

The Role of Member Satisfaction in Mediating the Influence of Islamic Business Ethics and Service Quality on Loyalty in Islamic Cooperatives

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Abstract

This study aims to analyze the influence of Islamic Business Ethics and service quality on member loyalty, with member satisfaction as a mediating variable at KSPPS BMT Mutiara Umat Sejahtera Kudus. The research sample consisted of 168 members with data obtained through questionnaires. The analysis was conducted using the Structural Equation Modeling (SEM) method with the help of AMOS 24.0 software. The validity and reliability tests included convergent validity, average variance extracted (AVE), discriminant validity, and construct reliability. The results showed that Islamic Business Ethics did not have a direct effect on loyalty but had a significant effect on member satisfaction. Conversely, service quality has a significant effect on member satisfaction and loyalty. Member satisfaction was found to fully mediate the relationship between Islamic Business Ethics and loyalty, and partially mediate the relationship between service quality and loyalty. These findings indicate that improving Islamic Business Ethics and service quality can increase satisfaction, which in turn has an impact on member loyalty.

Keywords: Islamic Business Ethics, Service Quality, Member Satisfaction, Loyalty.

Peran Kepuasan Anggota dalam Memediasi Pengaruh Etika Bisnis Islam dan Kualitas Pelayanan terhadap Loyalitas pada Koperasi Syariah

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Etika Bisnis Islam dan kualitas pelayanan terhadap loyalitas anggota, dengan kepuasan anggota sebagai variabel mediasi pada KSPPS BMT Mutiara Umat Sejahtera Kudus. Sampel penelitian berjumlah 168 anggota dengan data diperoleh melalui kuesioner. Analisis dilakukan menggunakan metode Structural Equation Modelling (SEM) dengan bantuan software AMOS 24.0. Uji validitas dan reliabilitas mencakup convergent validity, average variance extracted (AVE), discriminant validity, dan construct reliability. Hasil penelitian menunjukkan bahwa Etika Bisnis Islam tidak berpengaruh langsung terhadap loyalitas, namun berpengaruh signifikan terhadap kepuasan anggota. Sebaliknya, kualitas pelayanan berpengaruh signifikan terhadap kepuasan dan loyalitas anggota. Kepuasan anggota terbukti memediasi secara penuh hubungan antara Etika Bisnis Islam dan loyalitas, serta secara parsial antara kualitas pelayanan dan loyalitas. Temuan ini mengindikasikan bahwa peningkatan Etika Bisnis Islam dan kualitas pelayanan mampu mendorong kepuasan yang berdampak pada loyalitas anggota.

Kata kunci: Etika Bisnis Islam, Kualitas Pelayanan, Kepuasan Anggota, Loyalitas.

INTRODUCTION

Member loyalty is an important foundation in ensuring the sustainability and growth of Islamic cooperatives. Loyalty is not only reflected in the length of membership, but also in the willingness of members to continue using the cooperative's products and services on an ongoing basis. In the context of Islamic cooperatives, this loyalty is built through a series of member experiences that are closely related to ethical values and the quality of service received (Masadah et al., 2020).

Islamic Business Ethics form the fundamental basis for the operations of Islamic cooperatives. Values such as honesty, trustworthiness, fairness, and transparency are not only moral principles, but also important instruments in building members' trust in the institution. When these values are consistently implemented, a psychological bond is formed between members and the cooperative, which has a positive impact on loyalty (Aravik et al., 2023). On the other hand, good service quality plays a role in creating a satisfying experience for members,

which ultimately strengthens their positive perception of the cooperative.

However, member satisfaction often acts as a mediator variable that bridges the relationship between business ethics and service quality to loyalty. Satisfaction arises when members' expectations are met, both functionally and emotionally. This satisfaction is an important indicator of an institution's success in building long-term relationships with its members.

The phenomenon occurring in several cooperatives in Indonesia shows that good service quality is not always enough to maintain loyalty if it is not accompanied by the implementation of strong business ethics. Cases of default, fraud, weak accountability, and lack of transparency are the main causes of the collapse of cooperatives that initially had a good service image (Zefanya, 2023). This shows the importance of integrating service and ethical principles in maintaining the sustainability of Islamic financial institutions.

