

THE INFLUENCE OF DIGITAL BANKING, SERVICE QUALITY, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY OF PT. BANK SULSELBAR MAKASSAR MAIN BRANCH

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Abstract: Advances in banking technology provide convenience for customers through operational services in the form of Digital banking, which enables customers to conduct banking transactions via smartphones and other media. This study aimed to determine the effect of digital banking, service quality, and customer satisfaction on customer loyalty at PT. Bank Sulsebar Makassar Main Branch. This study uses a quantitative approach through the equation (Structural Equation Model/SEM) with Confirmatory Factor Analysis (CFA). Data was collected by distributing questionnaires to 375 customers using a two-stage random sampling technique. The data that has been collected is analyzed using AMOS 25.0.

The results of this study indicate that the effect of digital banking has a significant positive effect on customer satisfaction, and the effect of service quality has a significant positive effect on customer satisfaction. In contrast, digital banking has an insignificant positive effect on customer loyalty; service quality has a significant positive effect on customer loyalty. Customer satisfaction has a significant positive effect on customer loyalty. Digital banking has an indirect significant effect on customer loyalty through customer satisfaction. Service quality affects customer loyalty through customer satisfaction.

Keywords: Digital Banking, Service Quality, Customer Satisfaction, Customer Loyalty

1. Introduction

The banking and financial services industry faces very sharp, complex competition and rapid changes in the business environment. Competition became increasingly fierce after foreign banks competed for customers in the same market. This foreign bank has advantages in terms of big, global names, innovative product choices, and global networks. There are also increasing numbers of non-bank financial institutions that operate more specifically. This situation illustrates how tight competition is to gain a wider market share and to seize the market share that certain banks have controlled.

Banks that can create high value for their customers will result in customer loyalty to the bank, which is the main key for banks to be able to compete with competitor banks. Banks need to maintain long-term relationships with customers to create customer loyalty to the bank. According to Assauri, (2018) in Islam et al., (2020), customer or customer loyalty is a marketer's dream. It is often the key to the success of a marketing business in the long term. To create customer loyalty, one of the factors that companies need to pay attention to and which is very dominant in customer loyalty is satisfied customers. Several factors influence customer loyalty. According to Subkhan in Infobank, a bank's customer loyalty can be measured through five factors: convenience, assurance, add value, migration barrier, and emotional factors.

Customer satisfaction is the main factor that companies need to pay attention to because satisfaction can shape customer loyalty towards using m-banking (Febrianta & Indrawati, 2016). Consumer assessment of the performance of products and services related to their use is an expectation that is reflected in consumer satisfaction. Consumer satisfaction can be achieved if the consumer's fundamental perception of product performance is as expected (Akob & Sukarno, 2022). Service is not just serving; service is an effort to build long-term cooperation with the principle of mutual benefit.

The quality of website-based services, such as mobile banking, is an electronic service capability that can facilitate customers in banking transactions effectively, and the quality of mobile banking services is tested after customers receive the service (Sudirman & Mood, 2018). Mobile banking facilities have good service quality and a close relationship with customer satisfaction, as well as providing motivation for long-term relationships with customers (Basri, 2019). Furthermore, according to Tjiptono, Gregorius, and Dadi Adriana (2014; 268), service quality is a comparison between the level of service the company delivers and customer expectations. Service quality is realized through fulfilling customer needs and desires, the accuracy of delivery, and balancing or exceeding customer expectations. Meanwhile, according to Ratminto and Atik, the benchmark for service success is determined by the level of satisfaction of the service recipient. So, service is an activity carried out to fulfill customer or customer satisfaction.

Research conducted by Siregar (2020) shows that there is a significant influence of Internet banking on customer loyalty at Bank Sumut Syariah. Research conducted by (Akob & Sukarno, 2022; Winasih and Hakim (2021)) shows that the quality of mobile banking services has a positive and significant effect on customer satisfaction and loyalty while customer satisfaction has a significant effect on customer loyalty. The quality of mobile banking services has a significant impact on loyalty mediated by customer satisfaction.

