IMPACT OF WEB DESIGN, ASSURANCE, CUSTOMER SERVICE AND BRAND IMAGE ON INTENTION TO ADOPT INTERNET BANKING AND CUSTOMER LOYALTY AT BANK CENTRAL ASIA (BCA)

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Abstract : The intention to use a product is one of the most important factors that must be considered by all companies to be able to make the product attractive and used by people. The purpose of this paper is to analyse, relation between Website Design, Assurance and Customer service towards Intention to adopt internet banking and Customer Service and Brand Image towards Customer Loyalty. A literature review was developed to prove that there are few factors related to intention to adopt internet banking and customer loyalty. Besides, the methodology related to intention to adopt internet banking and customer loyalty allows firms to know which factors are important to increase their customer intention and loyalties. This research proved that web design, customer service have an effect on intention to adopt internet banking and customer service and brand image have an effect on customer loyalty, but in this research, assurance have no effect on intention to adopt internet banking. This article was conducted on 111 respondents which located in DKI Jakarta with age range of under 25 years old to 35 years old. This research only addresses several variables namely Website Design, Assurance, Customer service, intention to adopt internet banking and customer loyalty. This is a replication model of a journal written by Rahi & Ghani (2018), this research conducted specifically on customers of Bank Central Asia (BCA) which helps Bank Central Asia to understand what factors are important to increase their number of customers to adopt their internet banking facility.

Keywords: Website Design, Assurance, Customer Service, Brand Image, Intention to use a product and Customer Loyalty.

1. Introduction

In this Modern Era, Almost all of the Bank Companies have started to move into the digital era, customers of banks have begun to use facilities that make it easier for customers to conduct their transactions. One example of the facilities available is Internet Banking. Almost all of people, especially those domiciled in crowded areas, must use Bank facilities. Plus the movement of the era that is slowly changing from conventional to digital makes all people more interested in everything that is digital so that in this research will be discussed about Internet Banking.

In all bank companies, of course there are few important things to be maintained, one of which is the intention of people to adopt the facilities provided by banks which are currently being discussed is Internet Banking, with Internet Banking, this will make easier for all customers to make transactions just for check account balance or other making other transactions such as fund transfers and others. Knowing the factors that influence the Intention of people to use Internet Banking will provide an overview of the Bank whether the Internet Banking facilities will be in great demand and used by their customers or not. But according Wikan, Suhesti & Paidi (2018) assurance did not significantly influence the members' satisfaction.

In addition to the intention of people to adopt Internet Banking, there are factors that must be considered by the Bank such as Customer Loyalty. After Bank customers are interested and have used internet banking facilities, it is also necessary to know whether this facility will be used continuously by bank customers or only temporarily, so Customer Loyalty factors need to be found out what affects

these factors so that the Bank can make strategies so that their customers can make this Internet Banking continuously used by all of their customers.

2. Literature Review

Website Design

According to the Journal written by Liu, Bao, Liu, & Wang (2011), website is a site that provides users with online information and information-related services, such as search functions, community building features, commerce offerings, personal productivity applications, and a channel of communication with the site owner and peer users. Website design has been studied outside of various perspectives. According to Cato in a journal written by Flavian, Gurrea, & Oru (2008)the design process is a 'process of creating an artefact with structure of form which is planned, artistic, coherent, purposeful, and useful". Website Design is a process of creating a site that provides information online and provides services related to information to customers, with a form of design that is planned, artistic, coherent, purposeful, and useful.

Assurance

According to Parasuraman in the journal written by Cristobal & Flavia (2007), Attribute of assurance are the term given in the services world to describe the sensation that a customer services supplier transmits in terms of security and credibility. According to Wolfinbarger M & Gilly M in the journal Rahi & Ghani (2018) it gives a view that in online environment security and privacy is the main obstacle for the growth of e-commerce.

