

ROLE OF DEMOGRAPHY AS MODERATING EFFECTS OF SATISFACTION, TRUST AND COMMITMENT ON BANK CUSTOMER LOYALTY

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Abstract—This research aims to determine the effects of satisfaction, trust and commitment on customer loyalty and role of customer demography as moderating variables of the effects of satisfaction, trust and commitment on BNI customer loyalty. These research populations are all BNI customers having bank accounts more than 2 years and are more than 17 years old. The approach used is survey method to 400 respondents distributed in 12 regencies or cities that are determined by proportional random sampling. The analysis tool is Partial Least Squares. Results of the research indicate that satisfaction does not affect significantly on customer loyalty, meanwhile customer trust and commitment affect positively and significantly on customer loyalty. Then, customer demography serves as the moderating effects of satisfaction on customer loyalty but trust and commitment do not serve as the moderating variable

Index Terms— Satisfaction, Trust, Commitment, Demography, and Customer Loyalty

1 INTRODUCTION

The paradigm shift of transactional marketing thinking into relationship marketing, is caused by the reality that there are increasingly customer demands and more varied ones; there are increasing rapid and global competition conditions; and customers have more freedom to select their choice to buy any products or service produced by their preferred companies. To face these conditions, company management must make paradigm shift of transactional marketing into relationship marketing, because if it is not, the company will lose their former customers since they are taken by competitors. Globalization has provided increasing high effects on competition and market saturation has forced companies to develop strategies to be directed to create loyalty particularly for any companies with low level of growth. To achieve this goal, company must apply relationship marketing namely by creating strong relationships with the customers..

According to T. van Vuuren (2012) stating that the core of relationship marketing is not only to try to obtain new customers, but it is also to build and maintain long term relations, between company and customers. Eternity of long term relations between company and customers is affected by some factors, namely satisfaction, trust and commitment, maintaining and improving quality of relationships T. van Vuuren (2012). Based on this thinking, then there will be long term relationships between company and customers if the company has and can provide satisfaction that is well-adjusted or more than customer expectation, mutual trust and have high commitment to maintain and improve quality of the relationships.

The increasingly rapid competition is required the company to keep improving its performance as an effort to improve

its profitability, including in service sector (Vikas Kumar et, al 2011). Statistic Data Bank Indonesia (BI) until the end of 2016 stated that collection of the Third Party Funds (DPK) of public banks had faced 15,6% year to year (yoy) growth. Bank capability to maintain its growth is inseparable from its efforts to maintain and improve its customer loyalty.

There is an interesting in Bank Negara Indonesia (BNI) as the government bank and the oldest bank in Indonesia. It is about the behavior of making bank account in other banks after making bank account in BNI. This causes some of BNI market targets taken by other banks. Customer satisfaction, trust and commitment do not necessarily create customer loyalty, so that it is necessary for a strategy to reveal and build the customer loyalty. (Kotler and Keller, 2009), customer needs and desire greatly affects on age and gender. Male and female customer satisfaction, old and young ones in reaching customer loyalty certainly face difficulty since each individual has different point of view so that it can affect on different behavior and response on certain product.

Some research results express the role of customer demography on forming customer loyalty among of which income demography (Qayyum, Abdul 2013), Yusuf, (2015), Mittal Komakura (2011) also stated different thing, namely men have moderating effect on satisfaction relationship with loyalty. Trust on loyalty has been studied by Al Naser-Nahla, (2010), in his research testing on role of gender in providing effects on trust relationship with loyalty, Meena Rambocas, (2011) Gender is also called as one of the factors affecting on customer behavior (Kay M. Palan., (2011).

It is also interesting to further study the phenomena, theory and research gap of previous research results. Therefore, this

phenomena study and analyze the role of demography with 4 indicators namely age, gender, income and education as the approach to build banking customer loyalty. This research expects contribution namely to build banking customer loyalty through demography approach. This research aims to analyze the effects of customer satisfaction, trust and commitment and the role of demography as the moderating effect variable of satisfaction, trust and commitment on BNI customer loyalty.