Furthermore, Winasih & Hakim (2021), researched on the influence of service quality on customer loyalty. The first hypothesis is testing the influence of service quality on customer loyalty. The indicators used in searching for data are included in the dimensions of compliance, assurance, and reliability. (reliability), tangibility, empathy, and responsiveness cannot directly influence Syaria Bank's customer loyalty. These results are consistent with previous research by Ridwan et al., which found that service quality had an insignificant effect on customer loyalty with a significant value.

The digitalization carried out by Bank Sulselbar includes various digital products developed by Bank Sulselbar in the last three years, namely ATM, Sulselbar Mobile (MB), Sulselbar Internet Banking, Sulselbar EDC, Sulselbar Marchant, CMS, Hospital Billing, Samsat Online, SP2D Online, PBB Online, Campus Billing, Electronic Money SMS Banking Server and so on. By digitalizing, banks have made long-term investments for the future so that digital channels can save costs per transaction.

Bank Sulselbar Mobile is a banking service application that can be easily accessed by Bank Sulselbar customers directly via smartphone. Bank Sulselbar mobile is one of the m-banking services from banking, which is used to increase customer mobility in carrying out financial transactions electronically. With this mobile banking, customers can carry out various transactions such as money transfers, paying electricity, water, telephone bills, purchasing credit, etc. This service is very useful for avoiding possible crimes and fraud that are currently rampant.

The current phenomenon is that PT. Bank Sulselbar has not been optimal in educating customers about using digital banking and has not tested the extent of the service quality implemented by PT. Bank Sulselbar is not loyal in using bank products and services. There are indications that customers want to improve the digital banking services and features used by

PT. Bank Sulselbar. Customers often make claims regarding the digital banking features used by PT. Bank Sulselbar.

PT. Bank Sulselbar is expected to prioritize service quality so that it can compete with national banks and regional banks in the South Sulawesi and West Sulawesi regions, which are PT's operational areas. Bank Sulselbar.

Based on the phenomenon and research on the gap in digital banking services on customer loyalty, this research will solve the problem of how to increase PT customer loyalty—Bank Sulselbar in increasing satisfaction with mobile banking use and service quality.

2. Literature Review

E-Business Management

E-business uses electronic networks and connected technology to improve, change, or create a business process or system that creates superior value for current and potential consumers. E-business involves selling and purchasing products or services, serving customers, collaborating with business partners, and carrying out electronic transactions within the organization.

According to Strauss and Frost (2009), e-business, e-marketing, and e-commerce are various Internet applications. E-business is the continuous optimization of business activities through digital technology, such as computers and the internet, which enable the storage and transmission of data in digital format (Gartner Group). Electronic Commerce is defined as buying and selling products, services, and information electronically by computer networks. One of the networks used is the Electronic Commerce Internet, as part of Electronic Business (business carried out using electronic transmission) (Panjaitan, 2019).

Digital Banking

According to Financial Services Authority (OJK) regulation number 12 /POJK.03/2018 concerning the Implementation of Digital Banking Services by Commercial Banks, the definition of digital banking is an electronic banking service that is developed by optimizing the use of customer data in order to serve customers more quickly, easily and according to customer needs, and can be carried out completely independently by the customer, taking into account security aspects.

The development of e-banking is more efficient with the support of information technology. E-banking offers unlimited convenience to customers. This service is one of the banking services via e-banking because all transactions can be carried out whenever and wherever you are. E-banking has many services, namely Automated Teller Machines (ATM), debit cards, short message services (mobile banking), telephone (call center/phone banking), and Internet (internet banking). To use e-banking services, customers must of course have a savings account to store the money to be transacted. Customers can be served anywhere, and customers can also make transactions anywhere. Since the operation of the Internet banking system, customers now have choices in carrying out transactions. In the Internet banking system, banking transactions will occur in cyberspace and are carried out by business people without service from bank officers. Customers can use this banking service anywhere and anytime, 24 hours non-stop.

Service Quality

Service quality can be interpreted as a product that has no defects or in other words, the product is produced following standards (targets or requirements that can be defined, observed, and measured (Rahmawati et al., 2022; Kotler & Keller, 2016). Product quality is intense competition between companies, so many companies are competing to improve product quality to attract customers.

