

The Structural Relationship Of Service Quality, Corporate Image And Technology Usage On The Customer Value Perception In Banking Institutions, Indonesia

Surachman Surjaatmadja¹, Jumadil Saputra^{2,*}

¹Sekolah Tinggi Ilmu Ekonomi Indonesia Banking School, 12730 Jakarta Selatan, Jakarta, Indonesia

²Faculty of Business, Economics and Social Development, Universiti Malaysia Terengganu, 21030 Kuala Nerus, Terengganu, Malaysia

*Corresponding author: jumadil.saputra@umt.edu.my

ABSTRACT

Customer values play a crucial role in the achievement of short-term and long-term goals. It measured from the difference between total benefit and total sacrifices perceived by customers. Of these, the investigation about the structural relationship of service quality, corporate image and technology usage on the customer value perception in banking institutions is vital to provide significant benefits and small sacrifices for improving the quality of their services, build corporate image and use of technology. The design of this study is using a quantitative approach through a survey questionnaire conducted on banking customers in Indonesia. The data analyzed by assisting the statistical software namely LISREL Version 8.0. The results of the analysis showed that service quality, corporate image and technology usage have a significant relationship on the customer value perception in banking institutions, Indonesia. In detail, the service quality of banking in Indonesia perceived to have contributed to the customer value of 38%. Corporate image (banking image), contributing to customer value of 25%. Used of information technology by banking in Indonesian, contributes to customers' value of 30%. In conclusion, the service quality, corporate image and technology usage showed the most significant contribution to the customer value of banking service and created empathy, physical evidence, reliability, quick-response, time-saving and cost-effective.

Keywords: Service Quality, Corporate Image, Technology Usage and Customer Value Perception

1. INTRODUCTION

The success of financial institutions can guarantee the economic success of a country — one of the financial institutions in the banking industry. The banking industry in Indonesia is currently facing the implementation of privatization and liberalization policies since a few years ago, this fact poses a challenge to the Indonesian banking industry to maintain its existence and sustainability (Malik et al., 2011). The banking sector needs to be more customer-oriented, which means a sense of ownership for the customer over banking depends on the customer's perceived value. Three factors are very dominant concerning customer perceived value is the service quality a feeling of comfort in order to consume services provided by the service provider such as the tendency to use technology in order to improve the service quality (Joseph et al., 1999). Corporate image is important, especially in the current information age, because the good of a company will quickly inform the public. Corporate image is a perception

of the organization that the customer has a perception of everything about the company in his mind. In addition to the service quality and corporate image of the era of information technology, the users of technology in the banking industry service can also affect customer perceptions of the value. It can look at the use of technology in the banking industry such as digital banking, internet banking, mobile banking, e-banking and others. Consequently, creating and maintaining competitive advantage through service quality, corporate image and the users of technology becomes a crucial factor.

2. LITERATURE REVIEW

Service Quality

Several cases of the banking sector have recently affected global financial institutions. The global crisis, financial institutions and banks with Indonesia will go through a highly challenging competitive environment, where they need to maintain their products and services by acquiring and maintaining more customers in the framework of their survival (Malik et al., 2011). According to Parasuraman et al., (1988), service quality is the ratio of customer expectations about the product and or service and customer experience after getting the service or consuming the product. The most suggested factor of this context is the perception of the service quality of the customers that enjoy, including the price of products and services, facilities provided by the bank. According to Rehman (2012), customer perceptions of the dimensions of service quality can identify after customers use the product or service. An effective way to assess the customer whether the value of the service provider the customer feels will result in a subsequent purchase decision to use the previous product or service or switch to another. Companies to exist and sustainably on their business, they must have a high level of concern in carrying out their service quality. In today's competitive economy, the success of a comprehensive business depends on high service quality. As a result, in high profitability, customer loyalty and corporate image (Ishaq, 2012).