2 LITERATURE REVIEW

Loyalty literally means as faithfulness, namely one faithfulness to one object. Oliver, (1997) expressed that customer loyalty serves as customer commitment for long term subscribe or consistently making product re-purchase in the future, though marketing situation effects and works can lead to behavior changes. Mowen, J.C, and Minor.M (1998) defined customer loyalty as a condition in which the customers have positive attitude on an object, have commitment on the object, and intend to keep buying it in the future. (Griffin, 2002) stated that loyalty is defined as non random purchase expressed by making a series of decision making all the time. Based on the definition, it can be seen that loyalty is addressed to a behavior shown by re-purchase based on decision making unit.

Loyalty is a form of customer behavior, particularly as the variable describing an intention or interest to act in the future (behavior Intention). Measuring loyalty variable is conducted by attitude and behavior approach. Measuring the attitude is conducted on purchase consistence and re-purchase. As expressed by Morgan and Hunt, 1998; Henning-Thurau (2002) that the key construct of relationship marketing is the relationship between satisfaction, trust and commitment on loyalty.

Customer Trust is defined as a trust that partner's words or promises are trustable and they meet their obligation in a relationship (Ndubisi, 2007). Related to long term relationship, trust is proportioned to have positive relationship with loyalty. Ndubisi (2007) described that higher company intention to create relationship marketing strategy will lead to higher customer trust on the company. Customers have right to decide which product to be purchased without any coercion and demands by any external parties. Therefore, it is necessary for the company to create more stable condition, provide mutual prediction in a more easily manner on partner behavior so that customers will be reluctant to change product providers (Bennet et.al (2001).

In the effort to build long term relation with the customers, it is necessary for the company to provide directed services to addressed target market. The company must group the customers in certain groups with similar characteristics and properties. The arranged groups are called as market segment, meanwhile the work to group is called as market segmentation. According to Assauri (2014), market segmentations is a process of dividing heterogeneous markets into buyer of customer group having homogenous characteristics or properties and meaningfulness for the company. Demography factors differ the market into some groups, such as age, gender and education. Kanuk and Schiffman (2008) stated that demo-

graphic information is the most effective manner from the aspect of cost and the easiest way to determine target market. Assael (2004) stated that marketers use demographic characteristics to illustrate and understand market in a better manner concerning their potential product users.

According to Engel et.al (1994), decision making process of customer purchase is one of which affected by demography. Then Lupiyoadi, R (2006), described that demography is dividing the market or consumer based on age, gender, income, and education variables. There is consumer grouping since the company cannot connect with all its customers in large, broad or diverse markets. But the market should be grouped in order to serve consumers effectively so as to provide satisfaction to consumers. The demographic indicators used in this study are Lupiyoadi, R (2006) indicators, namely (1). age, (2). gender, (3). education and (4). income.

Based on study theories and empirical then, it is developed hypotheses as follows: H1 Satisfaction has positive and significant effects on loyalty, H2 Trust has positive and significant effects on loyalty, H3 Commitment has positive and significant effects on loyalty, H4 Demography moderates the effects of satisfaction on loyalty, H4 Demography moderates the effects of trust on loyalty and H5 Demography moderates the effects of commitment on loyalty.

3 METHODS

These research populations are all BNI customers namely there are 107,135 customers distributed in 12 regencies / cities namely: Kendari and Bau-bau, KLN Mandonga, Anduonohu, Lepo-Lepo, Kolaka, Pomalaa, Bombana, Una, Bau-Bau, Wajo Market, Raha and Wakatobi branch offices. The sampling technique used simple random sampling with customer criteria are one with more than 2-year savings and in the age of more than 17 years. Sample size determination used simplified formula for proportions Yamane, Taro, (1967) and formulation result obtained values by 399.99 rounded by 400 and precision value = 5%,

The data collection process is conducted by distributing questionnaires. In order to effectively obtain faster and more accurate data, the researcher involved several partners in several locations of research areas to help the distribution and wait for the questionnaire. The previous partner has obtained the description from the researcher in detail about the questionnaires items mentioned in the questionnaires to avoid any misinterpretation. Interview techniques are also conducted to support and uncover the facts behind the analysis findings. Here are the respondents' characteristics