Service is not just serving; service is an effort to build long-term cooperation with the principle of mutual benefit. (Akob & Sukarno, 2022) Stated that service quality is the expected level of excellence and control over this excellence to fulfill customer desires. The quality of website-based services, such as mobile banking, is the ability of electronic services to facilitate customers in banking transactions effectively, and the quality of mobile banking services is tested after customers receive the service (Hariansyah et al., 2019). They also revealed that customer service quality can be measured through reliability, responsiveness, assurance, empathy, and tangible. Mobile banking facilities have good service quality and a close relationship with customer satisfaction, as well as motivating long-term relationships with customers (Basri, 2019).

Customer Satisfaction

Kotler said, "A person's sense of disappointment comes from comparing the performance (or results) received by a product in relation to that person's expectations" (Nasfi et al., 2020) (Arief, 2020). This explains that customer satisfaction is a state of feeling experienced by customers by looking at the performance or results received and comparing it with customer expectations (Rahayu, 2022).

Another opinion from Lovelock shows that customer satisfaction results from considering the perceived service and the expected service. The customer will feel satisfied if the service exceeds the expected service. Otherwise, customers will feel disappointed. The better the quality of service received, the higher customer satisfaction (Ilmiah et al., 2021)

Customer satisfaction is an important factor that companies need to pay attention to, because satisfaction can shape customer loyalty towards using m-banking (Febrianta & Indrawati, 2016). Customer loyalty can be built through satisfaction (Chung et al., 2015). Consumer satisfaction can be achieved if the consumer's fundamental perception of product performance is as expected (Dwivedi et al., 2019) (Akob & Sukarno, 2022). The security of the mobile banking service system, ease of use, credibility of the service company, and speed of mobile banking services are indicators of bank customer satisfaction (Nurdin et al., 2020).

Customer Loyalty

Loyalty is a commitment that the buyer has firmly held for a product or company service that is liked because of expectations and carried out consistently in the future (Masadah, 2020). Customer loyalty is one factor that determines and is used as a benchmark for the success of the company's strategy (bank sharia) in retaining customers or clients (Mashuri & Mardianis, 2020; Mappatempo, 2022). Loyal and committed customers will continue to reuse Sharia banking services and subscribe to Sharia banking products in the future even though the situation and marketing efforts will cause changes in behavior (Kotler, 2016). Customer loyalty is a condition that is always expected by companies operating in the service sector, especially the banking sector, to maintain the stability of banking operational activities (Maulida & Sari, 2022). Loyal customers will experience several levels consisting of cognitive, affective, conative, and inertial (Masadah, 2020). Cognitive loyalty is loyalty related to information on the experience gained. Affective loyalty is interpreted as a dimension of pleasure regarding the expected service. Meanwhile, conative loyalty is a customer's commitment to reusing a product or service. Inertial loyalty means readiness to face reconditioning or changes in company regulations (Mawarni et al., 2020).

Frameworks

The framework of thinking in this research is presented as follows:

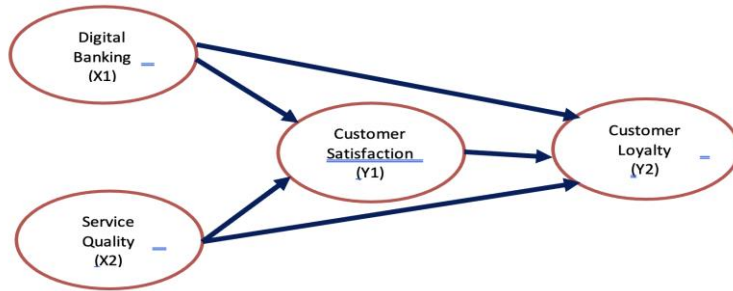


Figure 1 Research framework model

Hypothesis

The hypotheses in this research are as follows:

1. Digital banking has a positive and significant effect on PT customer satisfaction. Bank Sulselbar Makassar Main Branch
2. Service quality has a positive and significant effect on PT customer satisfaction. Bank Sulselbar Makassar Main Branch
3. Digital banking has a positive and significant effect on PT customer loyalty. Bank Sulselbar Makassar Main Branch
4. Service quality has a positive and significant effect on PT customer loyalty. Bank Sulselbar Makassar Main Branch
5. Customer satisfaction has a positive and significant effect on PT customer loyalty. Bank Sulselbar Makassar Main Branch
6. Digital banking positively and significantly affects customer loyalty through PT customer satisfaction. Bank Sulselbar Makassar Main Branch
7. Service quality positively and significantly affects customer loyalty through PT customer satisfaction. Bank Sulselbar Makassar Main Branch.

