

# Analisis Faktor-Faktor Pendorong Customer Engagement sebagai Strategi Pemasaran Layanan Bank Syariah di Indonesia = Analysis of The Supporting Factors for Customer Engagement as A Marketing Strategy for Islamic Banking Services in Indonesia

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## Abstrak

Persaingan di pasar perbankan di Indonesia saat ini sangat kompetitif, hal ini juga mengakibatkan lambatnya perkembangan perbankan syariah. Untuk mendukung perkembangan perbankan syariah di Indonesia, diperlukan berbagai strategi, salah satunya dengan melibatkan nasabah secara langsung dalam memasarkan produk dan layanan perbankan syariah melalui engagement behavior. Penelitian ini didasarkan pada teori keterlibatan dan literatur pemasaran hubungan untuk mengusulkan bahwa Customer Perceived Value (CPV) dan Relationship Quality (RQ) yang diwakili oleh tiga dimensinya, yaitu Satisfaction, Commitment dan Trust, adalah anteseden Customer Engagement (CE). Selain itu, hubungan mediasi antara CPV dan CE melalui Satisfaction, Commitment dan Trust akan diuji untuk lebih memahami pengaruh CPV pada CE. Kesadaran Nilai Pelanggan (CVC) dimasukkan ke dalam model sebagai moderasi dari kondisi dampak positif yang dihipotesiskan dari CPV pada Kepuasan, Komitmen, Kepercayaan dan CE. Temuan penelitian ini diharapkan dapat memberikan kontribusi dalam membantu memasarkan produk dan layanan perbankan syariah sehingga dapat mempercepat perkembangan perbankan syariah di Indonesia.

.....The competition in the banking market in Indonesia is currently very competitive, this has also resulted in the slow development of Islamic banking. To support the development of Islamic banking in Indonesia, various strategies are needed, one of which is to directly involve customers in marketing Islamic banking products and services through engagement behavior. This study is based on engagement theory and the relationship marketing literature to propose that Customer Perceived Value (CPV) and Relationship Quality (RQ) represented by its three dimensions, namely Satisfaction, Commitment and Trust, are antecedents of Customer Engagement (CE). In addition, the mediating relationship between CPV and CE through Satisfaction, Commitment and Trust will be tested to better understand the effect of CPV on CE. Customer Value Consciousness (CVC) was entered into the model as a moderation of the hypothesized positive impact conditions of CPV on Satisfaction, Commitment, Trust and CE. The findings of this study are expected to contribute in helping to market Islamic banking products and services so as to accelerate the development of Islamic banking in Indonesia.