Table 1. Respondents' Characteristics

Attribute	Item	Frequency	%
Age	17-24	42	10,50
	25-32	112	28,00
	33-42	142	35,50
	44-52	73	18,25
	53-60	31	7,75
Gender	Male	258	64,50
	Female	142	35,50
Education	Primary school	3	0,75
	Junior high school	3	0,75
	Senior high school	155	38,75
	Bachelor	221	55,25
	Postgraduate	18	4,50
Income	1.500.000 - 4.200.000	274	68,50
	4.200.001 - 6.900.000	74	18,50
	6.900.001 - 9.600.000	30	7,50
	9.600.001 - 12.300.000	16	4,00
	12.300.000 - 15.000.000	6	1,50
Work	Government Employees	78	20,00
	Private Employees	155	39,00
	TNI/Indonesian Police	16	4,00
	Entrepreneur	151	38,00

Based on Table 1, it can be seen that based on the respondents' age, there are 142 respondents (35.50%) in the age of 33-42 years old; there are 112 respondents (28%) in the age of between 25-32; there are 73 respondents (18, 25%) in the age of 44 - 52 years old; there are 42 respondents (10.50) in the age of 17-24 years old and the smallest group is the customers with age of 53-50 years old, namely 31 respondents (7.75 %). Furthermore, the respondents based on the gender are dominated by men, namely there are 258 respondents (64.50%) while there are 142 female respondents (35.50%). Furthermore, the respondents' education level shows that most respondents have undergraduate education, namely 221 people (55.25%), post-graduate respondents,, namely 18 people (4.50%); there are also 155 respondents with high education level or (38.75%), and there is only a small proportion of respondents who still have junior high education namely 3 (three) people (0.75%) and there are also 3 respondents with elementary school education level (0.75%).

The high level of BNI customer education reflects that BNI customers are increasingly selective in determining banks to save and it is preceded the process by seeking information to other banks. Further, respondents' description by income level indicates that most respondents have low income. This finding illustrates that majority of BNI customers is classified as having low income level.

Based on the justification of respondents' job characteristics, it is found that BNI customers are dominated by customers who have employment as private employees, namely there are 155 people (39%). Field facts show that private employees who save in BNI though are quite satisfied but they still show less loyal behavior.

4 ANALISYS

Data analysis used is Partial Least Square (PLS). In the PLS

model, there are 2 types of basic evaluation, namely measurement model (outer model) to determine latent variable validity and reliability and assess structural model (inner model).

Evaluation structural model (inner model).

The inner model structural model is evaluated by looking at the coefficient value of inter-latent variable path lane. Processing results with Partial Least Square (PLS), path coefficient of direct and moderation effects are presented in Fig. 1:

Figure 1 Diagram of Path Coefficient (Bootstrapping Result)

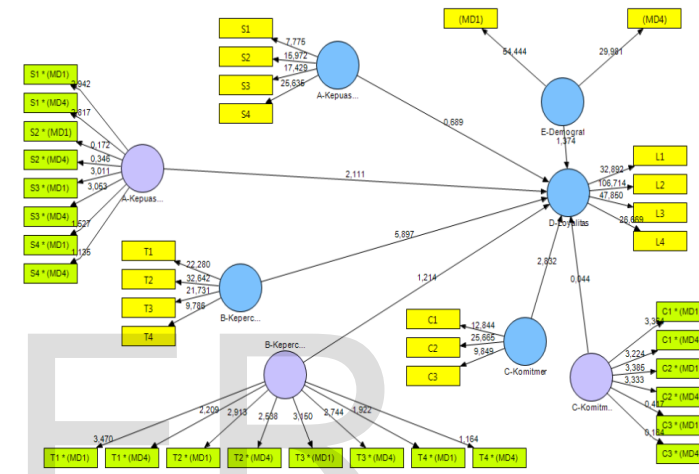


Table 5. Output Path Coefficients (Mean, STDEV, T-Values)

	O	M	STDEV	STERR	O/STERR	PV
Satisfaction→Loyalty	0,048	0,048	0,069	0,069	0,068	0,491
Satisfaction*Demographic→Loyalty	0,306	0,270	0,145	0,145	2,111	0,035
Trust→Loyalty	0,510	0,517	0,086	0,086	5,897	0,000
Trust→Demographic→Loyalty	-0,158	-0,121	0,130	0,130	1,214	0,225
Commitment→Loyalty	0,229	0,214	0,081	0,081	2,832	0,005
Commitment→Demographic→Loyalty	-0,005	-0,008	0,120	0,120	0,044	0,965
Demographic→Loyalty	-0,102	0,094	0,074	0,074	1,374	0,170

