

Analysis of the Influence of Spiritual and Emotional Dimensions on Customer Loyalty Through Satisfaction as an Intervening Factor at BSI KCP Sinjai

Hasanuddin Atong¹, Mujahidin², Muh Rasbi³.

¹²³Universitas Islam Negeri Palopo

Email: hasan.atong@gmail.com

Keywords:

Spiritual, emotional, loyalty, satisfaction, service.

Abstract

This study aims to analyze the influence of spiritual dimension, emotional dimension, and service quality on customer loyalty with satisfaction as an intervening variable at Bank Syariah Indonesia (BSI) KCP Sinjai. This research employed a quantitative approach using Structural Equation Modeling–Partial Least Square (SEM-PLS). A total of 100 respondents were selected through purposive sampling. The research instrument was tested for validity and reliability through the outer model, while hypothesis testing was conducted using the inner model. The findings indicate that all independent variables have a positive and significant effect on customer satisfaction and loyalty. Furthermore, satisfaction significantly mediates the relationship between spiritual dimension, emotional dimension, and service quality on customer loyalty. These results highlight that integrating spiritual values, emotional experience, and service quality is a strategic factor in strengthening customer loyalty in Islamic banking.

INTRODUCTION

In an increasingly competitive banking world, banks are competing to attract and retain customers' trust by implementing various technological innovations. Customer loyalty not only contributes to a bank's financial stability but also plays a crucial role in enhancing its reputation and competitiveness in the market. Research conducted by Kaur and Gupta (2021) shows that banks with high levels of customer loyalty tend to experience better growth than banks that are unable to retain their customers. This confirms that customer loyalty is crucial for the long-term sustainability of bank operations. Customer loyalty, in the context of the banking industry, can be defined as a customer's commitment to continue using a particular bank's products and services, despite the availability of more attractive offers from competitors.

In a more in-depth analysis, it's important to understand that customer loyalty depends not only on external factors, such as service quality and the use of advanced technology, but also on internal factors, such as the bank's own moral values and vision. Banks with a clear vision and moral values aligned with their customers will find it easier to build loyalty. For example, if a bank is committed to sustainability and social responsibility, customers who share those values will be more likely to remain loyal. Therefore, it's crucial for banks to focus not only on financial aspects but also on social and environmental aspects in their strategies.

Furthermore, spiritual and emotional dimensions also play a significant role in building customer loyalty. Research by Sharma and Iyer (2023) shows that spiritual aspects in banking services can create a deeper connection between customers and banks, which in turn increases

loyalty. The spiritual dimension plays a particularly important role in the context of Islamic banking. According to research by Surya and Rahmawati (2021: 45), the spiritual dimension can increase customer trust in Islamic financial institutions, which in turn contributes to customer loyalty.

This is particularly relevant given that Sinjai Regency, the focus of this research, is known as "Our Land of Panrita," a region with a strong religious and faith-based society. This spiritual strength shapes the identity and behavior of the Sinjai people in various aspects of life, including economic and financial decision-making. In the context of the banking industry, the beliefs and spiritual values of the Sinjai people have the potential to influence customer behavior and loyalty. In this context, economic activity is not merely viewed as an effort to gain material gain, but must also align with spiritual values and the common good, as reflected in religious teachings and local wisdom within the Sinjai community.

The emotional dimension also plays a crucial role in building strong relationships between banks and customers. Findings by Hidayat and Sari (2022: 78) indicate that positive emotional experiences can increase customer satisfaction, ultimately leading to higher loyalty. For example, friendly and responsive service from staff can create a pleasant emotional experience for customers. When customers feel valued and cared for, they are more likely to return to the bank. Therefore, adequate training for bank staff to provide high-quality service is crucial. Well-trained staff are not only able to answer customer questions but can also build more personal relationships with them, which in turn creates a deeper and more meaningful experience.

Service quality is a key determinant of customer satisfaction. Good service quality not only contributes to customer satisfaction but also influences their loyalty to the bank. Fasiha emphasized that service quality influences loyalty, but did not include spiritual and emotional aspects (Fasiha et al., 2022). However, according to Valarie, A et al., (2020: 114), service quality encompasses not only technical aspects but also emotional and spiritual aspects that can impact the overall customer experience. In this context, it is important to understand that customers seek not only good products and services but also values that align with their Sharia principles, especially for Sharia banking customers.

Based on this, it is important to integrate the spiritual, emotional, and service quality dimensions with customer satisfaction. In this context, customer satisfaction is a crucial factor influencing loyalty. According to Oliver (2020), high customer satisfaction not only encourages them to continue using bank services but also has the potential to increase recommendations, which can attract new customers. Customer satisfaction serves as a bridge between these dimensions and customer loyalty. According to research by Prasetyo and Dewi (2023: 102), customer satisfaction can be achieved through positive experiences, both spiritually and emotionally, as well as service quality. Previous studies have shown that service quality, satisfaction, and emotional value significantly influence customer loyalty. However, research on the integration of the spiritual dimension as a unique characteristic of Islamic banking is still limited.

