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The Influence of Service Quality, Transaction Speed, Customer Trust, and Product Innovation on Customer Satisfaction

Gaby Ekawaty[1)*], Agus Kusnawan[2)]

[1)2)]Buddhi Dharma University
Jalan Imam Bonjol No. 41 Karawaci Ilir Tangerang, Banten, Indonesia
[1)]gabyekawatykk@gmail.com
[2)]kusnawanagus71@gmail.com

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Abstract

This study aims to analyze the influence of service quality, transaction speed, customer trust, and product innovation on customer satisfaction at PT BPR Magga Jaya Utama. A total of 100 respondents were involved through the distribution of questionnaires, and the data were analyzed using SPSS software version 25. The results of the regression analysis indicate that service quality does not have a statistically significant effect on customer satisfaction, as evidenced by a significance value of 0.147 (> 0.05). In contrast, transaction speed (0.039), customer trust (0.001), and product innovation (0.002) show a significant positive influence on customer satisfaction. A simultaneous test of the four independent variables yielded a significance value of 0.000 (< 0.05), indicating that collectively, these variables have a significant impact on the level of customer satisfaction. These findings underscore that transaction speed, trust, and product innovation are the principal determinants of customer satisfaction in microfinance institutions such as BPR (Rural Banks). While service quality remains relevant, other functional and emotional factors exert a greater influence in shaping customers' positive perceptions of financial institutions. The practical implication of this study is the necessity for BPR management to prioritize transaction efficiency, foster trust, and develop innovative products as strategic measures to enhance customer satisfaction and loyalty. This research contributes to the development of customer experience–based service strategies in the financial services sector, particularly within micro and medium-scale banking institutions.

I. INTRODUCTION

In a banking industry fundamentally built on trust and stability (Maulana, 2024; Wati & Fasa, 2024), Rural Banks (Bank Perkreditan Rakyat or BPR) play a highly strategic role as financial institutions specifically serving micro and small-scale sectors (Eksan, 2022). The

* Corresponding author

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presence of BPRs not only contributes to expanding financial inclusion (Permatasari, 2025; Rabbani & Fitri, 2025), but also stimulates local economic growth through the provision of credit and other financial services tailored to the needs of lower-middle-income communities Handayani (2019). In accordance with the regulatory framework outlined in the Indonesian Banking Law, BPRs are subject to operational limitations when compared to commercial banks (Kumara & Suryanata, 2023; Utami et al., 2022), such as restrictions on participating in payment system activities, managing credit cards, and engaging in foreign exchange transactions (Hannunazza, 2025). Nevertheless, these regulatory constraints do not diminish the imperative for BPRs to undergo strategic and operational transformation in order to remain competitive in an increasingly digitized and dynamic financial ecosystem (Nisa et al., 2025a).

Amid the rise of financial technology (fintech) and the digitalization of banking services (Devindya & Lutfianti, 2024; Yulianti et al., 2024), Rural Banks (BPRs) are increasingly required to enhance service quality, operational efficiency, customer trust, and product innovation to maintain their competitive edge (Agustiansyah, 2024; Firmanda, 2024). These four elements represent key variables within the field of services marketing management and customer satisfaction theory, both of which emphasize the importance of fulfilling customer expectations as a primary determinant of long-term loyalty and retention (Marshelynda, 2024; Umatin et al., 2024). According to Zeithaml et al. (1990), customer satisfaction is shaped by perceptions of service quality, transactional reliability, trust in the service provider, and the added value provided through innovations that align with customers' evolving needs.

In this context, PT BPR Magga Jaya Utama, more commonly known as Bank Maju, represents one of the Rural Banks (BPRs) exhibiting progressive initiatives in adopting digital technologies and expanding its service outreach. Bank Maju has implemented a mobile banking application called "KlikMaju", which enables customers to conduct various financial transactions online, including loan applications and real-time balance monitoring. Additionally, the establishment of a digital branch office in Gading Serpong, featuring a queue-free service system, reflects the institution's commitment to service efficiency and enhanced digital experience. This strategic orientation aligns with a customer-centric approach within the framework of Customer Relationship Management (CRM), which emphasizes the importance of understanding customer behavior and preferences as a foundation for service innovation (Wijaya, 2023).

However, despite implementing a range of innovations, Bank Maju continues to face significant challenges related to the consistency of service delivery. Several customer complaints such as delays in service processing, suboptimal communication between bank personnel and clients, and limited diversity in banking products highlight a perceptual gap between customer expectations and actual experiences. According to the ServQual model (Parasuraman et al., 1988) such discrepancies can lead to dissatisfaction if not addressed promptly. Therefore, it is essential to conduct a systematic evaluation of variables that have been empirically demonstrated to influence customer satisfaction, so that service development strategies can be more accurately targeted and responsive to customer needs (Fombrun & Shanley, 1990).

