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Satisfaction as A Determination Of Muhammadiyah Members Loyalty In South Sumatera

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ABSTRACT

Loyalty has a very important meaning for the sustainability of Muhammadiyah Association. Muhammadiyah members loyalty will automatically strengthen and enlarge the existence of the organization through the various propaganda activities it developed. The purpose of the study was to see the effect of satisfaction on Muhammadiyah loyalty members. The study was developed using an associative design involving two variables, namely members loyalty and members satisfaction. Each variable was developed into 18 and 16 indicators, respectively. The population was determined by all Muhammadiyah members in South Sumatra who had Muhammadiyah Standard Number (NBM- Nomor Baku Muhammadiyah) of 6,617 people. The number of samples was determined as much as 5% of the population of 232 members by cluster sampling. The determination of clusters was based on districts spread across South Sumatra. The main data used primary data with questionnaire data collection methods. The analysis technique used simple regression. The results of the study showed that members satisfaction significantly influences Muhammadiyah loyalty members in South Sumatra.

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INTRODUCTION

The concept of satisfaction is one of the marketing concepts that forms the basis of a partnership relationship between an organization and its constituents (Kotler & Keller, 2009). A satisfaction will form repeated expressions of loyalty that foster loyalty. Griffin (2003) refers to *loyaitas* as a way to get a variety of pleasant results. Customers or loyal members of the organization are willing to take positive actions in any form to show their alignments to the organization where the customer / member shelter. This action certainly benefits the organization.

The concept of satisfaction can be used to examine the harmonious relationship between Muhammadiyah and its members. Muhammadiyah is a social organization founded by Ahmad Dahlan in 1912 (Siddik, 2017) because; 1) his concern for the syncretic forms of religious belief and experience of the Javanese community 2) his concern for the condition and organization of religious education which methodologically lags behind the progress of the governor's schools 3) his concern for the activities of Christian missionaries who have been very intense in Java since the late 19th century.

Muhammadiyah's long history in Indonesia, especially in South Sumatra is illustrated through its scattered membership and business charity. Jinan (2015) writes that Muhammadiyah is not just a community movement, it is also an economic, educational and political movement. Mafidin (2012) and Yusra (2018) write Muhammadiyah's contribution to the development of education. This fact give rise to satisfaction for its members thus encouraging its loyalty to the company. Jauhari (2016) states that to realize the role of Muhammadiyah in social and religious life, 2 things are done, state-oriented politics and community activities that are community development and empowerment.

Akbar (2014) conducted research that proves the effect of satisfaction on loyalty in a company. Husodo (2015) also conducted a similar study by proving the effect of satisfaction on visitor loyalty on attractions. Likewise, Ayuni & Mulyana (2015) proved the effect of satisfaction on Open University student loyalty. Evidence of the effect

of satisfaction on loyalty was also carried out by Asiati, et al (2019) of customers at Sharia Bank. In contrast, research by Rahayu (2012), conducted a study of tourist loyalty, where satisfaction becomes an intervening variable, apparently showing tourists who are not satisfied but still loyal. In addition, Herudiansyah and Candra (2019) also prove that satisfaction has a significant effect on student loyalty at the Muhammadiyah University of Palembang.

Although the role of Muhammadiyah was undoubted, there were a number of indications of the lack of loyalty of its members Setiaji (2011) assesses that Muhammadiyah is a social organization that at least exploits members loyalty, because it needs to be rethought that it can also become a people power. According to Madi (2019) there are four typologies of Muhammadiyah Charitable Enterprises workers, who are not all loyal to Muhammadiyah.

One factor that influences loyalty was satisfaction. It seemed that not all Muhammadiyah members were satisfied with their presence in the organization. According to the Muhammadiyah's function as a social organization, the satisfaction of members towards Muhammadiyah congregation could be connected to many things, for example, it was connected with various socialization of worship procedures, associated with social activities, or linked with political policies.

Based on observations from various religious and social and members activities, the role of Muhammadiyah was no longer in doubt. In interviews many people praised Muhammadiyah movement in managing the community, especially in matters of worship and social activities. Associated with Muhammadiyah's response to the current political constellation, Mu'arif (2019) wrote that, there were opposition Muhammadiyah groups who were dissatisfied with the attitudes and policies of the Muhammadiyah elite structure. On the basis of the various facts above, it is necessary to further study the effect of satisfaction on Muhammadiyah members loyalty. Muhammadiyah members loyalty gave importance to the development of the association in the future.