Customer Service

Based on the journal written by Bassham (2007), customer service is defined as an organization's ability to consistently meet the needs and expectations of its customers. When a company has adopted the marketing concept, at first the orientation of the company is a product but when the company has adopted the marketing concept, the orientation of the company must change to customer orientation. According to Kaliski in the journal written by Bassham (2007)defines that the basis of the concept of marketing is a business philosophy that leaves no doubt in the minds of every company employee, and customer satisfaction is paramount, all energy is directed at satisfying the customer's energy. According to Nobrega et al. In the journal written by Dash, Havaldar, & Alexander (2014) identified core service as teaching and ancillary services having two components which are complementary and supplementary services.

Brand Image

Brand image has become a very important concept for consumer behavior since the beginning of 1950. According to Aaker in a journal written by Alhaddad (2015), brand Image is defined as aset of brand association that are anything linked in memory to a brand, usually in some meaningful way. According to Campbell in the journalAlhaddad(2015), brand image can be defined as a combination of consumer perceptions and beliefs about a brand. According to Kotler and Armstrong brand image can be defined as a set of beliefs held about a particular brand. According to Bivainiené in the journal written byAlhaddad (2015), brand images are a multifunctional set of tangible and intangible features, which allows the consumer to identify the product.

Customer Loyalty

Oliver in a journal written by Babe & Oeconomica(2015)defines loyalty as a deeply held commitment to rebuy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour. According to Dehghan and Shahin in the journal written byBabe & Oeconomica(2015), theyidentified five dimensions of loyalty

from services literature namely repeat purchase of a service, resistance to switching, provision of positive word-of-mouth, identifying with a service and preference for a particular service provider. Customer loyalty has been explored in several sectors in different ways. According to Andreassen in the journal written by Rahi & Ghani (2018) defines customer loyalty as loyalty where the customer's favourable attitude towards an electronic business, resulting in repeat purchasing. According to Cyr, Deng, Lu, Wei & Zhang in the journal Rahi & Ghani (2018) defines loyalty is a commitment to consistently revisit a website because of the shopping without switching on others websites. Whereas in the banking context, according to journal written byRahi & Ghani(2018),defines loyalty as aconsistency in revisiting bank websites due to financial transactions or to obtain financial information from the bank's website.

Hypothesis Development

According to Cato in a journal written by Flavian et al.(2008), the design process is a process of creating artifacts with a planned, artistic, coherent, directed and useful form structure. According to Onukwugha (2011), a website must be designed or designed with all the features proposed by Cato with the aim of generating customer affective status and to increase online visits or their purchase intentions. Based on the description above, the hypothesis can be made as follows:

H_1 : A good Website Design will improve the Intention to adopt Internet Banking.

According to Cristobal in the journal Rahi & Ghani (2018)in the service sector the term assurance means the security and credibility that the company gives to customers. Assurance attributes are the terms given in the service world to describe the sensation that the customer service provider transmits in terms of security and credibility. Cristobal & Flavia (2007). Based on the description of the theory above, the hypothesis can be made as follows:

H_2 : A good Assurance will improve the Intention to adopt Internet Banking.

One of the way to achieve customer satisfaction is customer service. Customer service is the gateway to customer experience. Operators who can achieve high-level services will be in a good position to win market share from low-cost competitors. Good customer service is the key to maintain existing customers.Srivastava (2013). In order to gain customer loyalty and growth in sales, a manufacturer must not only offer the basic superior quality of goods / services, but must also offer superior quality basic and additional customer service.Dash, Havaldar, & Alexander (2014). Based on the description of the theory above, the hypotheses can be made as follows:

H_3: A good Customer Service will improve the Intention to adopt Internet Banking.

H_4 : A good Customer Service will improve the Customer Loyalty.

According to Wood in a journal written byOgba & Tan (2009), brand image is tailored to the needs and wants of a target market so as to facilitate brand loyalty. Based on the description above, the hypothesis can be made as follows:

- H_5 : A good Brand Image will improve Customer Loyalty.