Therefore, the source of their competitive advantage is to monitor customer perceived value through service quality (Ismail et al., 2006). Most practitioners often adopt models to measure customer value. Servqual is a model developed by Parasuraman et al. (1988) to assess the level of service quality that the most suitable and profitable in serving customers. This model can identify the dimensions of which service quality should be improved when this service quality dimension is measured (Tsoukatos and Rand, 2006). Servqual has five dimensions: first, tangible, that is the aspect of physical facility, supporting facilities of service which is tangible; secondly is empathy means relates to friendliness, caring, comfort of employees in service, generosity of smile of employees and so on relating to the convenience of using services or product, third is reliable which means that the service is provided accurately; fourth is, responsiveness, means responsive of the complaints conveyed by the customer's and five is assurance, the services must be sure and reliable, finally, empathy that means is concerns.

Ryu et al., (2011), states that service quality considered an essential element in any financial institution because it distinguishes the company's products and services from a major competitor. According to Tsoukatos and Rand (2006) the concept of service quality is the extent to which customers are satisfied with the use of services or products and how well they rate it. According to Ziethaml et al. (1985) there is a direct relationship between the level of

service quality and the level of value that customers see. Service quality determines the type of customer attributes to determining the service or product, that is either high or low, and this attribute leads to the customer's final perception of the company (Tsoukatos and Rand, 2006). Unlike other manufacturing businesses, banks are institutions that have direct interaction with customers so that there is a service quality that can immediately felt in place. Customer perception depends on "interactive processes, activities and ongoing actions between customers and services" (Svensson, 2006).

The success of banking services measured from the level of customer preference to the services provided like banking so that customers feel the high value of the service. Every customer-oriented and profit-oriented business must have a "core service". The core service is a combination of all features of high-quality service that helps in differentiating the services of one organization of its customers (Al-Hawari and Ward, 2005). The core services in the banking sector are ATM (automatic teller machine) services, Telephone Banking, internet banking and all facilities to minimizing sacrifices from customers. According to Ryu et al. (2011) service quality proved as a direct predictor to measure perceived customer values. The financial sector in Indonesia shows the rapid change in new and innovative service frameworks such as branchless, cashless, and electronic banking services. It means the bank needs to provide all services in line with higher quality, advanced technology and must comply with all five key components of the service quality model from Parasuraman et al., (1988).

Corporate Image

Corporate image is a process whereby the customer and internal and external stakeholders consider the organization's identity or corporate image which in turn builds a brand reputation (Herstein et al., 2008). So, companies become very conscious of maintaining and developing the corporate image of their stakeholders. The image of the company must reflect the company's goals, values and ethics to secure its reputation in a competitive environment. It helps the organization to differentiate its image of its competitors by presenting a sense of individuality or customized. Organizational goals and values can be explained in a visual and non-visual form. The visual form consists of symbols such as logos, trademarks, advertisements, and uniforms. Non-visual forms including training methods, procedures, and languages. The corporate image has flexibility and influenced by environmental factors. Management must consider the reputation and image of the organization consistently. Corporate image is a hierarchical network of meanings stored in the minds of the stakeholders. It can be made by improving service quality, primarily technical matters such as whether the customer feels the service experience provided including courtesy, hospitality, convenience, security and others (Nguyen and LeBlanc, 1998). Minkiewicz et al. (2011) argue that corporate image is the result of one's feelings, beliefs, experiences, thoughts, impressions, and knowledge that one understands well about the organization. The corporate image determines the character of the company in terms of how stakeholders differentiate companies from another similar company, that the image of a company as a single dimension. Minkiewicz et al. (2011) provide a multi-dimensional corporate image theory consisting of five main dimensions there are, competence, trust, friendliness, reliability, and sophistication.

