

# BRAND VALUE OF BANK BUKOPIN WITH BRAND TALKABLE FAVORABILITY METHOD

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## *Abstract*

*This study aims to find the brand reputation value of Bank Bukopin. This research is a descriptive quantitative study using the Brand Talkable Favorability (BTF) method. This research was conducted by looking at Bukopin's bank mobile banking customer reviews until November 2019. The results showed that Bukopin Bank had a reputation of 0.24 or 24%. There are 4 factors that cause the reputation value to be low based on negative reviews namely Usage by 70%, Quality of mobile banking by 22% and Services and features by 4%*

*Keywords: Brand Talkable, Brand Value, Favorability Method*

## INTRODUCTION

The banking system in Indonesia adheres to a dual banking system, namely the existence of two sharia-based and conventional banking systems. This is done to meet the increasingly diverse needs of the community relating to banking services. The fundamental difference in the two systems is the interest instrument as a characteristic of conventional banks and profit sharing instruments as characteristics of Islamic banks. The existence of these two systems provides choices for the community according to their needs and beliefs, resulting in both Islamic banks and conventional banks improving the quality and quantity of services they have.

As a financial institution, services are the main

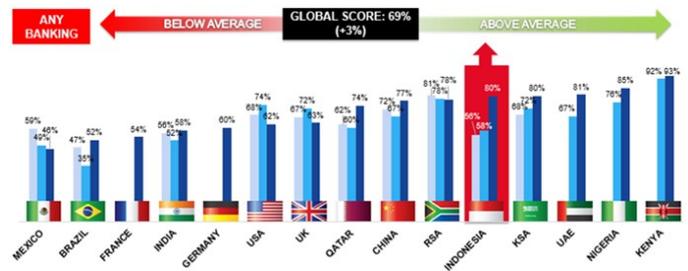
key for banks in an effort to attract prospective customers to use bank services. The better the services provided by the bank will increase the likelihood of customers to use the services of the bank. At present the services provided by banks have developed into technology-based services. Services such as internet banking and mobile banking are some of the services that are now being developed on a large scale in an effort to attract customers to use both sharia and conventional bank services. Both are trying to provide the best service so that customers can choose the services of one bank compared to other banks.

According to Riswandi (2005) mobile banking is an innovative service offered by banks that

allows users of banking transaction activities via smart phones. Mobile Banking or better known as M-Banking is a banking facility or service using mobile communication tools such as mobile phones, with the provision of facilities for banking transactions through applications (superior) on mobile phones. The m-Banking service gives customers the freedom to conduct banking transactions such as balance payments, transfers between accounts, and others. The use of mobile banking has a great interest in the company. Research by Sudaryantia *et. al.*, (2018) shows the results of the study indicate the use of mobile banking has an influence on Return On Assets (ROA). Mobile banking positively assesses that more and more people use it, while the small number of mobile banking users will negatively impact Return on Assets (ROA). This can be interpreted that the excess use of mobile banking can be maximized by banks to increase ROA and also increase earnings.

The use of mobile banking has become something primary for customers today. Because of the convenience provided by the use of mobile banking is something that is attractive to the public. This was also proven by a survey by MEF, the global association for mobile content and commerce and communications company Ooredoo, showing that 80% of smartphone users had made mobile banking transactions in 2014 compared to 2013

which was only 58% (MEF, 2015).



**Figure 1. Growth in Indonesian Mobile Banking Buoy the Global Market**

The survey conducted by Sharing Vision also showed that the use of mobile banking has become a reference for bank customers who will carry out banking transactions. Of all respondents surveyed stated that 52% percent of customers had used mobile banking with varying intensity. Starting from 1 time to very often in a monthly time (SV, 2015).