This study aims to identify and analyze the influence of service quality, transaction speed, customer trust, and product innovation on customer satisfaction at Bank Maju, both partially and simultaneously. Employing a quantitative approach and a survey method

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through the distribution of questionnaires to 100 respondents, the research utilizes SPSS version 25 to process the data and test the inter-variable relationships using multiple linear regression analysis.

Academically, this study holds strong relevance for the development of customer satisfaction theory within the financial services sector, particularly in the context of Rural Banks (BPRs) institutions currently facing pressures to adopt digital technologies and improve service quality. Practically, the findings are expected to provide a foundation for strategic decision-making by BPR management, particularly concerning technology investment, human resource development, and the design of products that are responsive to market needs.

Accordingly, this study contributes not only to the advancement of adaptive and innovative managerial practices, but also to broader efforts to strengthen the competitive positioning of BPRs in an era marked by financial digitalization and service-driven economic transformation (Nisa et al., 2025b).

II. METHODS

In conducting any research, the selection of an appropriate research methodology is essential, as it facilitates the researcher in addressing the research problem and achieving the study's objectives (Assyakurrohim et al., 2022). The type of research employed in this study is quantitative, as the data are presented in numerical form (Sekaran & Bougie, 2013). In addition, the researcher adopts a descriptive approach, which aims to systematically describe the characteristics or outcomes of the research object (Waruwu, 2024).

The data sources referenced in this study comprise qualitative data including images, graphs, and textual materials as well as quantitative data in the form of numerical values, which in this case are derived from the scoring of questionnaire responses (Indriantoro & Supomo, 2014). The study employs both primary and secondary data sources. The primary data consist of survey results directly collected by the researcher, while the secondary data include academic journals, previous theses, and scholarly books that serve as the theoretical foundation for the ongoing research.

To strengthen the validity and reliability of the findings in this study, the researcher employed a quantitative approach by collecting primary data through a survey involving 100 respondents who are customers of PT BPR Magga Jaya Utama. The sample was selected using random sampling from the population of active customers to ensure representativeness and minimize potential bias in the generalization of results. This method aligns with the principles of inferential statistics, wherein random sampling is intended to provide each element of the population with an equal chance of being included, thereby enabling the findings to be generalizable to the broader population.

The research instrument used was a structured questionnaire, developed based on indicators corresponding to each research variable: service quality, transaction speed, customer trust, product innovation, and customer satisfaction. The questionnaire was distributed via Google Forms, chosen for its ease of access, time efficiency, and capacity to reach respondents online particularly relevant in the post-pandemic period where face-to-face interactions remain limited. The questionnaire items were designed using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree," in order to

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measure respondents' perceptions and levels of agreement with statements reflecting the studied variables.

Following data collection, the initial stage of data processing involved conducting frequency analysis to obtain a general profile of respondent characteristics based on demographic variables such as gender, age, education level, and length of customer relationship. This analysis is essential for understanding the distribution of respondents and serves as a basis for further interpretation of the inferential statistical tests.

Subsequently, a reliability test was conducted to assess the internal consistency of the research instrument. According to Sugiyono (2017), a reliability test is a procedure used to measure the extent to which an instrument can yield stable and consistent results when applied repeatedly under similar conditions. In this study, the reliability of the questionnaire was tested by calculating the Cronbach's Alpha coefficient, where a value of $\alpha \geq 0.70$ is generally considered to indicate an acceptable level of internal consistency. This test is employed to evaluate whether the items in the questionnaire that represent a particular variable are strongly interrelated and capable of consistently measuring the same underlying construct or dimension. Thus, a high Cronbach's Alpha value suggests that the items are reliably capturing the intended latent variable.

Thus, through a systematic methodological approach and the application of appropriate statistical techniques, this study seeks to generate analytical results that are not only academically valid, but also practically relevant for strategic decision-making in the microbanking sector particularly in efforts to enhance customer satisfaction through the optimization of critical service dimensions.