The corporate image consists of trust, perceptions, and attitudes of stakeholders that they have an organization. Consumer feelings, thoughts and attitudes assist the organization in developing its vision and mission. From a multi-dimensional corporate image only, corporate friendliness and competence look relevant in the service organization. Corporate social responsibility, innovation, and efficiency are needed to respond to competitive pressures and build and maintain a better corporate image than competitors. Andrea and Ignacio (2014) discussed the importance of CSR (corporate social responsibility) in the banking sector during the crisis and found that customers from the banking sector need CSR-oriented banking. Corporate image is the relationship that exists on the individual picture of the organization and the consumer's response to the service.

A positive corporate image is related to customer value, but it may be possible that the company's image also influences dissatisfaction. This situation encountered when the company guarantees to meet customer expectations in real terms. When the firm does not meet these expectations in real terms, the customer becomes dissatisfied (Minkiewicz et al., 2011). The corporate image consists of two main components; the first component of things and other functions in terms of emotions. Functional components have real characteristics that are easily measured. While in emotional terms have intangible attributes associated with psychological characteristics such as feelings, attitudes, and perceptions of the company. Some models used to test the influence of the improvement in the corporate image are behavior, symbolism, and communication.

Behavior refers to behaviors reflected by organizational and employee management, employee roles and reputation. Symbolism refers to real factors such as visual identity, product, service quality, history and communication factors including advertising and promotion (Chattananon et al., 2007). Corporate communication is a strategic tool used to translate corporate identity into the corporate image. Over the last decade corporate communications have been recognized as one of the most valued tools for all business activities to communicate corporate image (Herstein et al., 2008).

Technology Usage in Banking Institutions

The term "Banking Technology" refers to the use of advanced information and communication technologies along with computers that enable banks to offer better services to customers in a safe, reliable, affordable way and maintain a competitive advantage over other banks. In competitive financial markets, banks of the latest technology and techniques are more successful in modern civilization. Through this banking, a business can generate profitability more and more so retain consumers. Now Banks do not follow traditional or conventional banking with manual operation.

Banks used new tools and techniques to identify needs and satisfaction. Customers can take advantage of time savings and distance banks provide more products and services combined with technology. Saleem and Rashid (2011) stated that the banking service system has shifted from the traditional banking system into a more modern banking service system through electronic banking. Banks seek to gain competitive advantage and customer satisfaction. It implies that banks should be able to adopt new technologies such as mobile banking systems. Philipp et al. (2013) suggest that banks need to focus on customers to improve customer

satisfaction. Kaura (2013) argues that banks need to focus on service quality to improve their customer satisfaction.

Furthermore, Saleem and Rashid (2011) also argued that customer satisfaction is to compare customer expectations with services provided by the bank. Organizational factors play a crucial role in satisfying customers. If organizations are flexible and can change their policies of environmental changes, companies can get customer satisfaction. Similarly, in the private bank that employee attitude, skill and flexible decision-making style has a significant impact on customers to get satisfaction. Technological factors affect the level of customer satisfaction. If a bank adopts a complicated technology that is difficult to understand it will lower the level of customer satisfaction, or if employees do not communicate with customers using the technology, it will have a negative impact on customers.

As a result, banks have adapted technology but this technology should be easy to operate. In the mobile banking system, the bank must know about the customer before the transaction takes place on the mobile phone. Daniel (1999), describes e-banking as a new technology offered by retail banks with many developing countries. Constraints and risks in terms of remittances or transfers have greatly assisted by e-banking technology. Anitha. K, Saranya. J, S. Vasantha, (2013), evaluates the new role of electronic role in the bank. E-commerce has created a new form of competition and encourages banks to make choices of their services, network size and level of support for the network of inter-bank payments. Kamesam (2001) in studying the changes taking place in the Indian banking industry that emphasizes technological advancement and profitability in banks.

Technology has helped in data storage with decentralized processing that has helped reduce costs and NPAs. Anitha. K, Saranya. J, S. Vasantha, (2013). Harris and Spence (2002) explored business ethics to electronic business (e-commerce) with a focus on the banking sector. The challenge to e-banking services will work for banks by controlling fraud, transparency in sustainable transactions, business rules, and ethics must be followed so that e-banking is openly acceptable to customers. Anitha. K, Saranya. J, S. Vasantha, (2013). Arora (2003), seeks to prove that technology has a definite role in facilitating transactions in the banking sector; and the impact on technology has resulted in the introduction to new products and services by various banks of India.