3. Method

Research design and type

This type of research uses quantitative methods, and the practice in this study is based on explanatory research. Explanatory research aims to analyze the relationship or influence between one variable and another to test the hypothesis that has been formulated previously.

Research location and time

The location in this research was carried out at PT. Bank Sulselbar Makassar Main Branch, because the satisfaction and loyalty of mobile banking users of PT customers still need to improve. Bank Sulselbar Makassar Main Branch. The research was carried out for three months.

Population and sample

The population in this research is all customers who use digital banking services at PT. Bank Sulselbar Makassar Main Branch, the target population is all customers who have used digital banking services more than once. The population in this study was 6094 people. The number of samples in this research was 375 people. Samples were calculated using the Slovin formula with a precision of 5%. Data was collected using a questionnaire. Data analysis for hypothesis testing in this research uses Structural Equation Modeling (SEM) equations with Amos 25.0 software.

4. Result and Discussion

Respondent characteristics

This research describes the characteristics of respondents who have used digital banking products at PT. Bank Sulselbar Makassar Main Branch, obtained through a questionnaire. The characteristics in question are the identity of the respondent, which consists of 1) gender, 2) age, and 3) domicile. Based on gender, it shows that the majority of respondents in this study were male, namely 217 respondents (58%), while there were 158 respondents (42%). Based on age, the productive age is dominated. Namely, 253 people (67%) are aged between 26 and 45 years, and the remaining 122 (33%) are over 45 years old. Meanwhile, the domicile is still comparable between those living in the Makassar area, 191 people (51%) and 184 people outside Makassar (49%). The description illustrates customers who use Banking mobile products at PT. Bank Sulselbar Makassar Main Branch generally consists of men who are still of productive age and have high mobility.

Measurement Results of Each Construct or Latent Variable

Digital Banking and Service Quality

The results of the CFA test for digital banking variables and service quality on the overall model show conformity between the data and the model. This is proven by the eight existing fixed criteria, all of which have met the criteria. Thus, the exogenous CFA model shows a good level of acceptance. Therefore it can be concluded that the model is acceptable. Variables that can be used as indicators of digital banking and service quality can be observed from the factor loading values or lambda coefficients (λ) and their significance levels, which reflect each variable as an indicator of digital banking and service quality, as shown in Table 1.

Table 1 Factor Loadings (λ) Measurement of Digital Banking Factors and Service Quality

Indikator Variabel	Loading Factor (λ)	Critical Ratio	Probability (p)	Information
<i>Digital Banking</i>				
X1.1	.918	24,826	.000	Significance
X1.2	.978	Fix	.000	Significance
X1.3	.971	36,701	.000	Significance
X1.4	.973	37,509	.000	Significance
<i>Service quality</i>				
X2.1	.954	31,163	.000	Significance
X2.2	.971	35,738	.000	Significance
X2.3	.949	29,754	.000	Significance
X2.4	.977	Fix	.000	Significance
X2.5	.962	41,067	.000	Significance

Factor loading (λ) measuring digital banking and service quality variables in Table 1 shows the test results of the measurement model for digital banking variables and service quality for each indicator that explains the construct, especially latent variables (unobserved variables), so that all indicators are included in the next test.

Customer Satisfaction and Customer Loyalty

The results of the CFA test for the variables of customer satisfaction and customer loyalty towards the model as a whole show that there is model fit or suitability between the data and the model. This is proven by the eight existing fixed criteria, all of which have met the criteria. Thus, the endogenous CFA model shows a good level of acceptance. Therefore it can be concluded that the model is acceptable.

Next, the variables that can be used as indicators of customer satisfaction and customer loyalty it can be observed from the factor loading value or lambda coefficient (λ) and its level of significance, which reflects each variable as an indicator of customer satisfaction and customer loyalty as shown in table 2.