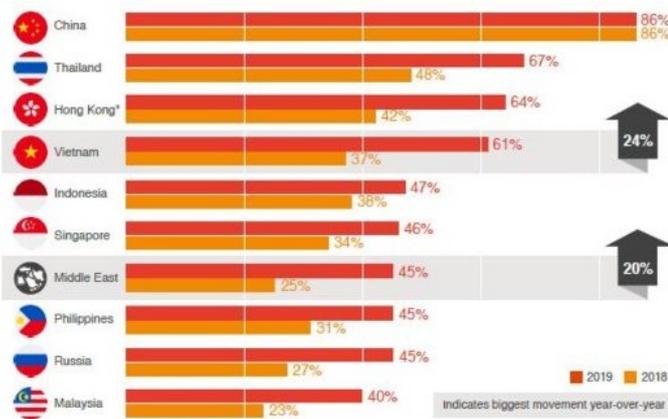
**Mobile Banking Akan Menjadi PLATFORM MAINSTREAM di Indonesia: Penggunaan Layanan SMS/Mobile Banking**



**Figure 2. Retail E-Channel Survey**

In addition, based on Global Consumer Insight survey data in 2019 also showed an increase in payments through mobile applications in Southeast Asian countries including Indonesia. For Indonesia itself, in 2018 the growth of mobile payment

will reach 38%, while in 2019 the increase will be 47%. This shows an increase of 9% compared to the previous year (GCIS, 2019).



**Figure 3. Biggest Growth in Mobile Payment in Vietnam and Middle East**

The data above shows that mobile banking is a service owned by banks which is increasingly being used by bank customers. That is because the convenience provided makes mobile banking in carrying out transactions for customers. Transactions that used to apply manually can now be done through technological developments. This indirectly makes banking institutions to improve the quality of their mobile banking services. Improving the quality of IT-based mobile banking services conducted by Islamic banks will have an impact on the reputation of the Islamic banks.

Reputation is one of the important problems that becomes the goal of the organization. The more a brand has a positive image in the eyes of the public, the more people will become customers of the bank. Reputation is important in the world of

banking. This is related to the trust of customers in putting their money. Research shows banks are very concerned about reputation risk (Liaw, 2006) and decisions made by banks reflect attention to the bank's reputation (Fang, 2005). Reputation also affects the relationship of banks to their customers and also relates to how much operational costs are prepared by banks to maintain relationships with customers (Buckley & Nixon, 2009). This shows that reputation is a very important thing for banks. Reputation is one of the things that influences customers in choosing the bank to be used (Kennington, Hill, & Rakowska, 1996). In addition, good reputation risk management will help banks in facing challenges going forward (Zaby & Pohl, 2019).

Some research shows that the service is directly related to the satisfaction of customers which will ultimately affect the reputation of a bank. If the customer satisfaction is good, then the bank's reputation will be good. According to Wardayati (2011), Cahyani (2016), Febriana (2016), and Widowati & Mustikawati (2018) shows that a good service from a bank provides satisfaction to customers. Customer satisfaction will ultimately have an effect on the reputation which will ultimately give loyalty to customers to continue using the services of the bank. Research conducted by Hasanah (2015) shows that the company's reputation

at Bank Muamalat Indonesia has a moderate effect on customer loyalty. This study aims to look at the reputation of Bank Bukopin by using existing reviews on the Google Play Store and describing the outline of the reviews in the application.

**RESEARCH METHODS**

This type of research is a descriptive study with a quantitative approach because in this study analyzing the independent variables, which are not related or compared with other variables. This research was conducted by analyzing user response data for mobile banking applications which were then tabulated to determine the reputation value of Bank Bukopin. Data collection techniques used in this study are documentation. The documentation method in this study is collecting data in the form of a review of the use of mobile banking at Bank Bukopin. Bank Syariah which is the object of this research is Bank Bukopin. The type of data used in this study is secondary data is data obtained from Bukopin's bank customer reviews using mobile banking from Google Play until November 2019. The method used in this research is BTF (Brand Talkable Favorability) Method

$$BTF = \frac{(Positive\ Review + Neutral\ Review) - Negative\ Review}{Total\ Review}$$

Brand Talkable Favorability (BTF) is a measurement of brand conversation that is considered positive, neutral and negative. The difference between

Brand Talkable Favorability (BTF) and Net Brand Reputation (NBR) is that neutral mentions are considered good, because they participate in discussing brands. BTF calculation aims to simplify methods of measuring consumer loyalty to a brand. This calculation is obtained by reducing the positive response and negative response. Positive responses include the assessment of grades 4-5, negative responses on ratings 1-2 and neutral responses on ratings 3. (Politicawave, 2012).