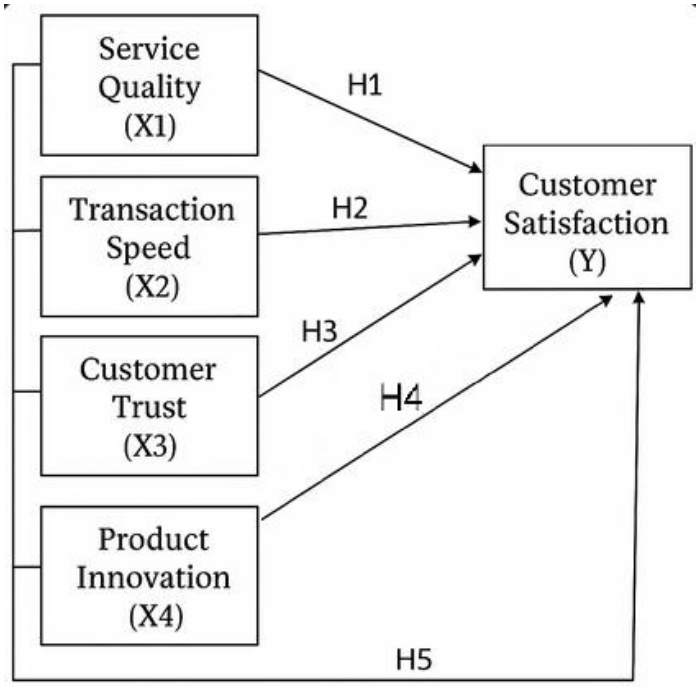

Figure 1 Framework
Source: Created by researchers

Figure 1 shows a conceptual framework that illustrates the relationship between the independent and dependent variables in this study. The independent variables consist of

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service quality (X_1), transaction speed (X_2), customer trust (X_3), and product innovation (X_4), which are assumed to influence customer satisfaction (Y) as the dependent variable. This framework is based on theories of service marketing management and consumer behavior, which emphasize that customer satisfaction is influenced by various internal factors of the service provider organization, both functional and psychological.

Each arrow indicates the direction of the hypothesized causal relationship in this study. Hypothesis H_1 states that service quality (X_1) influences customer satisfaction (Y). Hypothesis H_2 tests the effect of transaction speed (X_2) on customer satisfaction (Y), while H_3 and H_4 test the effect of customer trust (X_3) and product innovation (X_4) on satisfaction (Y), respectively. In addition, hypothesis H_5 represents the simultaneous influence of the four independent variables on customer satisfaction.

This framework aims to test the relationship partially and simultaneously through a quantitative approach, with the hope of identifying the main determinants of customer satisfaction at PT BPR Magga Jaya Utama, as well as providing a theoretical and empirical basis for developing service strategies in the micro banking sector.

Research Hypothesis:

Based on the formulation of the problem and the established research variables, the following is the proposed research hypothesis:

H_1: It is suspected that there is a significant influence between the Service Quality variable (X_1) on Customer Satisfaction. (Y).

H_2: It is suspected that there is a significant influence between the Transaction Speed variable (X_2) and Customer Satisfaction (Y).

H_3: It is suspected that there is a significant influence between the Customer Trust variable (X_3) and Customer Satisfaction (Y).

H_4: It is suspected that there is a significant influence between the Product Innovation variable (X_4) and Customer Satisfaction (Y).

H_5: It is suspected that there is a significant influence between Service Quality (X_1), Transaction Speed (X_2), Customer Trust (X_3), and Product Innovation (X_4) on Customer Satisfaction (Y).

III. RESULTS

The research conducted by this researcher involved 100 customers of PT BPR Magga Jaya Utama. The following findings relate to the frequency of respondent data and gender identification of the respondents in this study:

Tabel 1 Respondent's Gender

Gender	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Male	31	31	31	31
Female	69	69	69	100
Total	100	100	100	100

Note: 2 Gender category

The processed research found that 31 people, or 31%, were male, and 69 people, or 69%, were female. Therefore, the results of this study can be concluded that the majority of respondents were female, representing 69% of the respondents.

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The following findings are related to the frequency of respondent data in identifying the age of respondents in this study as follows:

Tabel 2 Respondent's Age

Age	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
< 25	25	25	25	25
> 50	6	6	6	31
25–30	28	28	28	59
31–40	22	22	22	81
41–50	19	19	19	100
Total	100	100	100	100

Note: 5 Age categories

Based on the processed research data, 25 respondents or 25% were under the age of 25, 6 respondents or 6% were over the age of 50, 28 respondents or 28% were between 25 and 30 years old, 22 respondents or 22% were aged 31–40 years, and 19 respondents or 19% were between 41 and 50 years old. Thus, it can be concluded that the majority of respondents were in the 25–30 age group, comprising 28 individuals or 28% of the total sample.

The following findings pertain to the frequency distribution of respondents based on their educational background, as part of the demographic analysis in this study:

Tabel 3 Respondent Education

Level of Education	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
Junior High School / Equivalent	5	5	5	5
High School / Equivalent	46	46	46	51
Bachelor's Degree (S1)	41	41	41	92
Master’s Degree (S2)	7	7	7	99
Doctoral Degree (S3)	1	1	1	100
Total	100	100	100	100

Note: 5 Education category

Based on the processed research data, 46 respondents or 46% had completed senior high school education (SMA), 5 respondents or 5% had completed junior high school (SMP), 41 respondents or 41% held a Bachelor’s degree (S1), 7 respondents or 7% held a Master’s degree (S2), and 1 respondent or 1% had attained a Doctoral degree (S3). Thus, it can be concluded that the majority of respondents had a senior high school educational background, amounting to 46 individuals or 46% of the total sample.

