination test (R^2). From the results of data processing is known value of adjusted coefficient of determination (adjusted R^2) of 0.657 which means that independent variable is the application of Sharia principles and Services simultaneously affecting 65.7% of the dependent variable that is customer satisfaction, while the remaining 34.3% influenced by other variables outside the two variables used.

6 Conclusion

From the discussion above, it can be concluded that the result of t test is proven partially has significant effect on satisfaction with the result of $t_{\text{count}} = 5,821 > t_{\text{table}} = 2,035$. While the application of sharia principles variables partially has no significant effect on satisfaction with the result of $t_{\text{count}} = -0,333 > t_{\text{table}} = -2,035$. Then from the result of F test of both variables simultaneously proven that it has significant effect on satisfaction with f_{count}

30,613 > F tabel 4,22. From the result of R^2 test it is known that the effect of both variables is 65,7% against dependent variable that is customer satisfaction, while the remaining 34.3% is influenced by other variables outside the two variables used.

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