**Figure 4. Framework**

**RESULTS AND DISCUSSION**

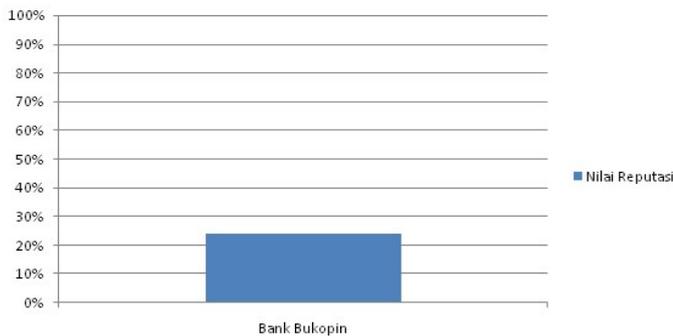
This study uses mobile banking reviews as a means of measuring Bukopin's bank reputation with the BTF method.

**Tabel 1. Reviews of Bukopin Mobile Banking**

No	Review	Total
1	Positive	103
2	Neutral	25
3	Negative	78
4	Total	206

Brand Reputation Value of Bukopin

$$= \frac{(+) - (-)}{206} = \frac{128 - 78}{206} = 0,24 = 24 \%$$



**Figure 5. Brand Reputation Value**

Based on BTF calculations, a reputation value of 0.24 or 24% was obtained. This shows that Bukopin's bank reputation based on mobile banking reviews has positive sentiment. While in broad outline there are six factors that influence mobile banking (BRI, 2011):

#### 1. Security of the M-Banking system

Security in using the mobile banking application is the main reference for sharia bank customers. Mobile banking with good security will get a good response from customers. The security level of mobile banking can be seen from the accounts that are owned with an increasingly tiered password system. Starting from the account password and mobile banking pin. But in another view, an increasingly tiered security system also causes customers to feel a longer usage in using mobile banking because basically synchronization between security and convenience is something that is reversed so that more advanced efforts are needed for banks to synchronize it.

#### 2. Ease of a website to be accessed

Accessibility in the use of online service systems through mobile banking is one of the reasons that determine the willingness of customers to choose mobile banking services. The easier for consumers to access the website of a mobile banking service company will improve the attitude of consumers to the company's services and company services will support the attitude of consumers. This also relates to

#### 3. User privacy

In a banking service/mobile financial transaction system, customers want high privacy. The customer does not want his personal data to be known or distributed intentionally by the company. Therefore, user privacy is one of the determining factors for customers to use mobile banking services

#### 4. Service reliability

Mobile financial transactions have advantages without time limits. Companies that are able to provide services without a time limit (24 hours a day) will be more attractive to customers. Sometimes there are periodic disruptions in a bank's mobile banking, which will have a negative effect on the user's customers.

#### 5. Credibility of a banking service company

One factor that determines customers to use banking services (m-Banking) is the credibility of

a mobile banking service provider company. Companies with a high level of credibility are more attractive to customers for their mobile banking services.

6. Network connection speed

Today's customers or customers have more complex needs/demands on mobile banking service providers. One aspect that must be met is the connection speed in the mobile banking system. Although this error is not found in the banking system but on the provider used by the customer. Network providers depend on the signal that is on the network, errors on connections often occur in places far from the signal range.

For Bukopin, this can be explained by the following three sentiment diagram.