Research (Fasiha et al., (2022) confirms that service quality influences loyalty, but has not included spiritual and emotional aspects. Putri & Suryani (2023) highlighted the importance of emotional experiences in shaping loyalty, but did not test the role of satisfaction as a mediator. Fauzan & Hakim (2023) found that spirituality influences satisfaction, but did not test the simultaneous relationship with service quality and emotional.

Thus, there is a research gap in the form of a lack of a comprehensive model that integrates spiritual and emotional dimensions, service quality, satisfaction, and loyalty within a single research

framework, particularly in the context of a religious community like Sinjai Regency. This research aims to fill this gap.

METHOD

This study uses a quantitative approach to examine the influence of spiritual dimensions, emotional dimensions, and service quality on customer loyalty through satisfaction as an intervening variable (Kaur et al., 2021). This quantitative approach was chosen because it allows for objective measurement of relationships between variables through statistical analysis (Sugiyono, 2020: 105). Data collection was conducted using a structured questionnaire instrument compiled based on the indicators of each research variable. Data analysis was conducted using a Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) using SmartPLS 4 software, which is suitable for research with causal models and mediating variables (Ghozali, 2014: 74).

The study population consisted of all 22,653 customers of BSI KCP Sinjai. The sampling technique used purposive sampling with the criteria of active customers for at least one year. From this population, a sample of 100 respondents was determined, who were deemed to have met the representative requirements for analysis using SmartPLS 4. Data were collected through a five-point Likert scale questionnaire, which had previously been tested for validity and reliability, with a Cronbach's Alpha value of 0.87, indicating a reliable instrument (Zhao et al., 2010).

Data analysis began with descriptive statistics to describe respondent characteristics and response distribution (Sugiyono, 2013: 226). Next, an outer model analysis was conducted to test construct validity and reliability using convergent validity, discriminant validity, AVE, composite reliability, and Cronbach's alpha tests.

Table 1. Rule of Thumb Evaluation of Outer Model

<i>Validity and Reliability</i>	<i>Rule of Thumbs Parameters</i>
<i>Convergent Validity</i>	<i>Loading factor</i> > 0.7 (<i>confirmatory</i>), > 0.6 (<i>exploratory</i>)
<i>Average Variance Extracted (AVE)</i>	> 0.5
<i>Discriminant Validity</i>	<i>Cross loading</i> > 0.7
<i>Square Root of AVE</i>	> correlation between constructs
<i>HTML</i>	< 0.90
<i>Cronbach's Alpha</i>	> 0.70
<i>Composite Reliability</i>	> 0.70

Inner model analysis according to Sarstedt et al., (2017) used to assess the structural relationship between variables through the R-Square (R^2), Q-Square (Q^2), F-Square (f^2), and Goodness of Fit (SRMR) values. Hypothesis testing is carried out through direct effect and indirect effect analysis with a significance criterion of p-value < 0.05 (Tenenhaus et al., 2004).

Table 2 Rule of Thumb Inner Model Evaluation

<i>Criteria</i>	<i>Rule of Thumbs</i>
<i>T-Statistics</i>	> 1.96
<i>R-Square (R^2)</i>	0.25 (weak), 0.50 (moderate), 0.75 (strong)
<i>Q-Square (Q^2)</i>	> 0 indicates predictive relevance
<i>F-Square (f^2)</i>	0.02 (weak), 0.15 (moderate), 0.35 (strong)
<i>SRMR</i>	0.1 small; 0.25 medium; 0.38 large

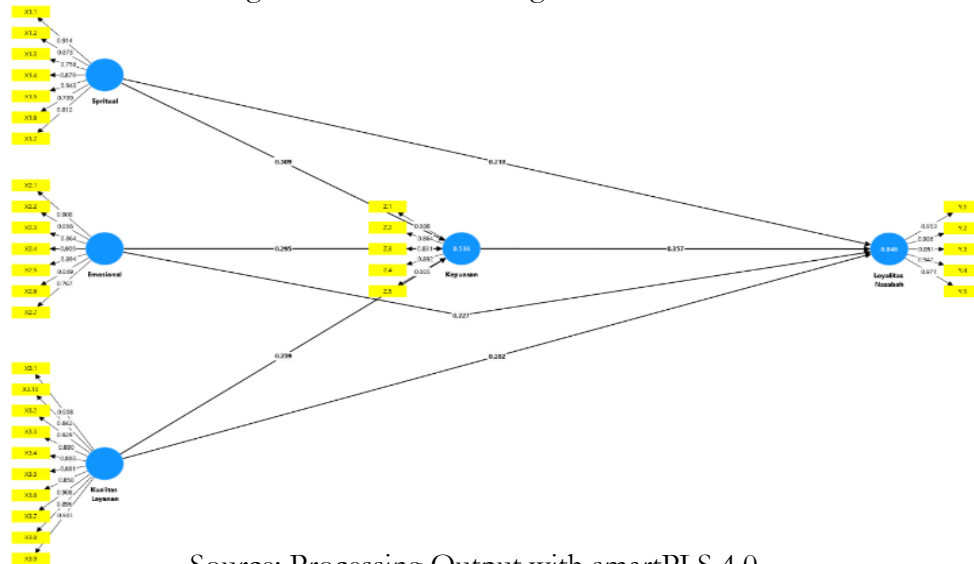
RESULTS AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