The following findings relate to the frequency distribution of respondents based on the length of time they have been customers, as part of the demographic profiling in this study:

Tabel 4 Respondent Customer Duration

Length of Time as a Customer	Frequency	Percentage (%)	Valid Percentage (%)	Cumulative Percentage (%)
< 1 year	14	14	14	14
> 10 year	10	10	10	24
1–3 year	35	35	35	59

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3–5 year	14	14	14	73
5–10 year	27	27	27	100
Total	100	100	100	100

Note: 5 Categories of duration of being a customer

Based on the processed research data, 14 respondents or 14% had been customers for less than 1 year, 10 respondents or 10% for more than 10 years, 35 respondents or 35% for 1–3 years, 14 respondents or 14% for 3–5 years, and 27 respondents or 27% for 5–10 years. Thus, it can be concluded that the majority of respondents 35 individuals or 35% had been customers of Bank Maju for a period of 1 to 3 years.

Test Research Data

Tabel 5 Service Quality Validity Test

Indicator	R-Calculated	R Table for Service Quality	Information
Service Quality 1	0.837	0.195	Valid
Service Quality 2	0.770	0.195	Valid
Service Quality 3	0.862	0.195	Valid
Service Quality 4	0.855	0.195	Valid
Service Quality 5	0.838	0.195	Valid
Service Quality 6	0.779	0.195	Valid
Service Quality 7	0.789	0.195	Valid
Service Quality 8	0.829	0.195	Valid
Service Quality 9	0.814	0.195	Valid
Service Quality 10	0.786	0.195	Valid

Note: The service quality variable has 10 indicators

Rtabel = Total Respondents – Number of Independent Variables (100 – 4 = 96). Based on the R-table referenced above, the researcher applied a significance level of 0.05, which corresponds to an R-table value of 0.195. Validity testing was conducted using Microsoft Excel and SPSS version 25.0. This test involved 100 respondents with a 5% significance level, and the R-table value for 100 respondents is 0.195. Based on the calculation results, it can be concluded that all 10 statement items under Variable X1 (Service Quality) have R-calculated values greater than 0.195, which indicates that these items are valid.

Tabel 6 Service Quality Reliability Test

Cronbach's Alpha	Number of Statement Items (N of Items)
0.944	10

Note:N= Number of Questions

Based on the table above, the Cronbach's Alpha value is 0.944, which is greater than 0.7. Therefore, it can be concluded that all statement items under Variable X1 are reliable.

Tabel 7 Uji Validitas Kecepatan Transaksi

Indicator	R-Calculated	R Table for Service Quality	Information
Transaction Speed 1	0.832	0.195	Valid
Transaction Speed 2	0.738	0.195	Valid
Transaction Speed 3	0.795	0.195	Valid
Transaction Speed 4	0.689	0.195	Valid
Transaction Speed 5	0.775	0.195	Valid
Transaction Speed 6	0.771	0.195	Valid
Transaction Speed 7	0.725	0.195	Valid

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Transaction Speed 8	0.787	0.195	Valid
Transaction Speed 9	0.851	0.195	Valid
Transaction Speed 10	0.796	0.195	Valid

Note: The transaction speed variable has 10 indicators

Validity testing was conducted using Microsoft Excel and SPSS version 25.0. The test involved 100 respondents at a 5% significance level, with the corresponding R-table value of 0.195. Based on the calculation results, it can be concluded that all 10 statement items under Variable X2 (Transaction Speed) have R-calculated values greater than 0.195, indicating that these items are valid.

Tabel 8 Transaction Speed Reliability Test

Cronbach's Alpha	Number of Statement Items (N of Items)
0.925	10

Note:N= Number of Questions

Based on the table above, the Cronbach's Alpha value for Variable X2 (Transaction Speed) is 0.925, which is greater than 0.7. Therefore, it can be concluded that all items under this variable are reliable.