Table 2 Factor Loadings (λ) Measuring Customer Satisfaction and Customer Loyalty Factors

Indikator Variabel	Loading Factor (λ)	Critical Ratio	Probability (p)	Information
Customer Satisfaction				
Y1.1	.938	23,85	.000	Significance
Y1.2	.977	36,568	.000	Significance
Y1.3	.974	Fix	.000	Significance
Y1.4	.828	16,722	.000	Significance
Customer Loyalty				
Y2.1	.950	28,573	.000	Significance
Y2.2	.968	Fix	.000	Significance
Y2.3	.936	26,110	.000	Significance
Y2.4	.971	33,162	.000	Significance

Factor loading () measuring customer satisfaction and customer loyalty variables in Table 2 shows the test results of the measurement model for customer satisfaction and customer loyalty variables from each indicator that explains the construct, especially latent variables (unobserved variables), so that all indicators are included in the next test.

Digital Banking, Service Quality, Customer Satisfaction, and Customer Loyalty

A model is likely good if empirical data theoretically support the development of a hypothetical model. The complete SEM analysis results can be seen in the following image:

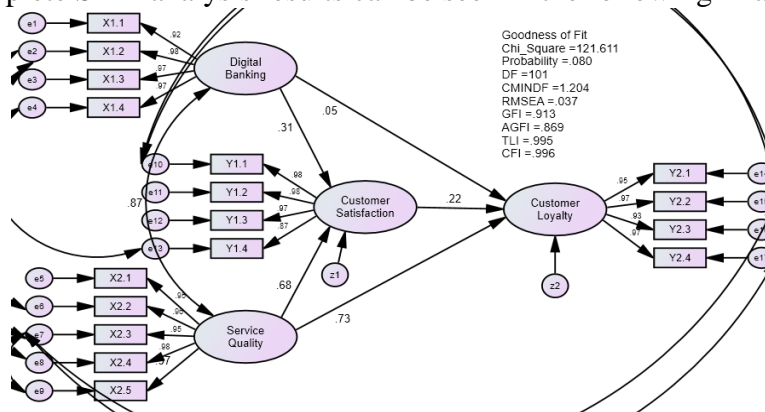


Figure 1 Measurement Model of Variable Relationships

The model test results in Figure 1 above are evaluated based on the goodness of fit indices in Table 3 below, presenting the model criteria and critical values that match the data.

Table 3. Evaluation of Overall Model Goodness of Fit Indices Criteria

Goodness of Fit Index	Cut-off Value	Model Results	Information
Chi_square	Expected to be small	121,611 < (.050:101 = 125,458)	Good
Probability	$\geq .05$.080	Good
CMIN/DF	$\leq 2,00$	1,204	Good
RMSEA	$\leq .08$.037	Good
GFI	$\geq .90$.913	Good
AGFI	$\geq .90$.869	Marginal
TLI	$\geq .95$.995	Good
CFI	$\geq .95$.996	Good

Hypothesis Test

Based on the empirical model proposed in this research, the proposed hypothesis can be tested by testing the path coefficients in the structural equation model. Table 4 is a hypothesis test by looking at the p-value; if the p-value is smaller than 0.05, the relationship between the variables is significant. The test results are presented in the following table:

Table 4 Hypothesis test

HIP	Independent Variable	Dependent Variable	Direct Effect			information
			Standardize	CR	p-value	
H1	Digital Banking	Customer Satisfaction	.307	6,587	<.001	Accepted
H2	Service quality	Customer Satisfaction	.676	13,574	<.001	Accepted
H3	Digital Banking	Customer Loyalty	.045	.898	.369	Rejected
H4	Service quality	Customer Loyalty	.726	9,878	<.001	Accepted
H5	Customer Satisfaction	Customer Loyalty	.225	2,740	.006	Accepted
Indirect Effect						
	Independent Var.	Dependen Var	Intervening	Coef.	p-value	information
H6	Digital Banding	Customer Loyalty	Customer Satisfaction	.069	.011	Accepted
H7	Service quality	Customer Loyalty	Customer Satisfaction	.152	.007	Accepted

Source: data processed 2023

Of the total hypothesized five direct path models, there are six significant paths and one insignificant path, and among the two indirect influence paths, all effects are significant.