Convergent Validity

Convergent validity testing examines each construct indicator. According to Chin (in Ghazali), an indicator is considered valid if its value is greater than 0.70, while a loading factor of 0.50 to 0.60 is considered sufficient. Based on this criterion, any factor loading below 0.50 will be dropped from the model.

Figure 1 SmartPLS 4.0 Algorithm Results



Source: Processing Output with smartPLS 4.0

- All indicators have a loading factor > 0.70 .
- All questionnaire items are valid and can be used for further analysis.

(Source: Processing Output with smartPLS 4.0)

Based on the table above, it can be seen that all indicators of this research variable are declared valid, as the Outer Loadings value for each indicator is greater than 0.7. Therefore, the questionnaire items can be used in further analyses.

Discriminant Validity

Table 4. Results of the Discriminant Validity Test (Fornell Larcker Criterion)

Variable	Emotional	Satisfaction	Service	Loyalty	Spiritual
Emotional	0.867				
Satisfaction	0.636	0.868			
Quality of Service	0.699	0.644	0.889		
Customer Loyalty	0.769	0.814	0.805	0.942	
Spiritual	0.562	0.628	0.641	0.742	0.856

Source: Processing Output with smartPLS 4.0

From the table above, it can be concluded that the square root of the Average Variance Extracted for each construct is greater than the correlation between one construct and another construct in the model. Based on the statement above, the constructs in the estimated model meet the discriminant validity criteria. The results of the Cross Loading indicate that each indicator has the highest loading on its respective construct, so that the indicator does not overlap with other constructs, (Source: Processing Output with smartPLS 4.0)

Heterotrait-monotrait ratio HTMT

Meanwhile, an acceptable threshold level of discriminant validity was also obtained, as seen from the HTMT value which was less than 0.90 as suggested by (Hair et al., 2017). All HTMT values were lower than 0.90, (Source: Processing Output with smartPLS 4.0)

Average Variance Extracted(AVE)

Table 7 Results of the Average Variance Extracted (AVE) Test

Variable	AVE value
Emotional	0.751
Satisfaction	0.753
Quality of Service	0.791
Customer Loyalty	0.887
Spiritual	0.733

Source: Processing Output with smartPLS 4.0

Based on the table above, it can be seen that the AVE value is greater than 0.50, which means that all indicators have met the established criteria and have potential reliability for further testing.

Composite Reliability and Cronbach's Alpha

Table 8 Results of Composite Reliability and Cronbach's Alpha Tests

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Emotional	0.944	0.946	0.955
Satisfaction	0.918	0.924	0.939
Service	0.971	0.972	0.974
Loyalty	0.967	0.969	0.975
Spiritual	0.938	0.944	0.950

Source: Processing Output with smartPLS 4.0

Based on the table above, it can be seen that the results of the Composite Reliability and Cronbach's Alpha tests show satisfactory values, namely that all latent variables are reliable because all latent variable values have Composite Reliability and Cronbach's Alpha values ≥ 0.70 . So, it can be concluded that the questionnaire used as a research tool is reliable or consistent.

Structural Model Analysis (Inner Model)

Model Testing

Table 9 Results of the Goodness of Fit Model

	Saturated model	Estimated model
SRMR	0.081	0.081
d_ULS	3,897	3,897
d_G	4,854	4,854
Chi-square	2315,591	2315,591
NFI	0.675	0.675

Based on Table 9, the results of the Goodness of Fit test show that the SRMR (Standardized Root Mean Square Residual) value for the estimated model is 0.081. This value meets the generally accepted model fit criteria, where the SRMR value is required to be less than 0.10. Because the SRMR value of this study (0.081) is less than 0.10, it can be concluded that this research model has a good and acceptable level of fit, which indicates that the difference (residual) between the correlation matrix observed in the field and the correlation matrix predicted by the model is relatively low.

MarkR-Square (R2)

Table 10 Results of R-Square (R2) Value Test

Variables	R-square	R-square adjusted
Satisfaction	0.536	0.525
Customer Loyalty	0.848	0.843

Source: Processing Output with smartPLS 4.0

- a) **Satisfaction Variable (Z)** The R-Square value obtained was 0.536 (or R-Square Adjusted 0.525). This figure indicates that the predictor variables (i.e., Spirituality, Emotionality, and Service Quality) together were able to explain 53.6% of the variation in the Satisfaction variable. Based on general criteria (e.g., Hair et al., 2017), where 0.75 (strong), 0.50 (moderate), and 0.25 (weak), this value is categorized as Moderate. The remaining 46.4% is explained by other variables outside this research model.
- b) **Customer Loyalty Variable (Y)** The R-Square value obtained was 0.848 (or R-Square Adjusted 0.843). This figure indicates that the predictor variables (i.e., Spirituality, Emotionality, Service Quality, and Satisfaction) collectively explain 84.8% of the variation in the Customer Loyalty variable. This value (because it is > 0.75) is categorized as Strong or Substantial. The remaining 15.2% is explained by other factors outside this model.