(O=Original Sample), (M=Sample Mean), (STDEV=Deviation Standard), (STERR= Error Standard), (O/STERR=t-statistic), (PV=Probability Value)

Based on the testing results of output hypotheses in table 7, it can describe as follow:

Testing of 1st hypothesis (H1) is that Customer satisfaction affects positively and significantly on customer loyalty. Based on Table 7, customer satisfaction does not affect on the customer loyalty. This is proven by statistic testing showing the path coefficient value by 0,048. This result is supported by t-statistic value = 0,689 < than t-table 1,96 and significance level of p-value 0,491 > α = 0,05). This indicates that improved customer satisfaction does not affect on improved customer loyalty so that the first hypothesis is rejected.

Testing of 2nd hypothesis (H2) is that Customer trust affects positively and significantly on customer loyalty, this is proven by statistic testing showing the path coefficient value

(original sample estimate) by 0,510. This result is supported by t-statistic value = 5,897 > than t-table 1,96 and significance level of p-value 0,491 > $\alpha = 0,05$). This indicates that improved customer trust is followed by improved customer loyalty so that the second hypothesis is accepted.

Testing of 3rd hypothesis (H3) is that Customer commitment affects positively and significantly on customer loyalty, this is proven by statistic testing showing the path coefficient value (original sample estimate) by 0,229. This result is supported by t-statistic value = 2,832 > than t-table 1,96 and significance level of p-value 0,000 > $\alpha = 0,05$). It means that improved customer commitment is followed by improved customer loyalty so that the third hypothesis proposed in this research can be accepted.

Testing of 4th hypothesis (H4) is that demography moderates the satisfaction effects on the customer loyalty, this is proven by testing with the interaction moderation, it is obtained the interaction coefficient value between satisfaction and demography variables by 0,306 with t-statistic value by 2,111 > from t-count 1,96 and p-value by 0,035 < $\alpha = 0,05$) meaning to be significant. However, the fourth demography stating that demography moderates the satisfaction effects on the loyalty proposed in this research can be accepted.

Testing of 5th hypothesis (H5) is that demography moderates the trust effects on the customer loyalty, this is proven by testing with the interaction moderation, it is obtained the interaction coefficient value between trust and demography variables by 0,306 with t-statistic value by 1,214 > from t-count 1,96 and p-value by 0,225 < $\alpha = 0,05$) meaning to be insignificant. However, the fifth demography stating that demography moderates the trust effects on the loyalty proposed in this research is rejected.

Testing of 6th hypothesis (H6) is that demography moderates the commitment effects on the customer loyalty, this is proven by testing with the interaction moderation, it is obtained the interaction coefficient value between commitment and demography variables by -0,158 with t-statistic value by 0,044 > from t-count 1,96 and p-value by 0,965 < $\alpha = 0,05$) meaning to be insignificant. However, the fifth demography stating that demography moderates the trust effects on the loyalty proposed in this research is rejected.

5 RESULTS

Effects of Satisfaction on BNI Customer Loyalty

Based on analysis results with PLS, it is known that the biggest indicator in reflecting customer satisfaction based on outer loading value consecutively is described as follow: First, physical environment reflected by BNI waiting room arrangement, availability of parking lot and BNI interior, color and lighting arrangement is the biggest element to reflect the satisfaction. Customers facing inconvenience tend to be dissatisfied and ultimately move to other better companies. Second, price reflected through determination of the amount of BNI bank interest rate, transaction cost and cost of ATM book replacement is the second important factor in reflecting the customer satisfaction. Third, quality of product or service is the third important factor in reflecting the customer satisfaction as

can be seen through saving benefits and available saving feature completeness in making payment. Fourth, quality of service is the smallest indicator contributing to the customer satisfaction than other three indicators, reflected through quickness, accuracy and comfort of BNI room while making transactions.