LITERATURE REVIEW

Loyalty

Many people assume that loyalty is gone forever, and the lowest price is the only way to get customers back. Nevertheless, loyalty is still there and is in good condition. Many companies feel the loyalty of their customers when competitors use a desperate way to fight for it. Nevertheless it is recognized that, at present maintaining customer loyalty is a complicated matter.

According to Griffin (2015) loyalty is the result of paying attention to what needs to be done to retain customers and then continue to do so. Increased customer loyalty leads to higher profitability, higher employee retention, and a more stable financial base.

Loyal customers are people who (Griffin, 2015):

1. make regular repeat purchases.
2. buy between product lines and services
3. refer to other people
4. demonstrate immunity to competition from competitors

Satisfaction

Loyalty is influenced by satisfaction. When customers are satisfied, they buy more and more often (Griffin, 2015). According to Kotler & Keller (2018), satisfaction is someone's happy or disappointed feelings that arise after comparing the performance (results) of the product thought to the expected performance (or results). If performance

is below expectations, the customer is not satisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Tjiptono (2015) measures of satisfaction with manufactured products are performance, additional features, reliability, conformity to specifications, durability, serviceability, aesthetics, and perceived quality. Whereas services are physical evidence, reliability, responsiveness, assurance, and empathy.

RESEARCH METHODS

This research was developed using an associative method. Two variables were used namely, members satisfaction and members loyalty which were developed into 7 (seven) indicators and 34 descriptors. The study population was all Muhammadiyah members in South Sumatra who had Muhammadiyah Standard Number (NBM-Nomor Baku Muhammadiyah) totaling 6,617 people. The number of samples was determined as much as 5% of the population of 232 members and taken by cluster sampling. The main data used primary data with secondary data support. The data collection method used a questionnaire. The documentation and interview methods were also used as a supply of supporting data. Then the data were analyzed using simple linear regression.

RESULTS AND DISCUSSION

1. Profile of Respondents

Respondents in this study were classified based on several criteria as the following table;

Table 1. Profile of Respondents

No	Profile	Total	
		Person	%
1	Gender		
	a. Male	115	53,7
	b. Female	98	45,8
2	Age		
	a. Less than 30 years	42	19,6
	b. 30 years-40 years	61	28,5
	c. 40 years-50 years	64	29,9
	d. More than 50 years	47	22
3	Profession		
	a. Civil servants	55	25,7
	b. Private employees	83	38,8
	c. Entrepreneur	14	6,5
	d. TNI / POLRI	0	0
	e. Pensionary	8	3,7
	f. Etc	54	25,2

No	Profile	Total	
		Person	%
4	Income		
	a. Less than 3 million	96	44,9
	b. 3 million - 5 million	76	35,5
	c. 5 million - 7 million	21	9,8
	d. More than 7 million	21	9,8
5	The term of having NBM		
	a. Less than 2 years	30	14,0
	b. 24 years old	35	16,4
	c. 4 - 6 years	19	8,9
	d. More than 6 years	130	60,8

Source: Primary Data Tabulation Results, 2019

Table 1 above illustrates the characteristics of respondents who were mostly men aged 30-50 years who worked as private employees. Respondents' incomes were generally less than

Rp. 3,000,000 and 60.8% had NBM for more than 6 years.

2. Research Results

a. Instrument Test Results

1) Validity Test

Table 2. Results of Members Loyalty Test Validity

No	indicator	r Table	r count	Result
1	Indicator of Loyalty 1	0,514	0,696	Valid
2	Indicator of Loyalty 2	0,514	0,660	Valid
3	Indicator of Loyalty 3	0,514	0,709	Valid
4	Indicator of Loyalty 1	0,514	0,716	Valid
5	Indicator of Loyalty 2	0,514	0,804	Valid
6	Indicator of Loyalty 3	0,514	0,804	Valid
7	Indicator of Loyalty 1	0,514	0,658	Valid
8	Indicator of Loyalty 2	0,514	0,832	Valid
9	Indicator of Loyalty 3	0,514	0,695	Valid
10	Indicator of Loyalty 1	0,514	0,891	Valid
11	Indicator of Loyalty 2	0,514	0,718	Valid
12	Indicator of Loyalty 3	0,514	0,738	Valid
13	Indicator of Loyalty 1	0,514	0,813	Valid
14	Indicator of Loyalty 2	0,514	0,836	Valid
15	Indicator of Loyalty 3	0,514	0,865	Valid
16	Indicator of Loyalty 1	0,514	0,559	Valid
17	Indicator of Loyalty 2	0,514	0,780	Valid
18	Indicator of Loyalty 3	0,514	0,852	Valid