A similar situation was experienced by KSPPS BMT Mutiara Umat Sejahtera Kudus. Although this cooperative had made various efforts to improve service quality and member loyalty.

has yet to show optimal results. Members' concerns about the sustainability of the cooperative remain high, especially after the COVID-19 pandemic, as indicated by the low intensity of reuse of cooperative products by members. This shows the

need for a more comprehensive approach, taking into account ethical factors and satisfaction as determinants of long-term loyalty, as well as complaints related to service and the application of sharia principles.

This study aims to analyze the influence of Islamic Business Ethics and service quality on member loyalty, with satisfaction as a mediating variable. The selection of KSPPS Mutiara Umat Sejahtera as the object of study was based on its large number of members and the challenge of loyalty amid competitive sharia cooperatives.

RESEARCH METHOD

This research was conducted at KSPPS BMT Mutiara Umat Sejahtera Kudus, with a population of 1,582 members. The sample was determined using purposive sampling with the criteria of active members who had transacted in the last year. Referring to (Hair et al., 2021), the sample size was set at 168 respondents based on the number of indicators ($28 \text{ indicators} \times 6$).

Primary data was collected through an online questionnaire using a 1–5 Likert scale. The constructs measured included Islamic Business Ethics (Djakfar, 2012), service quality (referring to SERVQUAL by (Parasuraman et al., 2005)), member satisfaction (Kotler et al., 2021), and member loyalty (Zeithaml et al., 1996). Secondary data were obtained from internal cooperative documents, such as institutional profiles and membership data.

The analysis began with descriptive statistics to describe the characteristics of the data. Next, inferential analysis was conducted using Structural Equation Modeling (SEM) with the help of AMOS 24.0. Validity and reliability tests included convergent validity, discriminant validity, AVE, and construct reliability.

Evaluation of SEM assumptions

The questionnaire quality was tested through validity and reliability tests. Validity was tested using *Convergent Validity*, *Average Variance Extracted (AVE)*, and *Discriminant Validity*. Indicators were considered valid if the factor loading value was > 0.5 and AVE was ≥ 0.5 . Reliability was tested using *Construct Reliability* and was considered reliable if the value was ≥ 0.7 .

Statistical Analysis with SEM Analysis

SEM (*Structural Equation Model*) is used to determine the influence between exogenous constructs and endogenous constructs that are difficult to solve by other analyses. There are two types of tests, including:

Before conducting structural model analysis, an evaluation of SEM assumptions is performed, namely normality testing using critical ratio (± 2.58) and *outlier* testing with

Mahalanobis Distance. Next, model testing is performed using the *Structural Equation Modeling (SEM)* method through the *Confirmatory Factor Analysis (CFA)* approach to test the suitability of exogenous and endogenous constructs to the model, based on the *Goodness of Fit* indicator.

Hypothesis testing

Hypothesis testing was conducted based on the *Critical Ratio* value in the regression between constructs. The relationship between variables was analyzed through direct, indirect, and mediating effects, which were presented in the SEM-AMOS estimation results through the *Standardized Direct* and *Indirect Effects* table. Mediation testing was conducted by comparing the direct and indirect effect values between variables.

RESULTS AND DISCUSSION

Based on the validity test results, several indicator values in the Islamic Business Ethics, service quality, member satisfaction, and member loyalty variables were declared valid, except for several indicators of friendliness, mutual benefit, providing a sense of security, confidence, and brand loyalty. The reliability test produced good construct reliability, with 16 indicators meeting the criteria, while the rest had values of < 0.7 .

Structural Equation Modeling (SEM) Assumptions

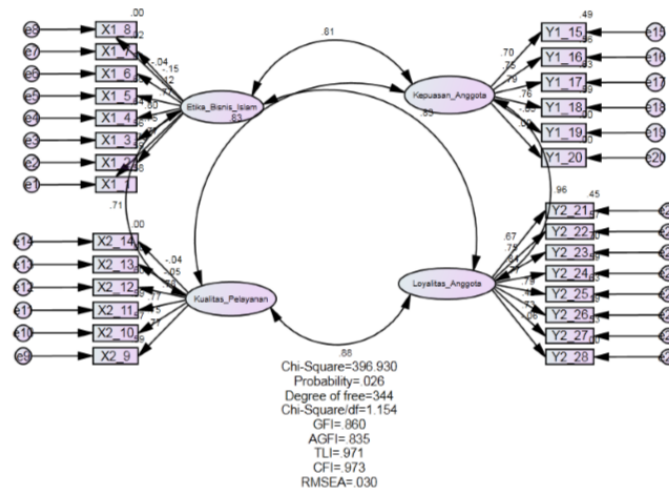


Figure 1: *Structural Equation Modeling (SEM) Assumptions*

RESULTS AND DISCUSSION

Based on the results of the validity test, several indicator values in the variables of Islamic Business Ethics, service quality, member satisfaction, and member loyalty were declared **Structural Equation Modeling (SEM) Assumptions**