Markf2 Effect Size

Table 4.9 Results of the f2 Effect Size Test

Variables	f-square
Emotional -> Satisfaction	0.092
Emotional -> Customer Loyalty	0.152
Satisfaction -> Customer Loyalty	0.388
Service Quality -> Satisfaction	0.052
Service Quality -> Customer Loyalty	0.210
Spiritual -> Satisfaction	0.116
Spiritual -> Customer Loyalty	0.146

Source: Processing Output with smartPLS 4.0

- 1) Emotional Influence on Satisfaction
The f-square test result for the influence of Emotional on Satisfaction is 0.092. Based on Ghozali's (2014) criteria, this value is in the range of $0.02 \leq f \leq 0.15$, which indicates that the Emotional variable contributes a weak influence on the Satisfaction variable.
- 2) Emotional Influence on Customer Loyalty
The f-square test results for the influence of Emotion on Customer Loyalty showed a value of 0.152. This value falls into the category of $0.15 \leq f \leq 0.35$, so it can be interpreted that Emotion has a medium influence on Customer Loyalty.

- 3) The Influence of Satisfaction on Customer Loyalty
The f-square test result for the influence of Satisfaction on Customer Loyalty is 0.388. Since this value is greater than 0.35 ($f \leq 0.35$), it can be concluded that Satisfaction has a strong substantial influence on Customer Loyalty. This is the largest contribution of influence in this research model.
- 4) The Influence of Service Quality on Satisfaction
The f-square test result for the influence of Service Quality on Satisfaction is 0.052. This value is between 0.02 and 0.15 ($0.02 \leq f \leq 0.15$), which means that Service Quality has a weak influence or contribution to the Satisfaction variable.
- 5) The Influence of Service Quality on Customer Loyalty
The f-square test result for the influence of Service Quality on Customer Loyalty is 0.210. This value is in the range of $0.15 \leq f \leq 0.35$, which indicates that Service Quality has a medium influence on Customer Loyalty.
- 6) Spiritual Influence on Satisfaction
The f-square test results for the influence of Spirituality on Satisfaction showed a value of 0.116. Since this value is between 0.02 and 0.15 ($0.02 \leq f \leq 0.15$), it can be interpreted that Spirituality has a weak influence on Satisfaction.
- 7) Spiritual Influence on Customer Loyalty
The f-square test result for the influence of Spirituality on Customer Loyalty is 0.146. This value is still in the category of $0.02 \leq f \leq 0.15$. Therefore, it can be concluded that Spirituality has a weak influence on Customer Loyalty (although the value is close to the medium limit).

Q-Square (Goodness of Fit Model)

The structural model's goodness of fit test on the inner model uses the predictive relevance (Q2) value. A Q-square value greater than 0 (zero) indicates that the model has predictive relevance. The R-square value for each endogenous variable in this study can be seen in the following calculation:

Table 4.10 Q-Square Test Results

Variables	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Satisfaction	640,000	395,237	0.382
Loyalty	640,000	166,715	0.740

Source: Processing Output with smartPLS 4.0

- a) **Prediction of Satisfaction Variable (Z)** The Q-Square calculation result for the Satisfaction variable is 0.382. According to the criteria, this value is significantly greater than 0 (zero). This indicates that the research model has predictive relevance for the Satisfaction construct. More specifically, the value of 0.382 (which can be categorized as large) indicates that approximately 38.2% of the variation in the Satisfaction data can be predicted by the independent variables (Spirituality, Emotionality, and Service Quality).
- b) **Prediction of Customer Loyalty Variable (Y)** The Q-Square calculation result for the Customer Loyalty variable is 0.740. This value is also significantly greater than 0 (zero), confirming that the model has predictive relevance for the Customer Loyalty construct. The value of 0.740 (categorized as very large) indicates that this model is very good at predicting Customer Loyalty, where 74% of the variation can be explained by the independent variables and mediating variables (Spirituality, Emotionality, Service Quality, and Satisfaction).

a. Test Results *Hypothesis (Path Coefficient Estimation)*

The estimated path effects in a structural model must be significant. This significance can be obtained using the bootstrapping procedure. Significance is determined by examining the parameter coefficients and the significant t-statistics in the bootstrapping algorithm report.