Tabel 9 Customer Trust Validity Test

Indicator	R-Calculated	R Table for Service Quality	Information
Customer Trust 1	0.836	0.195	Valid
Customer Trust 2	0.850	0.195	Valid
Customer Trust 3	0.777	0.195	Valid
Customer Trust 4	0.860	0.195	Valid
Customer Trust 5	0.874	0.195	Valid
Customer Trust 6	0.850	0.195	Valid
Customer Trust 7	0.862	0.195	Valid
Customer Trust 8	0.909	0.195	Valid
Customer Trust 9	0.874	0.195	Valid
Customer Trust 10	0.827	0.195	Valid

Note: The customer trust variable has 10 indicators

Validity testing was performed using Microsoft Excel and SPSS version 25.0. The test involved 100 respondents with a 5% significance level, and the corresponding R-table value for 100 respondents is 0.195. Based on the results of the calculations, it can be concluded that all 10 statement items under Variable X3 (Customer Trust) have R-calculated values greater than 0.195, indicating that these items are valid.

Tabel 10 Customer Trust Reliability Test

Cronbach's Alpha	Number of Statement Items (N of Items)
0.957	10

Note:N= Jumlah Pertanyaan

Based on the table above, the Cronbach's Alpha value for Variable X3 (Customer Trust) is 0.957, which exceeds the threshold of 0.70. Therefore, it can be concluded that all items under this variable are reliable.

Tabel 11 Product Innovation Validity Test

Indicator	R-Calculated	R Table for Service Quality	Information

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Product Innovation 1	0.682	0.195	Valid
Product Innovation 2	0.819	0.195	Valid
Product Innovation 3	0.782	0.195	Valid
Product Innovation 4	0.793	0.195	Valid
Product Innovation 5	0.778	0.195	Valid
Product Innovation 6	0.732	0.195	Valid
Product Innovation 7	0.787	0.195	Valid
Product Innovation 8	0.822	0.195	Valid
Product Innovation 9	0.832	0.195	Valid
Product Innovation 10	0.835	0.195	Valid

Note: The product innovation variable has 10 indicators

Validity testing was conducted using Microsoft Excel and SPSS version 25.0. The test involved 100 respondents with a 5% significance level, and the corresponding R-table value for 100 respondents is 0.195. Based on the calculation results, it can be concluded that all 10 statement items under Variable X4 (Product Innovation) have R-calculated values greater than 0.195, indicating that these items are valid.

Tabel 12 Product Innovation Reliability Test

Cronbach's Alpha	Number of Statement Items (N of Items)
0.931	10

Note:N= Number of Questions

Based on the table above, the Cronbach's Alpha value for Variable X4 (Product Innovation) is 0.931, which is greater than the threshold value of 0.70. Therefore, it can be concluded that all items under this variable are reliable.

Tabel 13 Customer Satisfaction Validity Test

Variable	R-Calculated	R Table for Service Quality	Information
Customer Satisfaction 1	0.840	0.195	Valid
Customer Satisfaction 2	0.844	0.195	Valid
Customer Satisfaction 3	0.843	0.195	Valid
Customer Satisfaction 4	0.830	0.195	Valid
Customer Satisfaction 5	0.869	0.195	Valid
Customer Satisfaction 6	0.836	0.195	Valid
Customer Satisfaction 7	0.798	0.195	Valid
Customer Satisfaction 8	0.845	0.195	Valid
Customer Satisfaction 9	0.882	0.195	Valid
Customer Satisfaction 10	0.907	0.195	Valid

Note: The customer satisfaction variable has 10 indicators

All statement items under the Customer Satisfaction variable (Y) showed R-calculated values greater than the R-table value (0.195). Therefore, all items are considered valid and can be used for subsequent statistical analysis. If necessary, I can also assist in summarizing the validity results of all variables in a consolidated recapitulation matrix.

Tabel 14 Customer Satisfaction Reliability Test

Cronbach's Alpha	Number of Statement Items (N of Items)
0.955	10

Note:N= Number of Questions

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The Cronbach's Alpha value of 0.955 indicates that the measurement instrument for the Customer Satisfaction variable (Y) possesses very high reliability. This value demonstrates that the 10 items within the customer satisfaction construct exhibit strong internal consistency, and therefore can be trusted to consistently measure respondents' perceptions. The coefficient significantly exceeds the recommended minimum threshold for reliability, which is 0.70.

Tabel 15 Normality Test

Statistik	Nilai
N	100
Mean (Unstandardized Residual)	0
Std. Deviation	3.49766994
Most Extreme Differences (Absolute)	0.086
Most Extreme Differences (Positive)	0.073
Most Extreme Differences (Negative)	-0.086
Test Statistic	0.086
Asymp. Sig. (2-tailed)	0.066
Information:	
a. Test distribution is Normal.	
b. Calculated from data.	
c. Lilliefors Significance Correction.	

Note: SPSS 25 data processing results

The obtained Asymptotic Significance (2-tailed) value of 0.066 exceeds the threshold of 0.05, suggesting that the residuals are normally distributed. This finding fulfills one of the fundamental assumptions of the classical linear regression model, thereby validating the use of parametric statistical techniques for subsequent analyses.