The evaluation of SEM assumptions in this study includes normality and outlier tests. The normality test results show that all *Critical Ratio* values are within the range of ± 2.58 , with a multivariate value of 1.017, so it can be concluded that the data is normally distributed. Meanwhile, the *outlier* evaluation based on the *Mahalanobis d-Squared* value shows that the highest value of 36.125 is still below the *Chi-Square* value of 56.892 at a degree of freedom of 28 and a significance of 0.001. Therefore, the

valid, except for several indicators of friendliness, mutual benefit, providing a sense of security, confidence, and brand loyalty. The reliability test produced good construct reliability, with 16 indicators meeting the criteria, while the rest had values of < 0.7 .

research data does not contain multivariate outliers and meets the basic assumptions of SEM.

The results of the confirmatory analysis of the four research variables, namely Islamic Business Ethics, service quality, member satisfaction, and loyalty, can be seen in the analysis output graph using the AMOS program below:

Table 1: *Full Measurement Confirmatory Analysis Fit Test*

Goodness	Cut-off Value	Model Results	Note
Df = 99	≤ 123.2	101.8	Good
CMIN/DF	≤ 2.00	1.03	Good
Probability	≥ 0.05	0.4	Good
GFI	≥ 0.90	0.93	Good
AGFI	≥ 0.90	0.91	Good
TLI	≥ 0.95	1	Good
CFI	≥ 0.95	1	Good
RMSEA	≤ 0.08	0.01	Good

Based on the results of model modification, the *goodness of fit* values for *Chi Square*, *probability*, CMIN/DF, GFI, AGFI, TLI, CFI, and RMSEA have met the *good fit* category and can therefore be accepted in the equations in this study.

Full Model Structural Equation Modeling (SEM) Analysis

Structural Equation Modeling (SEM) analysis was used to determine the structural relationships between the variables studied. The structural relationships between variables were tested for suitability using *goodness of fit indices*. The results of the SEM analysis in this study can be seen in the following figure:

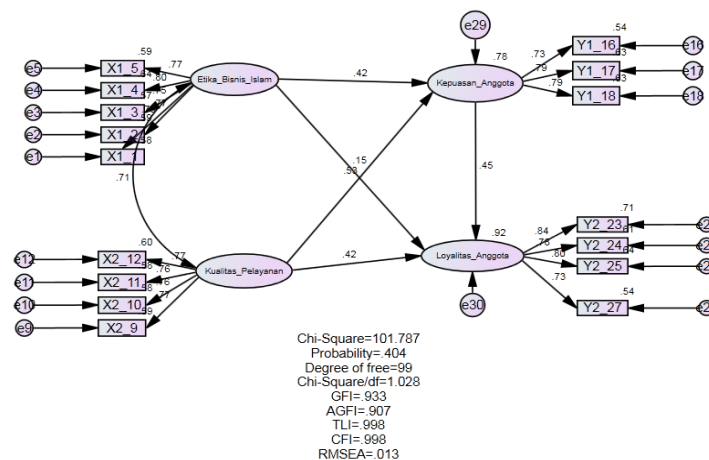


Figure 2: Full Research Model

Hypothesis Testing

Hypothesis testing was conducted to assess whether the independent variables had a significant effect on the dependent variables. Hypothesis testing in this study was based on the *Critical*

Ratio (CR) and *Significance Probability* values for each relationship between variables. Information regarding the results of the hypothesis testing can be seen in the following table:

Table 2. Regression Weights

			Estimate	S.E.	C.R.	P
Member Loyalty	<-	Islamic Business Ethics	0.112	0.07	1.545	0.122
Member Loyalty	<-	Service Quality	0.35	0.1	3.467	***
Member Satisfaction	<-	Islamic Business Ethics	0.38	0.09	4.236	***
Member Satisfaction	<-	Service Quality	0.534	0.11	4.922	***
Member Loyalty	<-	Member Satisfaction	0.379	0.13	2.975	0.003

Hypothesis 1 (Rejected): Islamic Business Ethics does not have a significant effect on member loyalty, as evidenced by a CR value of 1.545 < 1.645 and a p-value of 0.122 > 0.05

Hypothesis 2 (Accepted): Service quality has a positive and significant effect on member loyalty, with a CR value of 3.467 > 1.645 and a p-value of 0.000 < 0.05.