Source: SPSS Output, 2019

Based on Table 2, it was evident that 18 indicators of loyalty variable were proven to have r count

greater than r tables. This meant that all items of members loyalty questions were proven valid.

Table 3. Results of Members Satisfaction Test Validity

No	indicator	r Table	r count	Result
1	Indicator of Loyalty 1	0,514	0,559	Valid
2	Indicator of Loyalty 2	0,514	0,710	Valid
3	Indicator of Loyalty 3	0,514	0,713	Valid
4	Indicator of Loyalty 1	0,514	0,721	Valid

No	indicator	r Table	r count	Result
5	Indicator of Loyalty 2	0,514	0,656	Valid
6	Indicator of Loyalty 3	0,514	0,737	Valid
7	Indicator of Loyalty 1	0,514	0,805	Valid
8	Indicator of Loyalty 2	0,514	0,732	Valid
9	Indicator of Loyalty 3	0,514	0,732	Valid
10	Indicator of Loyalty 1	0,514	0,714	Valid
11	Indicator of Loyalty 2	0,514	0,722	Valid
12	Indicator of Loyalty 3	0,514	0,670	Valid
13	Indicator of Loyalty 1	0,514	0,532	Valid
14	Indicator of Loyalty 2	0,514	0,562	Valid
15	Indicator of Loyalty 3	0,514	0,659	Valid
16	Indicator of Loyalty 1	0,514	0,546	Valid

Source: SPSS Output, 2019

Based on Table 3, it was evident that 16 indicators of satisfaction were proven to have a greater r count value than r table. This meant

that all items of members satisfaction questions were proven valid.

2) Reliability Test

Table 4. Reliability Test Results

No	Variable	Minimum Standards	Statistical Reliability	Result
1	Members Loyalty	0,6	0,766	Reliabel
2	Members Satisfaction	0,6	0,687	Reliabel

Source: SPSS Output, 2019

Table 4 showed that both the variable of members loyalty and members satisfaction had statistical reliability more than the minimum standard, which was 0.6. This meant that both variables were proven reliable. Furthermore, legal instruments were used as data collection tools.

b. Regression Results

Correlation between members satisfaction and members loyalty.

Table 5. Correlation

		Members Loyalty	Members Satisfaction
Members Loyalty	Pearson Correlation	1	.505**
	Sig. (2-tailed)		.000
	N	214	214
Members Satisfaction	Pearson Correlation	.505**	1
	Sig. (2-tailed)	.000	
	N	214	214

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the output above, it could be seen that the correlation between members' satisfaction with member loyalty was 0.505. The value was close to 1 so that it could be concluded that, the correlation between members satisfaction with members

loyalty was included in the strong category (Sugiyono, 2007: 183). From the output it was also known that a significance value of $0.000 < 0.05$ was obtained, which meant that the relationship

between members satisfaction and members loyalty is significant.

Table 6. *Model Summary*^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.251	6.886

Based on the Summary Table, the R Square value of 0.255 was obtained which meant that the variable of members satisfaction became 26% as

an explanation of members loyalty. The rest (84%) caused of members loyalty were explained by other variables not included in this study.

Table 7. *ANOVA*^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3439.083	1	3439.083	72.530	.000 ^a
	Residual	10052.226	212	47.416		
	Total	13491.308	213			

The ANOVA table above proved that the effect of satisfaction on Muhammadiyah members loyalty

was significant, with a significance value of F 0,000 <0.05.

Tabel 8. *Coefficients*^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	39.642	3.842		10.319	.000
	Kepuasan Warga	.495	.058	.505	8.516	.000

Furthermore, it could be seen in Table 8, the regression coefficient value of members satisfaction was positive 0.495. This meant that every time there was an increase in members satisfaction would cause an increase in members loyalty, and vice versa. The significance value of t of the coefficient was 0,000 <0.05. This meant that the effect of satisfaction on members loyalty was significant.