The work to determine satisfied but disloyal customer behavior is conducted through satisfaction theory approach expressed by Lovelock, C, et al (2006) stating that customer expectation between desired service and adequate or minimum service to be accepted without any disappointment has a point called as zone of tolerance, namely the zone in which the customers do not provide much explicit attention on the given service. If the service is in this range then the customers will not give positive or negative reaction. This is proven by assessment on quite good customer satisfaction with the mean by 3,90. Referring to the Lovelock satisfaction theory, (2006), it can be described that although the customers feel quite good satisfaction, but the condition is in the zone of tolerance, meaning that they will not improve their loyalty or the other way around.

Referring to these findings, it can be seen that satisfaction does not affect significantly on customer loyalty. This proves the theory expressed by Timm (2001) stating that dissatisfied customers do not always guarantee customer loyalty. Even, in certain industries, almost 75% consumers moving to other companies stated that they were dissatisfied to former companies. This finding strengthens some previous research results conducted by Zahara, (2007); Ouyang (2010); making conclusion that customer satisfaction does not affect on customer loyalty. This indicates that the level of satisfaction does not create significant effects on customer loyalty. This finding is different to a research by Vuuren, V, et al (2011), confirming that customer satisfaction is necessary to be given special attention since the satisfaction factor has the biggest effects on the customer loyalty that can create customer retention, which will create greater profitability for business. Rahma & Kamarulzaman (2012), Richard, Cinamoma (2013), support that satisfaction is the strong predictor of business customer loyalty since customers enjoying high satisfaction will have willingness to make re-purchase.

Effects of Trust on BNI Customer Loyalty

The analysis results with Partial Least Square (PLS) indicate that the biggest contributor on the BNI customer satisfaction consecutively is described as follow: First, customer trust at honest and transparent BNI bank personnel in giving information is the main factor giving the biggest contribution on the improved customer trust in BNI. This means that customers conceptually regard honest personnel as the main process in giving trust to the customers. Second, the important factor giving the biggest contribution to customer trust is dependability. Conceptually, customers regard that the dependability is the factor providing the second biggest contribution on the customer trust. Third, the third important factor in providing the biggest contribution is competence and the fourth is likable. These four factors in real provide contribution to BNI customer trust so that BNI should focus on the improvement of

these four factors as the effort to improve the customer trust.

It is necessary for BNI management to provide special attention to the development of any policies related to the improved BNI staff honesty to BNI customers. The customers trust that honest staffs, excellence system can provide customer convenience, trust and self-confidence on BNI so that ultimately the customers will be loyal. Customer loyal attitude and behavior are shown by making repeated transaction in the form of many savings, telling BNI goodness to neighbors, family, colleagues, buying other products other than BNI Plus such as Giro, and deposit, as well as making complaints on BNI service by providing good impression. The complaints are conducted because of the customers' willingness and expectation that BNI can be the best and trustable bank.

When there is higher customer trust, then there will be also higher BNI Customer loyalty that can be seen in improved repeated transaction, higher customers to be recommended to save in BNI, increased number of customers making other product or service purchase other than savings in BNI and having no reluctance in making complaints so that BNI can be a bank with the highest customer loyalty; so that BNI can improve its customer loyalty rank compared with other banks in Southeast Sulawesi.

Effects of Commitment on BNI Customer Loyalty

The PLS analysis results indicate that high sense of belonging is the factor having the biggest contribution to the BNI customer commitment. This means that customers conceptually regard that sense of belonging is a powerful process in creating customer commitment. The next indicator having the second biggest contribution in explaining the customer commitment is the pride of being a BNI customer. And the third indicator having the smallest contribution but still in the good category is the customer's desire to maintain and appreciate the relationship with BNI.

Demography Moderates Effects of Satisfaction on Loyalty

The theoretical basis for testing and measuring customer demographic constructs refers to the theory put forward by Engel (1994) stating that purchasing decision-making process behavior by consumers is determined by demographic factors. There are several previous studies often used the demographic factors as the variable to describe customers' characteristics, but this study predicts that the demographics of BNI customers play a role in strengthening / weakening the satisfaction effects on the loyalty. Testing by adding demographic variable as a moderator on the relationship of satisfaction effects on the loyalty which subsequently proposed as the fourth hypothesis (H4) found out that customer demography serves as a moderating variable of satisfaction effects on the BNI customer loyalty.

Demographic concepts in this study are reflected through indicators of age and income. Based on the outer loading value of demographic interaction and satisfaction, there are 8 indicators that can contribute to the demographic interaction and satisfaction which then are sorted by the most dominant value namely the interaction of indicators (service quality and age, service quality and income, price and age as well as price

and income, while four other indicators are invalid so that it cannot be used to reflect the variable of demographic and satisfaction interaction.