Malhotra and Singh (2010) in Anitha. K, Saranya. J, S.V Lasantha, (2013), in their research in Indian banking shows that private banks and foreign banks perform better in offering a variety of products and services including e-banking facilities compared to public sector banks. Banking patterns, sizes, patterns of financing, and ownership are found to be significant factors affecting the level of e-banking services for urban customers. (Saranya. and Vasantha, 2013). Fahad Mahmood, 2013, states that Internet banking, Service quality and customer satisfaction in internet banking have emerged as one of the most useful technologies around the world. It has played a fundamental role in eliminating time and area constraints in delivering service quality virtually anywhere in the world. It has shifted banking operations from "traditional banking" with a "click" set in a more modern virtual world (Henry, 2000).

Customers can get different facilities such as balanced reporting, inter-account transfers, bill payments and others in any place using telecommunication networks (Aladwani, 2001). Yao et al, (2009), states that internet banking is an electronic cost reduction facility and a better cost

of banking customers. A customer can be linked to any location or from any computer (Rotchanakitumnuai and Speece, 2003). According to Qureshi et al, (2008), online banking is an extensive technology for clients to get different benefits associated with banking transactions and another service. (Fahad Mahmood, 2013). Perunal and Shanmugan, (2004), stated that internet technology had eliminated the barriers that exist in providing quality service to clients, spread across the country. It has eliminated the limitations of physical arrangements, allowing banks to have satisfied customers without having branches of the region. (Fahad Mahmood, 2013). Further, Bradley and Stewart, (2003) allowing customers to make transactions quickly with access to all relevant information and feedback if they have access to internet connections and computer systems. Qadar Bakhsh Baloch, Muhammad Zahid, and Naveed, 2010, states that Information and Communication Technology (ICT) has revolutionized and changed the trend of business operations and has become a strategic marketing tool to enhance competitiveness.

The current banking operations have replaced the concept of traditional bank operations into a modern through ICT such as digital banking, financial technology and others. Information technology and telecommunications have revolutionized the banking sector in providing the most effective services to their customers at little cost and time. Therefore, this research will explore the perception of the customer relationship of the user of information technology, ease of usefulness and ease of use of the banking sector and its effect on the perception of banking industry customer's values in Indonesia. Ease of use means the extent to which a person believes that used a system will improve his performance. The importance of perceived usefulness has been widely recognized in e-banking worldwide, they illustrate that the use of using technology can improve how to usage and accomplish well-delivered tasks (Guriting and Ndubisi, 2006; Jaruwachirathanakul and Fink, 2005, Polatoglu and Ekin, 2001; Liao and Cheung, 2002).

Ease of handling has significantly affected customer perceptions and attitudes related to the users of electronic banking. At the same time, behavioral intent to use internet banking has strongly associated with attitude; and perceived usefulness (Sohail & Shanmughan, 2003). Accuracy and accuracy expectations are the main quality attributes of perceived usefulness (Howcroft et al., 2002; Hamlet & Strube, 2000; Liao & Cheung, 2002; Sathye, 1999). According to Pikkarainen et. al 2004 found that perceived usefulness and availability of information to customers is the most dominant factor explaining the use of electronic banking. Most previous studies found a significant positive relationship of technology adoption (Pikkarainen Karjaluo & Pahnla, 2004; Eriksson, Kerem & Nilsson, 2005; Yiu, Grant & Edgar, 2007; Gounaris & Koritos, 2008; Ozdemir & Trott, 2009; Malek & Nik 2011), while one study found insignificant effects (Yu & Lo, 2006).