From the description of the hypothesis development theory above, a research model can be described which can be seen in Figure 1 below:
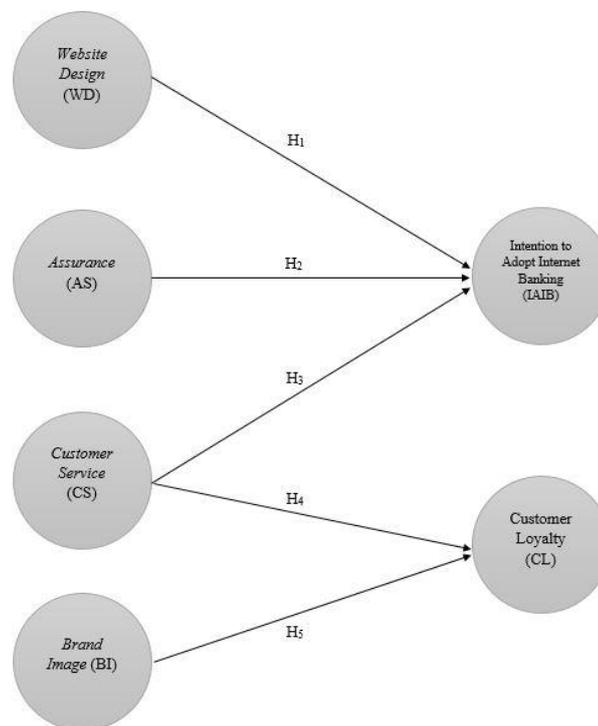
Figure 1. Research Model Framework

3.   Research Methods

This research was conducted on customers of Bank Central Asia (BCA) with a population of 111 respondents. The variables studied were Website Design (WD), Assurance (AS), Customer Service (CS), Brand Image (BI), Intention to adopt Internet Banking (IAIB) and Customer Loyalty (CL). Thisresearch was conducted in December 2018 until January 2019 with a descriptive analytical research method. Data analysis in this research were used using Structural Equation Modeling (SEM).

This research uses 4 independent variables which are Website Design, Assurance, Customer Service and Brand Image. This research also uses 2 dependent variables which are Intention to adopt Internet Banking and Customer Loyalty. Measurement of Website Design, Assurance, Customer Service and Intention to adopt Internet Banking variables in this research uses the indicators which done earlier by Rahi & Ghani (2018)while for the Brand Image and Customer Loyalty variables in this research using the indicators which also done earlier by Rahi & Ghani (2018)and several indicators are also added using the model proposed by Onukwugha (2011). Furthermore, a validity test and reliability test will be conducted to ensure that the indicators used are valid and reliable. The validity test of this research is carried out by using Confirmatory Factor Analysis by looking at the value of Kaiser-Meyer-Olkin Measure of Sampling (KMO) and Measures of Sampling Adequacy (MSA). In this test the value obtained must be greater than 0.5, which means that the analysis of factors is appropriate or suitable for use. In this research there were a total of 20 indicators from the beginning there were 22 indicators, but in the validity test there were 2 indicators that were invalid so they had to be discarded/removed. The scale of Website Design consists of 3 questions and all three questions are valid and reliable. The Assurance Scale consists of 3 questions and all three questions are valid and reliable. Customer Service Scale consists of 3 questions and all three questions are valid and reliable. Brand image consists of 5 questions and 1 of the five questions is invalid so there are 4

questions that can be use for further process. The intention to adopt Internet Banking consists of 3 questions and all three questions are valid and reliable. Customer loyalty consists of 5 questions and 1 of the five questions is invalid so there are 4 questions that can be use for further process. After testing the validity, this indicators were tested for reliability using the Cronbach Alpha value whose value must be greater or equal to 0.7. The meaning of reliable itself means that it can be trusted as a data collection tool in research. The next stage, the data is processed using the Structural Equation Modeling (SEM) analysis method using the LISREL application to get its t value.