There is an interesting finding in this research, namely satisfaction has no significant effect on increasing BNI loyalty but it finds out that demography serves a role in strengthening the satisfaction effects on the customer loyalty. This shows that demography is a moderating variable of satisfaction effects on BNI customer loyalty. Results of this study differ from the research by Yusuf, (2015), which explains that age is not proven to be a moderating variable of the customer satisfaction effect on the customer loyalty.

Demography Moderates Trust Effects on Loyalty

Testing results of the fifth hypothesis (H5) confirm that demography does not moderate the trust effects on customer loyalty. Based on the analysis results with Partial Least Square (PLS), it can describe that interaction between customer trust and demography cannot strengthen the customer loyalty; meaning that the demography does not moderate the trust effects on customer loyalty.

Based on the outer loading value of trust and demography interaction variable, it indicates that out of 8 (eight) interactions, there are 6 (six) invalid interactions to reflect it since the outer loading values cannot reach 0.50, while 2 (two) other interactions can reflect it, namely interaction of staff honesty and age as well as staff competence and age. The biggest interaction indicator reflecting the demography and satisfaction interaction variable is staff honest and age; then it is followed by staff competence and age.

Analysis results of direct effects (inner model) of demography on the customer loyalty find out that the trust does not significantly affect on the customer loyalty, meanwhile it is found out that there is significant effect of customer trust on the customer loyalty. After there is interaction of trust and demography as the customer moderation, the result shows insignificant effects. This result means that the customer demography does not strengthen the trust effects on the customer loyalty.

Demography Moderates Commitment Effects on Loyalty

The testing results of the sixth hypothesis (H6) confirm that demographics do not moderate the commitment effects on the customer loyalty. Based on the analysis results with Partial Least Square (PLS), for the 6th hypothesis (H6) testing, it confirms that the interaction between customer commitment and demography cannot realize the customer loyalty; meaning that demography does not serve as moderation the commitment effect on the loyalty.

Based on the outer loading values, the interaction of commitment and demographic variable show that out of 6 interactions, there are two invalid interaction to reflect because the outer loading values do not reach 0.50, while 4 other interactions can reflect the high sense of belonging of BNI and income, pride of BNI and age, high sense of belonging and income as well as high sense of belonging and age.

The analysis results of direct effect (inner model) of the customer commitment effects on the loyalty find out significant

effects on the customer loyalty. However, after the interaction between demography and commitment, it indicates the results that the interaction of commitment and demography has no significant effects in creating customer loyalty. If this is related to the result of path analysis coefficient based on the customer age, it is found that customers in all age categories provide negative and insignificant effects on the customer loyalty. In addition, customer's assessment on customer commitment and loyalty based on income level shows that customer's income does not strengthen commitment and loyalty effects. The results of this study confirm that customer demography does not serve as the moderating variable of the commitment effect on the BNI customer loyalty.

6 DISCUSSIONS

This research aims to analyze the effects of customer trust, satisfaction and commitment on customer loyalty as well as role of customer demography as the moderating variable of satisfaction, trust and commitment effects on BNI customer loyalty.

Satisfaction, trust and commitment given by the banking party cannot create bank customer loyalty. So it is necessary for demography approach as an approach to reach segments in building customer loyalty. This research directs BNI management in building customer loyalty through demography approach as the factor that can strengthen the customer loyalty.

Out of the 6 hypotheses developed in this research, it is found out that satisfaction does not affect significantly on the loyalty, meanwhile trust and commitment affect positively and significantly on the loyalty. Then, satisfaction and loyalty effects can be moderated by the customer demography meanwhile, the trust and commitment effects on the loyalty are not moderated by the demography variable.