Therefore, this study found the ease of used e-banking: Zeithaml et. al (2002), found the ease of used as a level of easy-to-understand innovation and therefore considered to be ease of use, Mathieson (1991) found that perceptions of ease of use were consumer perceptions of Internet banking involving minimized effort to use. Perceived ease of used is the ability of consumers to try innovations and evaluate their benefits and quality quickly; He also found that perceived ease of used is the driving force of banking to provide convenience, security, standards, and ease of access to banking operations through the use of internet technology (Mathieson, 1991).

According to Davis (1989) that perceived ease of used means is the extent to which a person believes that using a system will be free of physical and mental effort or over delivery.

Customer Value Perception

Newman (1988) defines the value of the customer as a benefit received by the customer divided by the sacrificed resources to obtain it. Abdollah Norouzi1, Ali Akbar Jafarizadeh, Maryam Karbalaei, Yousef Najafi, (2013), stated that the customer value perception conceptualized as a trade-off between profit and sacrifice, multifaceted benefits and sacrifices and perceptions values relative to competition (Ulaga, 2003). Zeithaml (1988) and Roig et al., (2006) show two crucial characteristics of customer value. First, it is attached to the user of the product, which distinguishes it from personal or organizational value. Second, it perceived by the customer, and cannot be determined objectively by the seller. Only customers can see whether a product or service offers value.

In general, perceived values defined as an assessment by a customer of the benefits or utility derived from a product, service or relationship, and sacrifice or perceived cost. Customer values have two dimensions there are the total values of goods and services and the values of the relationship, which consists of direct and indirect functions of customer relations (Berghman, Matthyssens & Vandenbempt, 2006). The description of customer value theory also shows that consumers can sense the value of a rational perspective and experience (Chen & Quester, 2009). Roig et al., (2006) state that functional value consists of contact personnel, the functional value of service, the functional value of price, social value, or emotional value. Neringa Ivanauskienė, et al (2012).

Based on a review of the literature, many researchers agree on three main dimensions of customer value, namely functional, emotional, and social. Of these, it is tangibles that related to price, service quality, contact personnel, and installation value of bank entities. Social values viewed as personal beliefs, social integration, and opinions and references to relatives. Emotional value is seen as a proposition of non-physical features and may include a good psychological climate; relaxation and security assurance of financial operations; comfort; reliability and satisfaction; positive emotions and experiences. This approach was selected as the basis of this research.

Research Framework

Customer values to deepen in developing consistent valid operationalization according to the concept's boundaries. Currently, customer values are very influential in business in achieving short-term and long-term goals. In the development of the concept of customer value is defined as "a difference between total benefits and total sacrifices perceived by customer" perceived value of the banking sector with six dimensions there are: functional value of establishment installation in bank entity; functional values of contact personnel; functional value of service quality, functional value of price, social value, and emotional value. The functional value of service is the most important while creating customer loyalty when the emotional value is the second factor in order of importance, it expected that perception of value given by the banking industry has a high value, the benefits must be greater than the sacrifices.

For providing great benefits and small sacrifices, the banking industry can improve the quality of service, through the improvement of service quality dimensions such as tangible, empathy, reliability, responsiveness and assurance. Its builds of the corporate image through five primary dimensions: competence, trust, friendliness, insecurity, and sophistication. Disappearance is a single element of the corporate image that shows a negative meaning in the sense of corporate autocracy. Customer satisfaction is to compare customer expectations with the services provided by the bank. Organizational factors play a significant role in satisfying customers. If organizations are flexible and can change their policies of environmental changes, companies can get customer satisfaction. The use of technology for the banking industry is presumably to increase the perception of values for the services provided. This research will explore the perception of the customer value relationship of the user of information technology, ease of usefulness and ease of use in the banking industry. Schematically this framework is illustrated as follows:

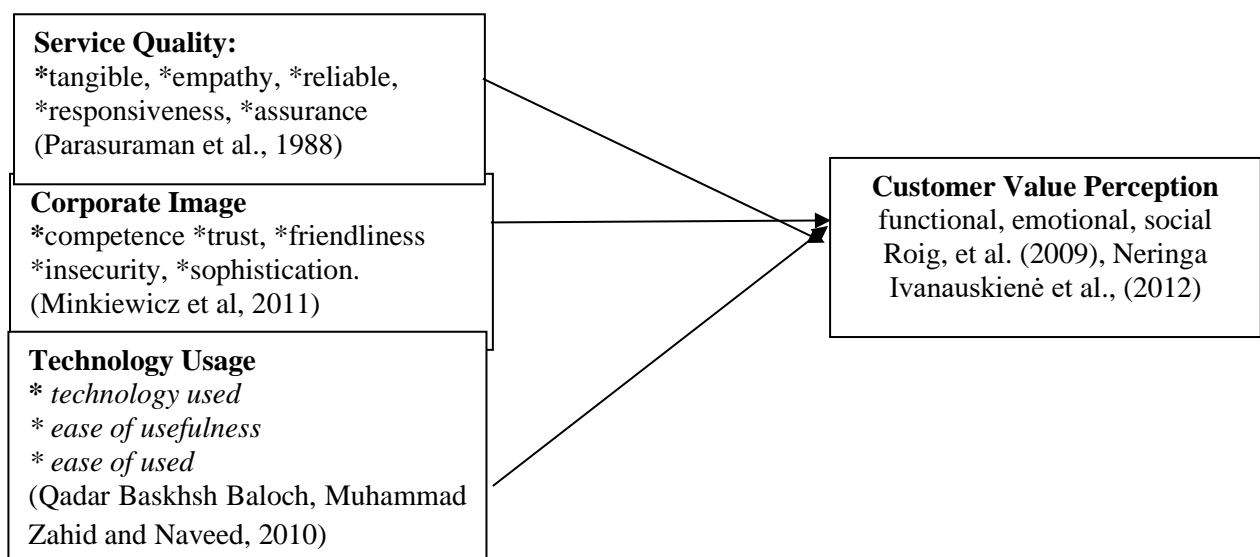


Figure 1: Research Framework

3. METHODOLOGY

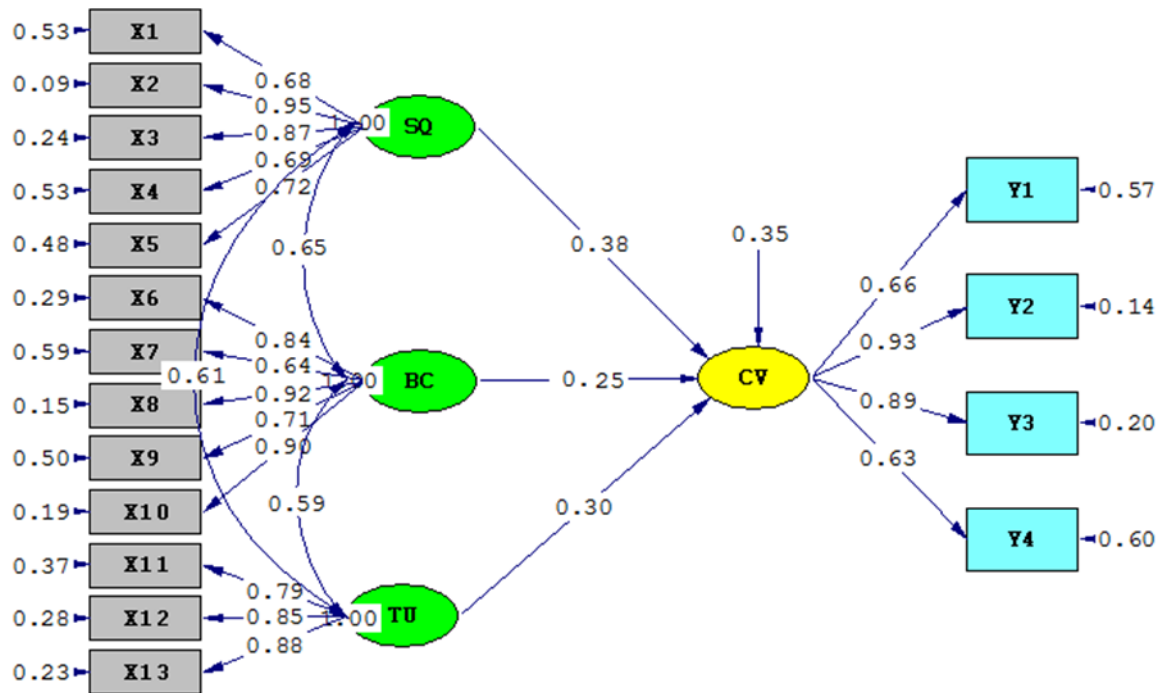
For investigating the structural relationship of service quality, corporate image, and technology usage on customer value perception in Banking Institutions, Indonesia, this study uses a quantitative approach through a survey questionnaire conducted on banking customers in Indonesia. A total of 200 respondents participated in this study. The confirmatory analysis technique used and analyzed by assisting the statistical software namely LISREL Version 8.0.