4. Finding And Discussions

This research has five focus areas that examine the relationship between Website Design, Assurance and Customer Service in effect to Intention to adopt internet banking and customer service and Brand Image in effect to Customer Loyalty. The results of this research indicate that four out of the five hypotheses proposed turned out to support the hypothesis and 1 of 5 proposed hypotheses turned out not to support the hypothesis, which as the SEM testing was done and can be seen in Figure 2 below:
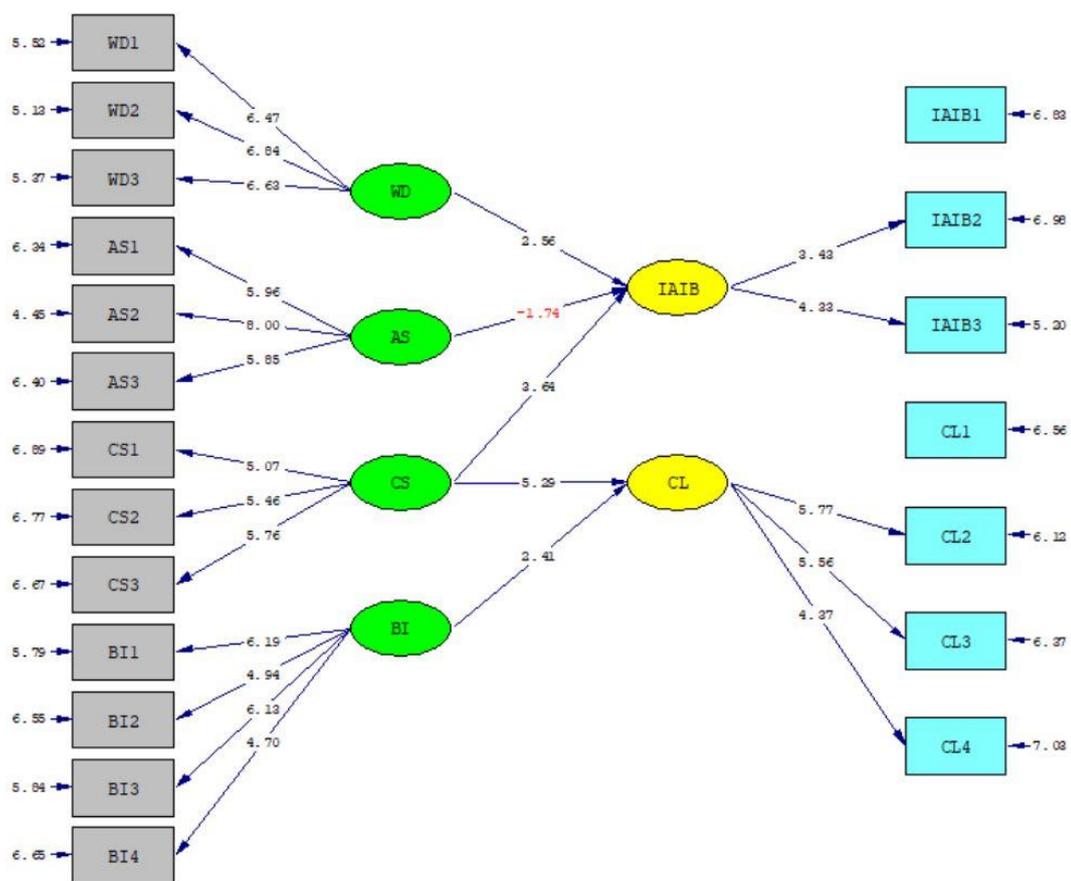

Figure 2. Path Diagram T-Value

Based on Figure 2, Path T-Value diagram above which is the result of hypothesis calculations in this research, below is a structural equation for this research:

Hypothesis Number	Hypothesis Statement	Value of T	Result
H_1	A good Website Design will improve the Intention to adopt Internet Banking	2,56	Data result support hypothesis
H_2	A good Assurance will improve the Intention to adopt Internet Banking	-1,74	Data result not support hypothesis
H_3	A good Customer Service will improve the Intention to adopt Internet Banking	3,64	Data result support hypothesis
H_4	A good Customer Service will improve the Customer Loyalty	5,29	Data result support hypothesis
H_5	A good Brand Image will improve Customer Loyalty	2,41	Data result support hypothesis