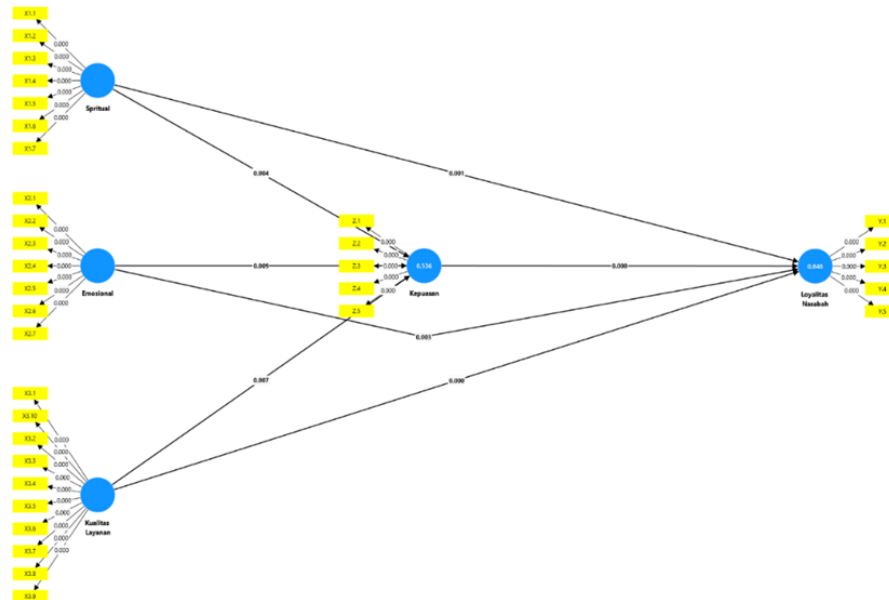


Figure 2 Bootstrapping Test Results

To determine whether it is significant or not, look at the t-table at alpha 0.05 (5%) = 1.96. Then the t-table is compared with the calculated t-statistic.

Table 4.11 Hypothesis Testing Results

<i>Direct Effect</i>	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Emotional ->					
Satisfaction	0.295	0.304	0.112	2,632	0.009
Emotional -> Loyalty	0.227	0.232	0.076	2,970	0.003
Satisfaction -> Loyalty	0.357	0.350	0.069	5,147	0,000
Service -> Satisfaction	0.239	0.232	0.089	2,704	0.007
Service -> Loyalty	0.282	0.281	0.055	5,170	0,000
Spiritual -> Satisfaction	0.309	0.309	0.107	2,892	0.004
Spiritual -> Loyalty	0.210	0.208	0.064	3,253	0.001

Source: Processing Output with smartPLS 4.0

The following are the results of hypothesis testing on the structural model:

- Emotional Influence on Satisfaction** The test results show that the Emotional variable has an effect on Satisfaction. The path coefficient value (Original Sample) is 0.295 (positive), with a T-Statistics value of 2.632. Because the T-Statistics value (2.632) is greater than the T-Table (1.96) and the P-Values value (0.009) is smaller than 0.05, it can be concluded that Emotional has a positive and significant effect on Satisfaction.
- Emotional Influence on Customer Loyalty** The test results show that the Emotional variable has an effect on Customer Loyalty. The path coefficient value (Original Sample) is 0.227 (positive), with a T-Statistics value of 2.970. The T-Statistics value (2.970) > T-Table

(1.96) and the P-Values value (0.003) < 0.05, which means the hypothesis is accepted. It is concluded that Emotional has a positive and significant effect on Customer Loyalty.

- c) **The Influence of Satisfaction on Customer Loyalty** The test results examine the effect of Satisfaction on Customer Loyalty. The path coefficient value (Original Sample) obtained is 0.357 (positive), with a T-Statistics value of 5.147. The T-Statistics value (5.147) is much greater than the T-Table (1.96) and is supported by a P-Value (0.000) < 0.05. This indicates that Satisfaction has a positive and very significant effect on Customer Loyalty.
- d) **The Influence of Service Quality on Satisfaction** The test results show that Service Quality has an effect on Satisfaction. The path coefficient value (Original Sample) is 0.239 (positive), with a T-Statistics value of 2.704. Since the T-Statistics value (2.704) > T-Table (1.96) and the P-Values value (0.007) < 0.05, it is concluded that Service Quality has a positive and significant effect on Satisfaction.
- e) **The Influence of Service Quality on Customer Loyalty** The test results examine the effect of Service Quality on Customer Loyalty. The path coefficient value (Original Sample) is 0.282 (positive), with a T-Statistics value of 5.170. The T-Statistics value (5.170) > T-Table (1.96) and the P-Values value (0.000) < 0.05. These results indicate that Service Quality has a positive and very significant effect on Customer Loyalty.
- f) **Spiritual Influence on Satisfaction** The test results show that the Spiritual variable has an effect on Satisfaction. The path coefficient value (Original Sample) is 0.309 (positive), with a T-Statistics value of 2.892. Because T-Statistics (2.892) > T-Table (1.96) and P-Values (0.004) < 0.05, it is concluded that Spirituality has a positive and significant effect on Satisfaction.
- g) **Spiritual Influence on Customer Loyalty** The test results examine the influence of Spirituality on Customer Loyalty. The path coefficient value (Original Sample) is 0.210 (positive), with a T-Statistics value of 3.253. The T-Statistics value (3.253) > T-Table (1.96) and the P-Values value (0.001) < 0.05. Thus, it can be concluded that Spirituality has a positive and significant effect on Customer Loyalty.