Discussion

This discussion focuses on decisions resulting from hypothesis testing to answer the research problem's formulation. The analysis results from hypothesis testing are described as follows:

The Effect of Digital Banking on Customer Satisfaction

Based on the research results, the first hypothesis can be observed from the SEM analysis results in the previous table. This table shows that digital banking significantly positively affects customer satisfaction. The findings of this research show that the better customers perceive the digital banking application, the better customer satisfaction will be. This finding follows research results (Akob & Sukarno, 2022), showing that the quality of mobile banking services has a positive and significant effect on customer satisfaction, while customer satisfaction has a significant effect on customer loyalty. Furthermore, the quality of mobile banking services has a significant effect on loyalty, which is mediated by customer satisfaction, in line with research conducted by (Nurdin et al., 2020) with the research results saying that Digital banking consists of variables: Speed, security, Data accuracy, and trust have an influence on customer satisfaction.

Facts at the research site show that the description gives an idea that the main factor that drives PT customers. Bank Sulsebar uses mobile banking because the mobile banking application can provide efficient service times that can be accessed easily by telephone. Bank Sulsebar mobile is one of the m-banking services from banking, which is used to increase customer mobility in carrying out financial transactions electronically. With this mobile banking, customers can carry out various transactions such as money transfers, paying bills for electricity, water, telephone, PBB, purchasing credit, etc. This service is very useful for avoiding the possibility of crime and fraud, which is currently rife; besides that, privacy can be maintained because transactions can be carried out anytime and anywhere without other parties knowing. So, the lowest indicator is availability, which concerns the speed and service provided by employees when handling problems faced by mobile banking application users.

This needs to be paid attention to by management so that the comfort of mobile banking users is better.

The Influence of Service Quality on Customer Satisfaction

Based on the research results, the second hypothesis can be observed from the SEM analysis results in the previous table. The table shows that service quality has a significant positive effect on customer satisfaction. This research's findings indicate the good quality of service provided at PT. Bank Sulselbar can increase customer satisfaction. These findings follow (Subagja & Susanto, 2019) with research on the influence of service quality, customer satisfaction, and company image on customer loyalty. It can be concluded that there is an influence of service quality, customer satisfaction, and company image on customer loyalty, also in line with research conducted by (2020), which states that the quality of mobile banking services has a positive and significant effect on customer satisfaction. The results of this research align with and support research conducted by (Romadani, 2021) with the title "The Effect of E-Service Quality on Customer Satisfaction Through Perceived Customer Value of the Grab Food Application in Makassar City." The results of this research are that e-service quality has a significant positive effect on customer satisfaction.

Facts at the research site show that this description illustrates that the quality of service expected by customers is the reliability of PT employees. Bank Sulselbar in serving customers both in providing accurate information and in resolving problems that arise when using digital banking services, while other indicators have relatively the same average value so it can be interpreted that the services provided and those experienced by PT customers. Bank Sulselbar is quite good. Service quality encourages customers/customers to establish strong relationships with the company. Empirically, there are many criticisms about the quality of PT services. Bank Sulselbar, starting from the implementation of front office to back office services, seemed less than professional. However, this has been overcome in various ways with the tagline 5S (smile, greeting, greeting, courteous).

The Influence of Digital Banking on Customer Loyalty

Testing the third hypothesis can be observed from the results of the SEM analysis in the previous table. The table shows that digital banking has an insignificant positive effect on customer loyalty. These findings indicate that the digital banking model offered by Bank Sulselbar does not directly increase customer loyalty. This finding is different from those (Siregar & H, 2020), with research results showing a significant influence of Internet banking on customer loyalty at Bank Sumut Syariah. Manual service has no significant influence on customer loyalty at Bank Sumut Syariah. In contrast to research conducted by Akob and Sukarna 2020, the quality of mobile banking services positively and significantly affects customer loyalty.

Facts at the research site show that customers who use mobile banking do not immediately feel the benefits of the mobile banking application provided but need experience in using it, so mobile banking can be said to have no direct effect on customer loyalty. Based on perceived experience, if the customer experience is good, the customer will feel satisfied, impacting loyalty. Making customers remain loyal is the main weapon that a PT must carry out. Bank Sulselbar, PT. Bank Sulselbar must be able to create loyalty, not just satisfaction because satisfaction is not the final goal. Loyalty does not just happen, and a strategy is needed to manage it to gain consumers. Companies must be able to understand the current and future consumer needs and expectations. Companies should not stop when they provide satisfaction to their customers but continue to work on ways to ensure that these customers do not move to other banks and that customers become more loyal.