Hypothesis 3 (Accepted): Islamic business ethics has a positive and significant effect on member satisfaction, as evidenced by a CR value of 4.236 > 1.645 and a p-value of 0.000 < 0.05.

Hypothesis 4 (Accepted): Service quality has a positive and significant effect on member satisfaction, with a CR value of 4.922 > 1.645 and a p-value of 0.000 < 0.05.

Hypothesis 5 (Accepted): Member satisfaction has a positive and significant effect on member loyalty, with a CR value of 2.975 > 1.645 and a p-value of 0.003 < 0.05.

Inter-Variable Influence

Table 3. Standardized Regression Weight

			Estimate
Member Satisfaction	<-	Business Ethics Islam	0.423
Member Satisfaction	<-	Service Quality	0.533
Member Loyalty	<-	Satisfaction of Members	0.454
Member Loyalty	<-	Service	0.419
Member Loyalty	<-	Business Ethics Islam	0.15

Based on the table, the following linear regression equation can be made:

$$Y_1 = 0.423 X_1 + 0.533 X_2$$

$$Y_2 = 0.150 X_1 + 0.419 X_2 + 0.454 Y_1$$

a) Equation 1 (Member Satisfaction as Endogenous)

1) The *standardized regression estimate* value of 0.423 indicates

that Islamic Business Ethics has a significant effect on increasing member satisfaction by 0.423.

- 2) The *standardized regression estimate* value of 0.533 indicates that service quality has a significant effect on increasing member satisfaction by 0.533.

b) Equation 2 (Member Loyalty as an Endogenous Variable)

- 1) The *standardized regression estimate* value of 0.150 shows that Islamic Business Ethics has a significant effect on increasing member loyalty by 0.150.
- 2) The *standardized regression estimate* value of 0.419 shows that service quality has a significant effect on increasing member loyalty by 0.419.
- 3) The *standardized regression estimate* value of 0.454 shows that member satisfaction has a significant effect on increasing member loyalty by 0.454.

Table 4. Squared Multiple Correlations

	Estimate
Member_Satisfaction	.782
Member Loyalty	.918

- a) The *square multiple correlation* value is 0.782. This value indicates that 78.2% of member satisfaction is determined by Islamic Business Ethics and service quality. Meanwhile, the remaining 21.8% comes from other influences outside the variables in the study.
- b) *Multiple correlation square* value 0.918. This value indicates that 91.8% of member loyalty is determined by Islamic Business Ethics, service quality, and member satisfaction. The remaining 8.2% comes from other influences outside the variables in the study.

Analysis of Direct and Indirect Effects

Table 5. Direct Effect, Indirect Effect, and Total Effect

Variable Influence	Direct effect	Indirect effect	Total effect	Ket
Member Loyalty < Islamic Business Ethics	0.150	0.192	0.342	Full Mediation
Member Loyalty < Service Quality		0.242		

<i>Member Loyalty</i> < <i>Service Quality</i>	0.419		0.661	Partial Mediation
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Based on the table above, it can be concluded that member satisfaction acts as a mediating variable in the relationship between Islamic Business Ethics and member loyalty, with a greater indirect effect (0.192) than a direct effect (0.150), indicating full mediation.

Meanwhile, in the relationship between service quality and member loyalty through member satisfaction, the direct effect of service quality (0.419) is greater than the indirect effect (0.242), but there is still a significant effect between the three variables. This shows that member satisfaction functions as a partial mediator, with service quality as the more dominant influence.