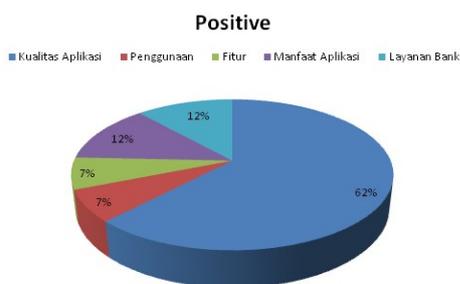


Figure 6. Sentiment Diagram 1

From the total 103 positive reviews obtained by Bukopin's mobile banking, 62% of consumers think that Bukopin's mobile banking quality has been good. 12% of consumers think that Bukopin has provided good service. 12% of consumers think

that the Bukopin mobile banking application is beneficial for them in carrying out financial transactions. 7% of consumers think that the features in Bukopin's mobile banking have met the needs of carrying out financial transactions. And 7% of consumers think that Bukopin's mobile banking is easy to use.

Broadly speaking, mobile banking users who review bukopin positively assume that Bukopin's mobile banking has good quality and helps customers in facilitating financial transactions. This is the biggest reason for customers to give positive reviews on Bukopin's mobile banking. In line with the purpose of the existence of mobile banking to facilitate customers in carrying out financial transactions Bukopin has been able to carry out this. Evidenced by the magnitude of the BTF value of 24%. It needs to be improved more than Bukopin's mobile banking so that Bukopin's reputation can be improved.

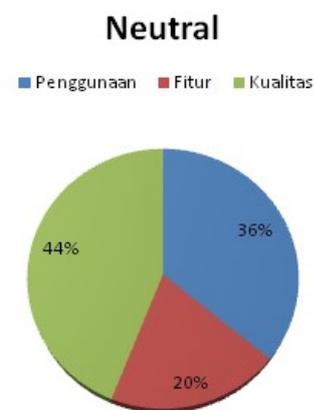
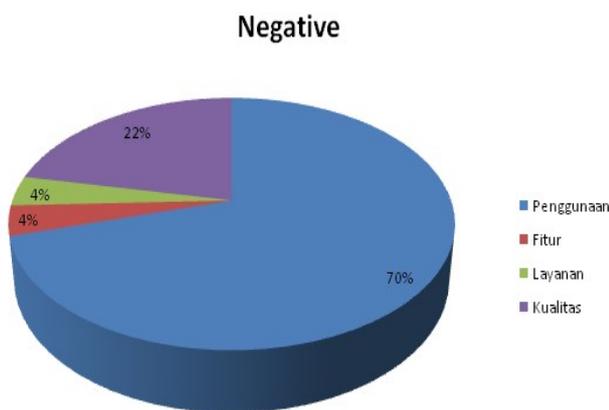


Figure 7. Sentiment Diagram 2

For the second response which is neutral there are 25 reviews with details. 44% related to quality reviews. 36% related to features. And 36% related to use. In the BTF method the net review becomes added value for positive reviews in determining reputation. As a result neutral reviews can increase the value of Bukopin's reputation even if it does not rise significantly. Broadly speaking, customer reviews in neutral value also feel the benefits of using mobile banking in financial transactions.



**Figure 8. Sentiment Diagram 3**

The last, negative review was 78. Negative reviews of usage dominated 70%. Then the quality review by 22%. As well as reviews relating to features and services amounting to 3% each. In an effort to increase brand value, the attention to negative reviews is the biggest portion for the bank. Usage reviews became negative dominated by technical issues relating to registration and mobile banking login problems. For customers

ease of use is the main reason for using mobile banking, then the problem must be improvements made by banks in the short term. Ease of registration and login can help bukopin in improving reputation in the view of customers.

## CONCLUSION

1. BTF value of Bukopin's is 0.24 or 24%.
2. A negative review of 78 becomes a reference in the effort to increase the value of BTF Bukopin. 78 Reviews are divided into 4 sections: 70% usage, 22% quality, and 4% features and services. The main problems that must be improved are technical issues related to registration and login and the need to improve features to be competitive with other mobile banking.

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