Loyalty refers more to the behavioral form of loyal customers, namely people who make repeat purchases regularly, buy between product or service lines, refer others, and show immunity to the pull of competitors. Quality encourages customers to establish close relationships with the company, thereby enabling the company to understand expectations and needs, which, in turn, customer satisfaction can create loyalty to the company. Loyalty can be formed if customers are satisfied with the level of service received and intend to continue the relationship. Implementing good service quality will satisfy customers and ultimately make customers loyal. Become more loyal. PT. Bank Sulselbar Having loyal customers is an asset and key to a bank's success because it can increase profits. Retaining all existing customers will be more profitable than replacing customers because the cost of attracting a new customer is five times the cost of retaining an existing customer.

The Influence of Service Quality on Customer Loyalty

Based on the research results, the fourth hypothesis can be observed from the SEM analysis results in Table 4. The table shows that service quality has a significant positive effect on customer loyalty. This research's findings indicate the good quality of service provided at PT. Bank Sulselbar is different from research conducted by (2020), with research results that the quality of Internet banking services does not affect customer loyalty, while research conducted by (Subagja & Susanto, 2019) states that there is an influence of service quality on customer loyalty.

Research facts show indicators of the service quality of PT. Customers expect reliability from Bank Sulselbar, where employees serving customers must provide accurate information and resolve problems that arise when using digital banking services. Meanwhile, other indicators have relatively the same average value, so the service provided and perceived by Bank Sulselbar customers is quite good. Service quality encourages customers/customers to establish strong relationships with the company.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the research results, the fifth hypothesis can be observed from the SEM analysis results in Table 4. The table shows that customer satisfaction has a significant positive effect on customer loyalty. These findings show that the better customer satisfaction, the better customer loyalty. This finding follows the research results of Roesdian Bayu Ardiyanto, 2013, showing that customer satisfaction positively affects customer loyalty. This indicates that increasing customer satisfaction results in increasing customer loyalty. In other words, the higher customer satisfaction, the higher customer loyalty.

Meanwhile, the findings of this research are supported by research conducted by (Subagja & Susanto, 2019) that customer satisfaction influences customer loyalty. This research aligns with the results of research conducted by (Rihul et al., 2019). The research results include that customer satisfaction positively and significantly affects customer loyalty.

Research shows that the services provided by PT. Bank Sulselbar Makassar Main Branch can provide feelings of satisfaction and pleasure so that customers feel confident and loyal in using PT's digital banking services. Bank Sulselbar indicates that there is an increase in customer confidence at PT. Bank Sulselbar towards banks results in increased loyalty or, in other words, the higher the trust, the higher the customer loyalty. Services provided by PT. Bank Sulselbar illustrate that, generally, customers are satisfied with using mobile banking. Where satisfaction is the level of feeling where someone expresses the results of a comparison of the performance of PT employees. Bank Sulselbar is accepted and what customers expect. Faster and more accurate information disclosure is also necessary to increase customer satisfaction.

The Influence of Digital Banking on Customer Loyalty Through Customer Satisfaction

Based on the research results, the fourth hypothesis can be observed from the SEM analysis results in Table 4. The table shows that digital banking indirectly affects customer loyalty through customer satisfaction. The findings of this research mean that the digital banking implemented by Bank Sulselbar encourages increased customer trust and satisfaction, ultimately resulting in better customer loyalty. This finding is different from the results of research conducted by Akob & Sukarno, 2022 with research results that advances in banking technology provide convenience for customers through operational services in the form of mobile banking, which allows customers to carry out banking transactions via smartphone. The research shows that the quality of mobile banking services positively and significantly affects customer satisfaction and loyalty.

In contrast, customer satisfaction has a significant effect on their loyalty. Furthermore, the quality of mobile banking services significantly affects loyalty, which is mediated by customer satisfaction. However, apart from that, the results of this research are in line with research conducted by (Adinoto Nursiana, 2015), which states that digital banking has little effect on customer loyalty through customer satisfaction.