DISCUSSION RESEARCH RESULTS

The Influence of Islamic Business Ethics on Member Loyalty

Research shows that Islamic Business Ethics does not have a significant effect on the loyalty of members of the BMT Mutiara Umat Sejahtera Kudus Credit Union. Although the principles of balance, fairness, and honesty are applied, loyalty is more influenced by emotional factors and the direct benefits felt by members. This contradicts the theory that Islamic Business Ethics can increase loyalty.

The implementation of ethical Islamic business practices can increase customer loyalty, which ultimately supports long-term business development. Ethical and socially responsible businesses tend to build strong relationships with customers, suppliers, and other stakeholders. Islamic Business Ethics, which focuses on kindness and happiness for others as one would wish for oneself, helps businesspeople develop their businesses through loyal customers who not only return but also recommend the business to others. (Djakfar, 2012:38) Masyrukoh, 2020) , (Nurmadiansyah, 2021:91 .

The results of this study are consistent with the research of Huzaimah, 2018; et al., 2023; Suhanda & Fahrullah, 2020; Valenzuela et al., 2010) . Factors such as profit and financial stability have a greater influence on member loyalty.

The Influence of Service Quality on Member Loyalty

Service quality has a positive and significant effect on member loyalty in cooperatives. Aspects such as comfortable facilities, reliability, responsiveness, and adherence to Sharia principles enhance member satisfaction, which in turn fosters loyalty. This study is consistent with the theory that quality

service contributes to customer loyalty (Tjiptono, 2022:139) (Griffin, 2005).

Member loyalty to cooperatives can be fostered through proper service quality management, personal attention, and adherence to sharia principles. Members who feel valued and receive quick solutions tend to be more loyal, while employee competence, polite attitudes, and a sense of security also build trust. Empathy in service and consistency in applying sharia principles further strengthen loyalty, especially for members with high religious awareness. Improving service quality, whether physical, technical, or sharia-compliant, is an effective strategy for maintaining member loyalty in sharia cooperatives, in line with the theory that quality service affects customer satisfaction and loyalty (Fatihudin & Firmansyah, 2019:34; Krishna & Sudarmayasa, 2020:43).

The results of this study are also in line with other studies, including but the results are contrary to the research (Kurniawan, 2022; et al., 2023; Wardana, 2021)

The Influence of Islamic Business Ethics on Member Satisfaction

Islamic business ethics have a positive effect on member satisfaction. Principles such as honesty, fairness, and transparency increase member trust, which ultimately strengthens their satisfaction. This research is in line with the theory of from (Masyrukoh, 2020:93; Nurmadiansyah, 2021:66),

namely that honesty, fairness, and transparency in business transactions are the main foundations for achieving customer satisfaction. Compliance with the principle of accountability ensures services that are in accordance with Islamic law, which in turn improves the quality of products and services and strengthens customer satisfaction. Business practices based on these principles not only create a mutually respectful environment but also strengthen business relationships based on trust and appreciation.

These results are also consistent with previous findings showing that Islamic Business Ethics can improve relationships between managers and members and strengthen satisfaction, namely the research (Hassan & Mollah, 2018; Huzaimah, 2018; Shahi et al., 2014; Zouari & Abdelhedi, 2021). Different results were found in the study (Jannati and Nurhidayati, 2022), (Salam and Habibah, 2021).

The Effect of Service Quality on Member Satisfaction

Service quality has a positive influence on member satisfaction. Aspects such as comfortable facilities, service reliability, and empathy in service increase satisfaction, which in turn contributes to member loyalty. This study supports the theory that high service quality can increase member satisfaction and create positive experiences.

The readiness of officers to provide fast service, guarantee fund security, and an empathetic personal approach also contribute to member satisfaction. In addition, compliance with sharia principles is the main basis that strengthens member loyalty to the cooperative. With this approach, the cooperative not only meets the basic needs of its members but also creates a positive experience that strengthens long-term relationships (Sulistiyowati, 2018:16).

High-quality service can enhance positive experiences for members in the form of satisfaction. This is in line with the findings of previous studies by (Alim et al., 2024), (Setyadi et al., 2023), (Jannati and Nurhidayati, 2022), (Mukarromah, 2022), (Huzaimah, 2018); which consistently show that good service quality positively contributes to customer or member satisfaction.

According to Ramayani et al., (2024); Lestari et al., (2024); Arianto and Nirwana, (2021), their research found the opposite result that service quality does not affect satisfaction, (Safitri, 2021) also mentions that service quality does not affect customer satisfaction.