The research findings based on these research hypotheses are as follow:

1. Satisfaction affects positively and significantly on loyalty. This research result strengthens some previous research results conducted by Zahara, (2007); Ouyang (2010); having conclusion that customer satisfaction does not affects on the customer loyalty. Sivesan, S (2012), confirmed that satisfaction is not important requirement for loyalty. Sometimes, satisfied consumers are also loyal because of relatedness and commitment with company party. This research finding is different to research by Vuuren, V, et al (2011), confirming that customer satisfaction is necessary to give special attention because satisfaction factor has the biggest effect on the customer loyalty that can cause customer retention, which will create greater profitability for business, Richard, Cinamoma (2013).
2. Satisfaction affects positively and significantly on loyalty. This research finding supports the trust theory by (John E. Swan, et., 2013) stating that there will be long term customer loyalty if the customers have high level of trust at the company or products. This argument is also in line with the argument of Moorman et al., (1993); Morgan and Hunt, (1994). Confirmed that customers having no willing-

ness to trust at the company in competitive market will not be loyal. Vikar Kumar et.al., (2003). Vuuren, (2012), Razak, et,al (2018), Wijayanto, (2015),

3. Commitment affects positively and significantly on loyalty. This research finding is not in line with the research conducted by Sivesan,S (2012) expressing that commitment tends to have no effect on customer loyalty. This result is different to what expressed by Chen et al (2010) finding out there is negative and insignificant relation between commitment and loyalty. Then, Henning et al., (2002) confirmed that research result expressing that customer commitment affects positively and significantly on customer loyalty. Lin, (2003), Afser et. al (2010).
4. Demography moderated the satisfaction effect on the loyalty. This research result strengthens research finding by Al Naser, N (2010) stating that demography moderates the relation between customer satisfaction and loyalty. A research on demography also conducted by Qayyum abdul, (2014) confirming that out of 7 (indicators) used to reflect demography, there are only 2 valid indicators that reflecting customer demography namely income and domicile, meanwhile, age and some other indicators do not meet outer loading so that they are not further analyzed.
5. Demography moderates trust effect on the loyalty. This research finding strengthens the research result by Wood, (2004), confirming that related to age, trust and loyalty, older and conservative customers have no willingness to try new products and may indicate loyal behavior, reduce mobility and limit selection, but different effect does not provide real effects.
6. Customer demography moderates commitment effect on loyalty. This research finding is line with a research by Al-Naser, Nahla (2010) expressing that there are significant effects of demographic variable in the relation of commitment and customer loyalty. Then, Gaurav (2008) has different argument stating that there is no significant effect of gender differentiation and different level of income in the commitment effects on customer loyalty.

The theoretical and practical implications of this study: (1). Providing knowledge and understanding to BNI management, that BNI customer satisfaction cannot improve customer loyalty but it is necessary to target the demographic segment and target customers based on age and income that can provide strong effects on customer satisfaction and loyalty effects. (2). Providing direction in the development of BNI's strategy, to build satisfaction, trust and commitment in an excellence manner so that it can improve its ratings to compete with other banks. (3). Developing research finding by Hening Thurau, et. al (2002), that in order to build better customer loyalty, demographic factors serve as an important factor in improving customer satisfaction in addition to customer trust and commitment.

7 CONCLUSIONS

Based on the research results, it can formulate some conclusions as follows: (1). Customer satisfaction has no significant

effect on customer loyalty. This means that high customer satisfaction is not followed by improved customer loyalty. (2). Customer trust has positive and significant effects on customer loyalty. This means that higher customer trust will lead to higher customer loyalty. (3). Customer commitment has positive and significant effects on customer loyalty. This means that higher customer commitment will lead to higher customer loyalty. (4). Customer demographics reflected through age and income play a role in moderating the effect of satisfaction on BNI customer loyalty. This means that customer demographic factors give effect to strengthening the effect of satisfaction on BNI customer loyalty. (5). Customer demography reflected through age and income does not moderate the effect of trust on customer loyalty and (6). Customer demography reflected through age and income does not moderate the effects of commitment on BNI customer loyalty. This means that customer demographic factors do not provide significant strengthening effects on the effects of commitment to customer loyalty in Southeast Sulawesi.

8 LIMITATIONS

The limitations of this study are based on limited survey data on the presentation of cross sectional relationship analysis, due to the constantly dynamics customer demographic changing of, then to identify those changes, it is necessary for further research studies and reexamination whether the relationship between the variables analyzed in this study is still consistent or changing. For future research, it suggests that it is necessary to analyze in detail the customer demographic factor indicators (age, gender, education and income). and suggests to study in detail and separately using multi-group analysis.

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