4. RESULTS AND DISCUSSION

Respondent's profiles in this study consist of gender, age, education, number of accounts owned in different banks, and income per month. The respondents' gender was mostly 121 women or 60.5% of the respondents were 200 respondents. From the data shows that most are women, this is likely according to the ratio of women and men in general 1: 3 one men and three women, thus reflecting that women more than men. When viewed from the age of the

respondent some are between the ages of 18-25 years, this can indicate that the age of 18-25 years is the age required to be able to open an account without using "qq" or on behalf because it is considered mature. When associated with female sex, women may be between 18-25 years old by pyramid demographics have more numbers than other age ranges. Respondents with undergraduate education reached 86.5%, this may indicate that the level of public education in Indonesia has increased, or because of the influence of technology, scholars who use technology today more and more than the level of other education. Of the total number of accounts owned most 67.5% have only one account. As many as 67.5% of respondents have only one account at the Bank, when associated with age and education level, this is likely because most of them are between 18-25 years old and undergraduate educated, the new make has one account only, possibly because economically, undergraduate education, relatively not yet well established. Most respondents 83.5% earn between 3 and 8 million rupiahs each month, this is when associated with age and education can be expected, that most workers in Indonesia, as graduates who just graduated and started work, the range of salary received between 3 - 8 million per month, there is the possibility of longer working salary received will increase.

The reliability tested obtained that respondents in answering each item's questions are consistent. It shows that respondents who answered can represent the public in general in perceiving the value of customers made by the banking industry in Indonesia. All of the dimensions show that the reliability of the data indicated by the value of Cronbach's Alpha greater than 0.7; This means that all indicators in this study have met the requirements to identify research variables. The consistency validity of the respondent's answer indicated by the value of the Kaiser-Meyer-Olkin Measure of Sampling Adequacy. KMO and Bartlett's Test greater than 0.7; this shows that respondents have consistency in answering each indicator in this study. Expected Cross-Validation Index (ECVI) = 2.55; 90 Percent Confidence Interval for ECVI = (2.25; 2.89) ECVI for Saturated Model = 1.54; ECVI for Independence Model = 14.80. Root Mean Square Residual (RMR) = 0.067; Standardized RMR = 0.067; Goodness of Fit Index (GFI) = 0.90. Adjusted Goodness of Fit Index (AGFI) = 0.83. Parsimony Goodness of Fit Index (PGFI) = 0.69. The Structural Equations: $CV = 0.38 * SQ + 0.25 * BC + 0.30 * TU$, Error-variance = 0.35, $R^2 = 0.65$; Where: CV: Customer Value; SQ: Service Quality; BC: The Corporate Image; TU; Technology Usage. The result of data analysis shows that service quality variable contributes in forming customer value perception by 38%, it indicates that the quality of service performed by industry banking in Indonesia gives a big contribution in order to form customer value perception by its customers. The consequence is that service quality by banks in Indonesia needs to be maintained and enhanced so that banking is perceived both by its customers.