Discussion

In testing hypotheses, the results of the first analysis, which is Website Design, will improve the intention of people to adopt internet banking. This is proved by the value of t count of 2.56. This 2.56 value is greater than 1.96 so that it can be stated that the data taken significantly supports the first hypothesis of this research. This is in accordance with previous research conducted by Rahi & Ghani (2018) which states that there is a relationship between website design and the intention to adopt internet banking. The second analysis, which is a good assurance, will increase people's intention to adopt internet banking. This is proved by the value of t count of -1.74. This value of -1.74 is smaller than 1.96 so it can be said that the data taken does not support the second hypothesis of this research. The results obtained are in accordance with the results of previous research conducted by Fisher & Chu (2009) which states that the assurance variable does not affect the intention variable. The third analysis, which is good customer service, will increase people's intention to adopt internet banking. This is proved by the value of t count of 3.64. The value of t count of 3.64 is greater than 1.96 so that it can be said that the data taken significantly supports the third hypothesis of this research. This is in accordance with previous research conducted by Rahi & Ghani (2018) which states that there is a relationship between customer service variables with the intention to adopt internet banking. The fourth analysis, which is good customer service will increase customer loyalty. This is proved by the calculated t value of 5.29. The value of t count of 5.29 is greater than 1.96 so that it can be said that the data taken is very significant supporting the fourth hypothesis of this research. This is in accordance with previous research conducted by Rahi & Ghani (2018) which states that there is a relationship between customer service variables with customer loyalty variables. The fifth analysis, which is a good Brand Image will increase customer loyalty. This is proved from the value of t count of 2.41. The value of t count of 2.41 is still greater than 1.96 so it can still be said that the data taken is still significant in supporting the fifth hypothesis of this research. This is in accordance with previous research conducted by Rahi & Ghani (2018) which states that there is a relationship between variable brand image and customer loyalty.

Managerial Implication

Based on the results of this research, it is expected to be able to provide benefits to Bank Central Asia (BCA). The benefit that is intended is that companies can understand the factors that directly affect their customers' intentions in terms of internet banking subscriptions, other benefits also so that companies can recognize the factors that are directly related to things that can make their customers loyal to use the internet banking facilities. In this research, it can be seen that a good website design factor will increase the customer's intention to use internet banking facilities so that the company must strive to make the website design easy to understand and interesting to see. Another factor that influences customers' intentions in using internet banking facilities is Customer

Service. This research provides evidence that good customer service can increase people's intention to use internet banking facilities so it is very important to pay attention to the quality of internet banking customer service so that customers can be interested in using internet banking. Customer service also affects customer loyalty in using internet banking facilities. Good customer service quality will make customers loyal to using internet banking facilities, for example when there is a problem, the internet banking system must provide guidance for customers how to resolve the problem so that customers are not confused in dealing with the problem. Brand Image also influence the customer loyalty in using internet banking facilities so that as a bank, it is necessary to improve and maintain the bank's brand image so that customers are interested in trying out each new facility provided by the bank without any fear and doubt. After this research, it is expected that banks can improve the quality of their services and brands so that number of customers who are interested in adopting internet banking facilities can increase.

5. CONCLUSION
Conclusion

The results that can be concluded from this research are first, good Website Design will increase people's intention to adopt the Internet Banking Facility. Second, the assurance does not affect people's intention to adopt Internet Banking facility. Third, good Customer Service will increase people's intention to adopt the Internet Banking Facility. Fourth, good Customer Service will increase the level of customer loyalty to Internet Banking and fifth, a good Brand Image will increase the level of customer loyalty to Internet Banking.

Limitation

Limitation of this research refers to several factors of weakness and scope of this research. The weakness of this research is that this research does not use set error of covariance. Some of the limitations of this research are that this research was only conducted on BCA (Bank Central Asia) customers, 111 respondents who were domiciled in the DKI Jakarta area, age of respondents from this research were only under 25 years old and 26-35 years old. Apart from the limitations above, this research also only addresses limited Website Design variable, Assurance variable, Customer Service variable, Intention to Adopt Internet Banking variable and Customer Loyalty variable.

Suggestion for Future Research

For future research other variables and other dimensions can be added to this research on Internet Banking. Research in the future is also expected to be able to use data from respondents that are widespread in all regions of Indonesia, a wider age range and a greater number of respondents so that more objective results can be obtained with wider coverage.

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