Tabel 16 Multicollinearity Test

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	15.218	3.407	—	4.467	0	—	—
Service Quality	0.048	0.159	0.051	0.300	0.765	0.190	5.275
Transaction Speed	0.178	0.128	0.206	1.395	0.166	0.226	4.421
Customer Trust	0.272	0.159	0.287	1.716	0.090	0.196	5.092
Product Innovation	0.183	0.143	0.198	1.278	0.204	0.229	4.369
Dependent Variable: Customer Satisfaction							

Note: SPSS 25 data processing results

The Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values less than 10 for all independent variables indicate that there is no evidence of multicollinearity in the regression model. This means that each independent variable does not exhibit excessively high correlation with the others and can therefore be simultaneously analyzed within the multiple regression model.

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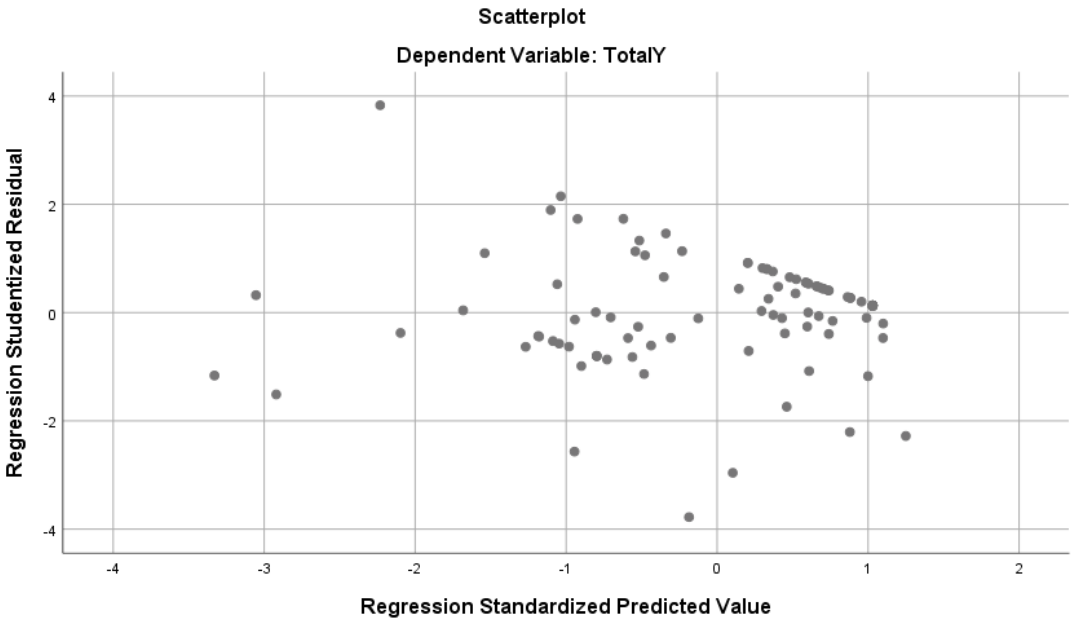

Figure 2 Heteroscedasticity Test
Source: SPSS 25 data processing results

According to the figure above, the data points are scattered and distributed around zero, without clustering in a particular area, and the dispersion of points does not form any discernible pattern. Therefore, it can be concluded that the model exhibits no indication of heteroscedasticity.

Tabel 17 Multiple Regression Test

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.415	2.252	—	1.516	0.133
Service Quality	0.145	0.099	0.147	1.460	0.147
Transaction Speed	0.166	0.080	0.190	2.089	0.039
Customer Trust	0.347	0.099	0.347	3.508	0.001
Product Innovation	0.283	0.089	0.290	3.157	0.002
Dependent Variable: Customer Satisfaction					

Note: SPSS 25 data processing results

Based on the results of the multiple linear regression analysis presented in Table 17, it can be concluded that the relationship between each independent variable and customer satisfaction varies in terms of statistical significance. First, the service quality variable has a significance value of 0.147, which is greater than the conventional significance threshold of 0.05. This indicates that there is no statistically significant relationship between service quality and customer satisfaction, suggesting that service quality does not directly influence the level of customer satisfaction at PT BPR Magga Jaya Utama. Second, the transaction speed variable shows a significance value of 0.039, which is below the 0.05 threshold. This indicates a positive and statistically significant relationship between transaction speed and customer satisfaction, implying that faster transaction processing is associated with higher levels of customer satisfaction.