Research shows that the banking services implemented by PT. Bank Sulselbar in the form of mobile banking, which has various features for payment, purchasing, and money transfer services, are increasingly used by customers in making transactions from home. Mobile banking transaction facilities via smartphone are a service that can create customer loyalty. Loyalty is a form of strong commitment to repurchase a product that is liked in the future so that customers will be loyal to make repeat purchases continuously. The main factor for customers to use mobile banking is because the mobile banking application can provide time efficiency. Privacy can be maintained because transactions can be carried out anytime and anywhere without other parties knowing. So, the lowest indicator is availability, which concerns the speed and service employees provide when handling problems faced by mobile banking application users. This needs to be paid attention to by management so that the comfort of mobile banking users is better.

The Effect of Service Quality on Customer Loyalty Through Customer Satisfaction

Based on the research results, the fourth hypothesis can be observed from the results of the SEM analysis in Table 4. This table shows that service quality affects customer loyalty through customer satisfaction. This finding means that the quality of service provided by Bank Sulselbar employees drives customer satisfaction, so it impacts customer loyalty in accordance with what is expected. These findings follow the research results (Muh. Syaiful Islam, Nasir Hamzah, Amir Mahmud, 2022). With the results of the research, several conclusions will be presented, namely as follows: the influence of service quality through physical evidence (tangible), reliability, responsiveness), assurance and empathy have a positive and significant effect on customer satisfaction at PT Bank Negara Indonesia (Persero), Tbk Siwa Unit Wajo Regency, meaning that the bank has provided optimal service, but there are still customers who are dissatisfied with They consider the waiting time in the queue to be quite long, causing there to still be customers who are dissatisfied with the services provided by PT Bank Negara Indonesia (Persero), Tbk Shiva Unit, Wajo Regency. Besides that, this research supports research conducted by (Zaky & Azzahroh, 2017), which states that customer satisfaction can mediate the influence of service quality on customer loyalty fully.

Research shows that customers can measure loyalty if the customer uses digital banking services regularly. The customer is not influenced by applications or digital services offered by other banks with the same type and benefits, and finally, the service received satisfies the customer, if they are satisfied, then The customer will notify other parties and vice versa. If the customer is not satisfied with the service received, the customer will be less satisfied with the other party. Good service will be able to create customer loyalty that is increasingly attached,

and customers will not turn to other companies. Service quality consisting of physical evidence, reliability, responsiveness, assurance, and empathy influences customer satisfaction. The better the quality of service that includes physical evidence, reliability, responsiveness, assurance, and empathy, the more meaningful and real influence it will have in increasing PT customer satisfaction. Bank Sulselbar Makassar Main Branch.

5. Conclusion

Based on the research results regarding the influence of digital banking, service quality, and customer satisfaction on customer loyalty at PT. Bank Sulselbar at Makassar Main Branch, it can be concluded as follows:

1. Digital banking has a significant effect on customer satisfaction. The findings of this research show that this coefficient shows that the better the digital banking application, the better customer satisfaction will be.
2. Service quality has a significant positive effect on customer satisfaction. The findings of this research show that this coefficient shows that the better the quality of service perceived by customers, the greater customer satisfaction will increase.
3. Digital banking has an insignificant positive effect on customer loyalty. The findings of this research show that this coefficient shows that the digital banking model offered by Bank Sulselbar does not directly increase customer loyalty.
4. Service quality has a significant positive effect on customer loyalty. The findings of this research show that this coefficient means that the better the service quality, the better customer loyalty will be
5. Customer satisfaction has a significant positive effect on customer loyalty. This shows that the better customer satisfaction, the better customer loyalty.
6. Digital banking has an indirect effect on customer loyalty through customer satisfaction. This means that the digital banking implemented by Bank Sulselbar encourages increased customer satisfaction, which ultimately impacts better customer loyalty.
7. Service quality influences customer loyalty through customer satisfaction. This means that the quality of service provided by Bank Sulselbar employees increases customer satisfaction and impacts customer loyalty in accordance with what is expected.

Suggestion

From the findings of this research, PT. Bank Sulselbar needs to maintain and improve the quality of its mobile banking services so that it can provide satisfaction to its customers. Customers who are satisfied with the quality of mobile banking services tend always to use mobile banking in all their banking transactions, so this will create customer loyalty. In the future, PT. Mobile banking services. Bank Sulselbar needs to add e-commerce features, tax payments, and other payments so that improving these services can create customer satisfaction and loyalty. Furthermore, academics are advised to research further by adding variables influencing customer satisfaction, such as service reliability, ease of use, and site appearance.

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