The Influence of Member Satisfaction on Member Loyalty

Member satisfaction has a positive and significant effect on member loyalty. High satisfaction encourages loyalty, where product and service

quality that complies with sharia principles and competitive prices increase satisfaction and keep members loyal. These results are in line with the theory that customer satisfaction can encourage loyalty.

Emotional aspects such as pride and confidence also strengthen long-term, mutually beneficial relationships. The alignment of price with product and service quality, ease of administration, and friendly, solution-oriented service contribute to member comfort. Strategic location selection and digital-based services facilitate accessibility, making members feel valued and more loyal. The combination of these factors creates a positive experience that increases loyalty (Fatihudin & Firmansyah, 2019:210; Tjiptono, 2022:139).

These findings are consistent with similar research conducted by (Alejandrino and Palma-Samson, 2023), (Masadah et al., 2020), (Hidayat, 2019), which also found a significant positive relationship between satisfaction and customer or member loyalty.

Different results, namely that satisfaction has no effect on loyalty, were found in the study (Arianto and Nirwana, 2021), (Adi Nur Cahyo and Munawir, 2024)

The Influence of Islamic Business Ethics on Member Loyalty Through Member Satisfaction

Member satisfaction mediates the influence of Islamic Business Ethics on

member loyalty. Well-implemented ethics, such as transparency and mutual benefit, increase member satisfaction, which in turn encourages their loyalty. These findings indicate that satisfaction plays an important mediating role in increasing loyalty through Islamic Business Ethics.

The implementation of Islamic Business Ethics, characterized by honesty, transparency, and the principle of mutual benefit rather than focusing solely on the profit of one party, has been applied, creating bonds of affection and satisfaction. It is believed that this will foster a reciprocal relationship, ensuring that business relationships do not end after the transaction is completed. (Djakfar, 2012:39).

This is in line with the findings in the research (Kurniawan, 2022), (Huzaimah, 2018), which also emphasizes that member satisfaction functions as a mediator between the influence of Islamic Business Ethics and member loyalty to the organization.

Different results were obtained from the studies (Azzaida and Suzanawaty, 2022), (Ramayani et al., 2024), namely that satisfaction cannot mediate the influence of Islamic Business Ethics on loyalty.

The Influence of Service Quality on Member Loyalty Through Member Satisfaction

Member satisfaction mediates the influence of service quality on loyalty.

Good service quality, which includes adequate facilities, reliability, and empathy in service, increases member satisfaction, which in turn increases their loyalty. This supports the theory that quality service can create positive experiences that lead to higher loyalty. These results are in line with the research (Azzaida and Suzanawaty, 2022), (Hidayat, 2019). Findings from (Lestari et al., 2024), (Ramayani et al., 2024), show something different, where satisfaction cannot mediate service quality on member loyalty.

Service quality is very important in creating customer satisfaction, which ultimately builds loyalty. Good service, such as being friendly, responsive, and attentive, can create a memorable positive experience and make customers feel valued. This satisfaction, if maintained, encourages customers to return and builds long-term loyalty. In addition, superior service quality also distinguishes a business from its competitors, increases competitiveness, and ensures business continuity through sustained customer loyalty (Salim, 2021:6).

CONCLUSION

The results of this study indicate that service quality and member satisfaction are key factors in shaping the loyalty of Islamic cooperative members. These findings support previous theories that emphasize the importance of service and satisfaction in increasing loyalty. Although Islamic Business Ethics does not directly influence loyalty, these

ethical values significantly increase member satisfaction, which in turn has an impact on loyalty.

Improvements are needed in terms of fairness in the treatment of members and physical facilities. The lowest score on the balance indicator reflects member dissatisfaction with unequal treatment. In addition, physical aspects such as slippery parking areas are a concern, as they can reduce member comfort and safety. Therefore, cooperatives need to ensure fair treatment and make continuous improvements to facilities.

Implications for further research include the need to explore other

variables that may influence satisfaction and loyalty, such as product quality, sharia marketing, and religiosity. Future research is also expected to highlight the awareness of Muslims regarding the use of sharia financial products, considering that many people still choose conventional financial services even though there are sharia alternatives that are in line with religious principles. This has an impact on increasing the loyalty of members of KSPPS BMT Mutiara Umat Sejahtera Kudus.

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