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Subsequently, the customer trust variable shows a significance value of 0.001, which is statistically highly significant and reflects a strong and positive relationship with customer satisfaction. This means that the higher the level of trust customers place in the bank, the greater their overall satisfaction. Finally, the product innovation variable also demonstrates a positive and significant relationship with customer satisfaction, with a significance value of 0.002. This underscores that innovations introduced by the bank whether in terms of service features or ease of access contribute meaningfully to enhancing customer satisfaction. Thus, transaction speed, customer trust, and product innovation are identified as key determinants in efforts to improve customer satisfaction. In contrast, service quality requires further evaluation and enhancement in order to exert a more substantial influence on customer satisfaction.

Tabel 18 Multiple Correlation Test

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	15.218	3.407	—	4.467	0	—	—
Service Quality	0.048	0.159	0.051	0.300	0.765	0.190	5.275
Transaction Speed	0.178	0.128	0.213	1.395	0.166	0.226	4.421
Customer Trust	0.272	0.159	0.287	1.716	0.090	0.196	5.092
Product Innovation	0.183	0.143	0.198	1.278	0.204	0.229	4.369
Dependent Variable: Customer Satisfaction							

Note: SPSS 25 data processing results

Based on the results of the multiple linear regression analysis presented in the preceding table, the following regression equation is derived: $Y = 15.218 + 0.048X_1 + 0.178X_2 + 0.272X_3 + 0.183X_4 + \varepsilon$, where Y represents the dependent variable, namely customer satisfaction, and X_1 to X_4 are the independent variables, consisting of service quality (X_1), transaction speed (X_2), customer trust (X_3), and product innovation (X_4). The constant value of 15.218 implies that even when all independent variables are assumed to be zero, the baseline customer satisfaction level remains at 15.218. The regression coefficient for service quality is 0.048, indicating that a one-unit increase in service quality is associated with a 0.048-point increase in customer satisfaction, assuming other variables remain constant. Similarly, the transaction speed variable has a regression coefficient of 0.178, meaning that an increase of one unit in transaction speed would result in a 0.178-point increase in customer satisfaction.

Among all the independent variables, customer trust (X_3) has the highest regression coefficient of 0.272, suggesting that trust is the most influential determinant of customer satisfaction in this model. An increase in customer trust by one unit leads to an estimated 0.272-point increase in satisfaction. The product innovation variable (X_4) has a regression coefficient of 0.183, which implies that innovations in products whether in service features or ease of access contribute positively to customer satisfaction, increasing it by 0.183 points for each unit increase. In conclusion, all independent variables have a positive relationship with customer satisfaction, indicating that improvements in service quality, transaction speed, customer trust, and product innovation are likely to enhance customer satisfaction at PT BPR Magga Jaya Utama.

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Tabel 19 Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.893	0.798	0.789	2.362
Predictors: (Constant), Service Quality, Transaction Speed, Customer Trust, Product Innovation				

Note: SPSS 25 data processing results

The coefficient of determination test is used to measure the extent to which the independent variables explain the variation in the dependent variable. Based on the table processed using SPSS version 25, the value of Adjusted R Square (coefficient of determination) is 0.789, which indicates that the independent variables (X) collectively account for 78.9% of the variance in the dependent variable (Y), namely customer satisfaction. The remaining 21.1% is influenced by other factors not included in the model.

Hypothesis Testing

Tabel 20 Partial Test (T-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	3.415	2.252	—	1.516	0.133
Service Quality	0.145	0.099	0.147	1.46	0.147
Transaction Speed	0.166	0.08	0.19	2.089	0.039
Customer Trust	0.347	0.099	0.347	3.508	0.001
Product Innovation	0.283	0.089	0.29	3.157	0.002
Dependent Variable: Customer Satisfaction					

Note: SPSS 25 data processing results

Based on the results of the partial test (t-test) conducted in this study, it can be concluded that each independent variable exhibits a different level of significance in relation to the dependent variable, namely customer satisfaction. First, the service quality variable (X_1) yielded a significance value of 0.147, which is greater than the significance threshold of 0.05. Therefore, the hypothesis stating that service quality has a significant effect on customer satisfaction is rejected, as its statistical influence is not significant. Second, the transaction speed variable (X_2) produced a significance value of 0.039, which is less than 0.05, leading to the acceptance of the hypothesis that transaction speed significantly affects customer satisfaction. This indicates that faster transaction services make a significant contribution to improving customer satisfaction.

Next, the customer trust variable (X_3) obtained a significance value of 0.001, which is also statistically lower than 0.05. Hence, the hypothesis stating that customer trust affects customer satisfaction is accepted not rejected, as mistakenly stated in an earlier interpretation. This finding implies that trust is one of the most significant determinants influencing the level of customer satisfaction. Lastly, the product innovation variable (X_4) showed a significance value of 0.002, which is again less than 0.05. As a result, the hypothesis asserting that product innovation has a significant effect on customer satisfaction is accepted. Overall, these results affirm that transaction speed, customer trust, and product innovation each have a statistically significant influence on customer satisfaction. In contrast, service quality does not demonstrate a significant effect within the context of this study.