The following are the results of testing the hypothesis of the indirect influence of X on Y through Z:

Table 4.12 Hypothesis Testing Results

<i>Indirect Effect</i>	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics (O/STDEV)</i>	<i>P values</i>
Emotional -> Satisfaction -> Loyalty	0.105	0.106	0.043	2,446	0.014
Service -> Satisfaction -> Loyalty	0.085	0.083	0.038	2,228	0.026
Spiritual -> Satisfaction -> Loyalty	0.110	0.109	0.046	2,405	0.016

Source: Processing Output with smartPLS 4.0

- a) **Emotional Influence (X1) on Customer Loyalty (Y) through Satisfaction (Z)** The results of the indirect effect test found that the Emotional variable significantly influences Customer Loyalty through Satisfaction. This is evidenced by the T-Statistics value of 2.446 (greater than the T-Table of 1.96) and P-Values of 0.014 (smaller than 0.05). Thus, it can be concluded that Customer Satisfaction (Z) successfully mediates the relationship between Emotional (X1) and Customer Loyalty (Y).

- b) **The Influence of Service Quality (X3) on Customer Loyalty (Y) through Satisfaction (Z)** The results of the indirect path test indicate that Service Quality has a significant effect on Customer Loyalty through Satisfaction. This is evident from the T-Statistics value of 2.228 (greater than 1.96) and P-Values of 0.026 (smaller than 0.05). These results prove that Customer Satisfaction (Z) is proven to significantly mediate the relationship between Service Quality (X3) and Customer Loyalty (Y).
- c) **The Influence of Spirituality (X2) on Customer Loyalty (Y) through Satisfaction (Z)** The results of the indirect path test for the Spiritual variable on Customer Loyalty through Satisfaction also showed significant results. The T-Statistics value obtained was 2.405 (greater than 1.96) and the P-Values were 0.016 (smaller than 0.05). This confirms that Customer Satisfaction (Z) successfully and significantly acts as a mediating variable in the relationship between Spirituality (X2) and Customer Loyalty (Y).

DISCUSSION

1. The Influence of Spiritual Dimension on Customer Satisfaction and Loyalty

The results of the study indicate that the spiritual dimension has a positive and significant effect on customer satisfaction and loyalty. The t-statistic value of 2.405 and p-value of 0.016 indicate that the higher the application of spiritual values in Islamic banking services, the higher the level of customer satisfaction and loyalty.

This finding strengthens the theory put forward by Pargament in Surya and Rahmawati (2021: 45) The spiritual dimension plays a role in creating a sense of moral and emotional bond between customers and financial institutions. In the context of Islamic banking, spirituality forms the basis of customer trust because they view transactions not only as economic activities but also as part of worship and the implementation of Islamic values such as justice, fair profits, social welfare, and mutual assistance. (Djumadi et al., 2025).

These results are also consistent with research by Hidayat & Sari (2020), which found that the application of sharia principles and Islamic values in banking products and services can increase customer trust, inner comfort, and a sense of calm during transactions. For the Sinjai community, known for its religious beliefs, the alignment of banking services with sharia principles is a key factor influencing positive perceptions of BSI.

Thus, it can be concluded that the spiritual values implemented by BSI KCP Sinjai are a key factor in building customer satisfaction, which ultimately contributes to customer loyalty. This means that the stronger the customer's perception of spirituality, the higher their level of trust and loyalty to the bank.

2. The Influence of Emotional Dimensions on Customer Satisfaction and Loyalty

The analysis also showed that the emotional dimension had a positive and significant effect on customer satisfaction and loyalty, with a T-statistic of 2.446 and a P-value of 0.014. These findings indicate that the emotional aspect plays a significant role in shaping customers' positive experiences with BSI.

In the context of banking services, warm interactions, friendly service, and effective communication between employees and customers create a pleasant emotional experience. According to Parasuraman et al.'s theory, (1988: 12-40) In the SERVQUAL model, empathy and responsiveness are important dimensions that determine customer perceptions of service quality. The results of this study also support the findings of Ali & Raza. (2022) which states that

positive emotional experiences provided by bank staff contribute significantly to increased satisfaction and loyalty. When customers feel valued, understood, and genuinely served, they develop a strong sense of trust and emotional attachment to the institution. Similar findings were also expressed in the study. Mujahidin et al., (2022) in their research related to the influence of relational quality where the relational itself is part of the emotional dimension with results that have a significant influence between relational quality (emotional dimension) on customer loyalty.