3. Discussion of Results

The test results proved that there was a positive and significant effect of members satisfaction on the members loyalty on Muhammadiyah association. This result is in line with the opinion of Aaker (1991) that one of the factors that influence loyalty is satisfaction. The test results are also in line with the findings of Akbar (2014), Husodho (2015),

Ayuni & Mulyana (2015), and Asiati, et al (2019) that satisfaction influences loyalty. Based on the distribution of respondents' answers to satisfaction, it appeared that almost all statements were acknowledged by the respondents. Nevertheless, there were some things that were not in accordance with the expectations of the respondents, namely;

- a. There were still respondents who said that they were not satisfied and proud to be Muhammadiyah members
- b. There were still respondents who were not satisfied to channel their enthusiasm and potential in Muhammadiyah
- c. There were still respondents who said that they were not satisfied with a variety of fun social activities in Muhammadiyah

As a result, when it connected to loyalty, the members of association were also not fully loyal to Muhammadiyah, characterized by;

- a. There were still respondents who were not yet willing to refer others to take advantage of Muhammadiyah's charitable endeavors, especially Muhammadiyah medical centers
- b. There were still respondents who were not yet willing to refer others to take advantage of Muhammadiyah's charitable efforts, especially Muhammadiyah's educational institutions.
- c. There were still respondents who were not yet willing to refer others to take advantage of Muhammadiyah's charitable efforts, especially Muhammadiyah zakat dealers.

Some of the findings above indicated that, although satisfaction significantly had affect on the members loyalty of Muhammadiyah but Muhammadiyah members were not yet fully satisfied with being in Muhammadiyah. As a result, Muhammadiyah members were also not fully loyal to the company. Based on interviews obtained instructions that;

- a. Many people assess this satisfaction based on their experience interacting with Muhammadiyah business charities, especially educational institutions and health institutions (hospitals, polyclinics). The two charitable endeavors were always compared to similar institutions that already had big names and were tested. Most (38.8%) respondents of this study indeed work as private employees. Some 25.9% who worked in other professions, almost all fill their identities as teacher / honorarium employees in Muhammadiyah institutions. Their majority income (44.9%) was below Rp. 3,000,000. These characteristics made it clear how difficult those who did not have a bargaining position when dealing with education and health issues. The good news was that 60.8% of them had NBM for more than 6 years. This meant that the respondent was indeed a loyal citizen so that there were not many who question unsatisfactory experiences in the field. This fact was consistent with the statement of Griffin (2003) that, loyalty gives a lot of fun.
- b. The community also judged through their observation / experience of interacting in Muhammadiyah organizations. Among the

people of Association there were those who expressed lack of enthusiasm because they could not fully channel their potential in various activities in Muhammadiyah. This answer had two meanings. First, it could not maximize its potential because it did not have much time to do social activities in Muhammadiyah. Secondly, it could not maximize its potential because it could not fully realize ideas due to differences in views between citizens in Muhammadiyah. Members of the Muhammadiyah congregation were indeed heterogeneous, Syamsuddin (2017) wrote it as multiculturalism so it is natural that there are differences of opinion. Muhammadiyah needs to examine whether these differences really did not become obstacles in its da'wah activities. Syamsudin (2017) conducted a study in the Kotagede region as an area with relatively homogeneous nuances of Muhammadiyah. Whereas this research was conducted outside Java which had relatively heterogeneous groups.

With regard to this fact, in order to be more real to be the pride of its citizens, it was better to remain consistent with the social movements that it played, Muhammadiyah needs to be more serious in revamping its HR activities in its AUM. Tahir (2010) has reviewed the number of AUMs owned by Muhammadiyah needs to improve the quality of its human resources. This requires the support of all its members (Purba and Ponirin, 2013). The good quality of human resources in Muhammadiyah's institutions would bring good image of the organization so that it could grow the satisfaction of the citizens which resulted in the loyalty of the citizens.

CONCLUSION

Based on the results of tests and discussions conducted, there was an influence of satisfaction on the members loyalty of Muhammadiyah. Nevertheless, there were a number of facts that had raised the potential for community disloyalty to Muhammadiyah's requirements.

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