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Tabel 21 Simultaneous Test (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2091.611	4	522.903	93.758	0.000[b]
Residual	529.829	95	5.577		
Total	2621.44	99			
a. Dependent Variable: Customer Satisfaction					
b. Predictors: (Constant), Service Quality, Transaction Speed, Customer Trust, Product Innovation					

Note: SPSS 25 data processing results

The results of the F-test show a significance value of 0.000 (< 0.05) and an F-value of 93.758, indicating that the regression model is statistically significant when considered as a whole. This means that the four independent variables, taken together, have a significant simultaneous effect on the dependent variable, namely customer satisfaction. Therefore, the model is deemed appropriate for predictive purposes and managerial decision-making.

Based on the results of the multiple linear regression analysis, the influence of each independent variable on customer satisfaction can be explained as follows: First, the service quality variable has a regression coefficient of +0.048 with a significance level of 0.147, which is greater than the 0.05 threshold. This indicates that service quality does not have a statistically significant effect on customer satisfaction. Consequently, the hypothesis stating that service quality affects customer satisfaction is rejected. Second, the transaction speed variable has a regression coefficient of +0.178 and a significance value of 0.039, which is less than 0.05. This implies that transaction speed has a positive and significant effect on customer satisfaction. The faster the transaction process, the higher the level of satisfaction experienced by the customer. Third, the customer trust variable has a regression coefficient of +0.272 and a significance value of 0.001, which is also below the 0.05 threshold. It can thus be concluded that customer trust exerts a positive and significant influence on customer satisfaction and is among the most dominant factors shaping positive perceptions of banking services. Fourth, the product innovation variable has a regression coefficient of +0.183 with a significance value of 0.002, again indicating a positive and significant effect on customer satisfaction. Innovations in products and services that are aligned with customer needs play a vital role in enhancing the overall user experience. Lastly, the F-test result, with a significance level of 0.000, confirms that the combined effect of all independent variables service quality, transaction speed, customer trust, and product innovation on customer satisfaction is statistically significant. Accordingly, the regression model is considered valid and can be reliably used to explain the variations in customer satisfaction at PT BPR Magga Jaya Utama.

IV. CONCLUSIONS

Based on the findings and discussions presented in the preceding chapters, it can be concluded that the variables service quality, transaction speed, customer trust, and product innovation exert varying degrees of influence on customer satisfaction at PT BPR Magga Jaya Utama. First, the service quality variable (X_1) does not have a significant effect on customer satisfaction (Y), as indicated by a significance value of 0.147, which exceeds the

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0.05 threshold. Consequently, the initial hypothesis stating that service quality affects customer satisfaction is rejected. Second, the transaction speed variable (X_2) demonstrates a positive and significant effect on customer satisfaction, with a significance value of 0.039, which is less than 0.05. Therefore, the hypothesis asserting that transaction speed influences customer satisfaction is accepted.

Furthermore, the customer trust variable (X_3) is also found to have a positive and significant effect on customer satisfaction, with a significance value of 0.001. This supports the hypothesis that customer trust plays a crucial role in shaping satisfaction with banking services. Similarly, the product innovation variable (X_4) demonstrates a positive and significant effect on customer satisfaction, with a significance value of 0.002. Therefore, the hypothesis stating that product innovation influences customer satisfaction is accepted. Finally, the results of the simultaneous F-test reveal a significance value of 0.000, which is less than the 0.05 threshold. This indicates that the four independent variables service quality, transaction speed, customer trust, and product innovation jointly exert a statistically significant influence on customer satisfaction at PT BPR Magga Jaya Utama.

Based on these findings, the researcher proposes several recommendations for future research and institutional development. For subsequent studies, it is advisable to increase the number of respondents in order to enhance the generalizability of the findings. Additionally, future researchers are encouraged to consider incorporating other variables that were not included in this study such as brand image, technology quality, or price perception which may offer a more comprehensive understanding of the factors influencing customer satisfaction.

Meanwhile, for the management of PT BPR Magga Jaya Utama, these findings highlight the critical importance of focusing on the variables that have been shown to significantly influence customer satisfaction namely, transaction speed, customer trust, and product innovation. Management should strive not only to maintain but also to enhance performance in these three areas to ensure sustained customer satisfaction and loyalty, particularly in the face of increasingly intense competition within the banking sector especially in the micro and small enterprise segment, which constitutes the primary target of BPRs. A strategic, customer experience–oriented approach must continue to be developed and refined to enable Bank Maju to sustain its competitive advantage in the long term..

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