In the context of BSI KCP Sinjai, services oriented toward emotional connections and a personalized approach have been proven to create a better customer experience. This aligns with Sharia values, which emphasize honesty, friendliness, and caring in interactions. Therefore, strengthening the emotional aspect of service is key to the bank's success in increasing customer satisfaction and loyalty.

3. The Influence of Service Quality on Customer Satisfaction and Loyalty

The results of the study show that service quality has a positive and significant influence on customer satisfaction and loyalty, with the T-statistic value above the significance limit ($p < 0.05$). This indicates that the higher the service quality provided by BSI KCP Sinjai, the higher the level of customer satisfaction and loyalty.

This finding is consistent with the Servqual theory developed by Parasuraman et al., (1988: 12-40) which explains that service quality is influenced by five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. In this study, the service quality perceived by customers includes speed of service, accuracy of information, professional attitude of officers, and the comfort of physical facilities at the BSI KCP Sinjai office.

This research is strengthened by the results (Fasiha et al., 2022) which revealed that service quality has a positive effect on consumer loyalty at the Palopo Minimarket, other studies are also in line with these findings, such as the findings of Rahman & Hossain (2022: 102) and Santoso & Lestari (2024). This indicates that good service quality directly increases customer satisfaction and loyalty in Islamic banks. At BSI KCP Sinjai, reliability and empathy are dominant factors, as customers feel they are served with utmost attention and sincerity.

Therefore, superior service quality is the primary foundation for building BSI customer satisfaction and loyalty. Efforts to improve quality must be continuously implemented through employee training, service digitization, and a responsive customer complaints system.

4. The Role of Customer Satisfaction as an Intervening Variable

The path analysis results indicate that customer satisfaction acts as a significant mediating variable between spiritual, emotional, and service quality dimensions and customer loyalty. Based on bootstrapping results, all mediation paths had T-statistics > 1.96 and P-values < 0.05 , thus being declared significant.

This finding is in line with the Expectation-Disconfirmation Model theory (Oliver, 1980) which explains that satisfaction arises when service performance exceeds customer expectations, which according to Rasbi (2023) Performance can be influenced by work discipline, and this satisfaction will then drive loyal behavior. In this context, satisfaction serves as a bridge connecting service experience with long-term customer commitment to the bank.

Customer satisfaction has been shown to be a key factor strengthening the relationship between spiritual, emotional, and service quality dimensions and loyalty. For example, customers who are satisfied with services that align with Sharia values and experience positive emotional experiences are more likely to continue using a bank and recommend it to others.

These results support research by Kusuma & Prasetyo (2021), which found that satisfaction acts as a significant mediator in the relationship between service quality and customer loyalty. Thus, customer satisfaction is a key prerequisite for building long-term loyalty in Islamic banking.

5. Synthesis of Research Results and Theoretical Implications

Overall, this study shows that customer satisfaction and loyalty are significantly influenced by spiritual and emotional characteristics, and service quality, both directly and through satisfaction acting as a mediating variable. Customer loyalty behavior can be fully explained by a combination of material and non-material elements, in line with the strong explanatory power of this research model. These results indicate that spiritual and emotional values are significant influences on consumer behavior, which enhances research in Islamic banking and service marketing. Practically, the findings of this study offer strategic recommendations for bank management to incorporate spiritual principles, improve the quality of interpersonal relationships, and uphold service standards in an effort to create a competitive advantage based on customer loyalty and satisfaction.

CLOSING

Conclusion

Based on the results of the structural model analysis using SmartPLS 4.0, supported by good construct validity and reliability, it can be concluded that the spiritual dimension, emotional dimension, and service quality have an important role in shaping customer satisfaction and loyalty at BSI KCP Sinjai. Satisfaction is proven to be a mediating/intervening variable that strengthens the relationship between the three exogenous variables and customer loyalty. This research model is also considered very good, with a coefficient of determination (R^2) of 0.536 for satisfaction and 0.848 for loyalty, indicating that the research variables are able to explain most of the variation in customer behavior. Thus, increasing customer loyalty in Islamic banks depends not only on service quality but also on fulfilling spiritual aspects and emotional experiences in service interactions. Therefore, the integration of spiritual values, emotional experiences, and service quality is a strategic combination in building customer loyalty in Islamic banking.

Furthermore, customer satisfaction has been demonstrated to be a powerful mediator in enhancing the impact of spiritual, emotional, and service quality dimensions on customer loyalty. The coefficient of determination indicates that the research model has good explanatory power, with the studied variables explaining a significant portion of satisfaction and loyalty. Therefore, a comprehensive strategy that combines professional service quality, internalization of spiritual values, and the creation of positive and memorable emotional experiences in every service is necessary to enhance customer loyalty in Islamic banking.

Recommendation

1. BSI needs to strengthen spiritual values in services through training in sharia ethics and Islamic service culture.
2. Improving emotional aspects through interpersonal communication and empathy training.
3. Optimizing service quality, both physical and digital services.
4. Development of a feedback system to monitor customer satisfaction periodically.
5. Further research could add variables such as trust, brand image, or digital experience.

REFERENCE

- Ali, Raza. (2022). "Spiritual and Emotional Dimensions of Customer Loyalty in Islamic Banking," *International Journal of Bank Marketing* 39, no. 3: 275-290.
- Creswell, J. W. (2020). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 5th ed. (Los Angeles: Sage Publications).
- Fasiha, F., Yusuf, M., Sihombing, HBM, Mujahidin, M., & Chenini, AR (2022). 'The Effect of Product Quality and Service Quality on Consumer Loyalty at Palopo Minimarkets', *Ikonomika*, 7.2: 177 <<https://doi.org/10.24042/febi.v7i2.14430>>.
- Djumadi, Syah, A., Hamida, Mujahidin, Kamiruddin. (2025) Critical Review and Contemporary Islamic Banking, 'Id Al-Shar', 4.2, 1152–88.
- Ghozali, I. (2014). *Structural Equation Modeling: An Alternative Method with Partial Least Squares (PLS)*. 4th Ed. Semarang: Diponegoro University Publishing Agency, Semarang. 74
- Gupta, A., Singh, P. (2022). "Service Quality and Customer Retention in Banking: A Case Study," *International Journal of Bank Marketing* 40, no. 3: 312-329.
- Hidayat, R., Sari, I. (2022). *Customer Emotions and Loyalty: A Study on Islamic Banking*, Bandung: Mitra Media.
- Hidayat, R., Sari, I. (2020). "Spiritual Dimensions in Islamic Banking and Their Impact on Customer Loyalty." *Journal of Islamic Business Studies* 8, no. 2: 99-113.
- Kaur, N., Gupta, R. (2021). "Customer Loyalty in the Banking Sector: An Empirical Study," *Journal of Financial Services Marketing* 26, no. 2: 189-205.
- Kusuma, D., Prasetyo, A. (2021) "Customer Satisfaction as a Mediator in the Relationship Between Service Quality and Loyalty." *Journal of Islamic Marketing* 9, no. 1: 34-51.
- Mujahidin; Yusuf, Muhammad; Ardianto, Rian; Sutaguna, I. Nyoman Tri; Sampe, Ferdiannus. 'The Effect of Relationship Marketing and Relationship Quality on Customer Loyalty (Bank Muamalat Indonesia).', *Technium Soc. Sci. J*, 38 (2022), 312.
- Oliver, Richard, L. (2020) *Satisfaction: A Behavioral Perspective on the Consumer* (New York: Routledge,).
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality." *Journal of Retailing* 64(1): 12-40.
- Prasetyo, AS, Dewi, S. (2023). *Customer Satisfaction as an Intervening Variable in Islamic Banking Loyalty*. Yogyakarta: Islamic Banking Research Institute.
- Rahman, Hossain. (2022). *Spiritual Dimensions in Financial Services*. London: Finance Research Institute.
- Rasbi M, (2023) 'Determinants of Employee Performance at the Regional Financial and Asset Management Agency for the City of Palopo', *Journal of Islamic Management and Business*, 6.1, 32–40.
- Santoso, B., Lestari, I. (2024). "Service Quality, Satisfaction, and Loyalty in Islamic Banking: A Mediation Analysis." *Journal of Business and Islamic Finance* 18, no. 1: 21-39.
- Sarstedt, M., Ringle, C.M., Hair, J.F. (2017). "Treating unobserved heterogeneity in PLS-SEM: A multi-method approach." *Partial least squares path modeling: Basic concepts, methodological issues and applications*. Cham: Springer International Publishing. 197-217.
- Sharma, A., Iyer, G. (2023). "Spirituality in Banking Services and Customer Loyalty: A Conceptual Framework," *Journal of Business Ethics* 178, no. 1: 95-113.
- Srisulistiwati, DB, Navanti, D., Rejeki, S., & Destiana, R. (2024). The Relationship Between Islamic Banking Goals, Customer Satisfaction, and Loyalty. *Edunomika Scientific Journal*, 8(1).
- Sugiyono, (2020). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Sugiyono, (2013). *"Qualitative research methods*. Bandung: Alfabeta.
- Surya, Rahmawati. (2021). *The Influence of the Spiritual Dimension on Customer Loyalty in Islamic Banking*. Jakarta: Islamic Economics Library.
- Tenenhaus, M., Amato, A., Vinzi, V. E. (2004). "A global goodness-of-fit index for PLS structural equation modeling." *Proceedings of the XLII SIS scientific meeting*. Vol. 1. No. 2.739-742.

- Valarie, A.Z., Jo Bitner, M. (2020). *Services Marketing: Integrating Customer Focus Across the Firm*. New York: McGraw-Hill.
- Zhao, X., Lynch Jr, J.G., Chen, Q. (2010). "Reconsidering Baron and Kenny: Myths and truths about mediation analysis." *Journal of consumer research* 37.2: 197-206.