Chi-Square=427.39, df=113, P-value=0.00000, RMSEA=0.074

The significant contribution of the service quality contributed by the dimension of tangible, physical evidence of all tangible aspects that support the delivery of services to customers, such as buildings, parking lots, lobby, furniture, and other physical facilities and facilities and infrastructure. Empathy participates in building the amount of service quality contribution perceived by the customer, empathy contribution to the service quality is greater than the tangible dimension. Reliability is a dimension that can illustrate the similarity between the information conveyed about banking services with the reality experienced by customers when consuming the banking services, the contribution, in order to build the quality of the service provided by banks in Indonesia reliability, is sufficient, although smaller than the tangible and empathy.

The responsiveness, reflecting the responsiveness of service providers in this case banking in Indonesia, contributes the least to the variable service quality, some customers have likely experienced the slow response to banks of handling complaints or problems faced by customers. Into experience this is possible because nowadays many services are done through internet banking interaction, hence the element of interaction with human being becomes decreasing, and this can be perceived as less responsive to the complaint faced by the customer. Assurance of customer service consumption in the banking industry becomes important because the banking industry is, in fact, an industry full of regulation and risk so that the guarantee given by banks of its customers becomes an essential factor. The dimension of assurance in giving a contribution to the service quality performed by the banking has enough to value although smaller than tangible dimension, empathy, and reliability, but higher than the dimension of responsiveness. From the description of can be said that the customer perceives the quality of the service of banking in Indonesia is still high, among the dimensions of service quality indicates that the dimensions of empathy are the dimension that gives the most significant contribution and dimension responsiveness the smallest.

The consequences and managerial implications for banks in Indonesia are, should be able to increase the responsiveness of problems faced by customers even though the introduction to technology has been such a significant role in the banking industry in Indonesia. In addition to maintaining the element of humanism reflected on the dimensions of empathy, so even though the banking industry in Indonesia supported by technology but the human element still needed in serving its customers.

Contribution of the corporate image of banking in Indonesia contributed 25%, it shows that the image of the company taking into consideration in the framework of customer perceived customer values conveyed by the banking in Indonesia. From the results of this study the contribution to indicators that bank in Indonesia takes advantage of emotional relationships or affinity with customers in maintaining the corporate image. By the results of this study when the contribution of service quality that contributes to the perception of the customer value of empathy dimension, which is more emotional. Corporate image indicator of technology sophistication used to serve customers to maintain the image, it gives the smallest contribution to the image of the company. The variable that is still considered by the customer in perceiving the value of banking in Indonesia. It shows that technology is not a significant indicator to maintain the company's image so that the value of customers given better perceived by the customer.

The usage of technology in the banking industry in Indonesia was contributed 30% to customer value perceptions. It suggests that technology will not always boost customer value delivered to customers. It can also happen because the respondents in this study are not familiar with the technology used in the banking industry and have no experience to compare the use of technology in banking, so the use of technology in banking is perceived to not dominant contributed to customer value. The users of technology in the banking industry are cost-saving, it is shown that this indicator provides the most significant contribution to another indicator in shaping the use of technology used in perceived customer banking. While the use of technology in the banking industry indicates the speed and accuracy it provides the smallest contribution to forming the use of technology as a variable that contributes to customer value. The customer's value perceived by banking in Indonesia aims to develop a value of function, economy, psychology, and emotion. Customer values from the psychological values give the most significant contribution to customer value variable, it is following the contribution to service quality where the dimension of empathy is the value of humanities. Corporate image variable that is dominantly donated by emotional or affinity relationship. The users of technology are more energy-saving, related to human psychology. Also, customer value perceptions develop customer value contributions in terms of psychological value. The value of the customer functionally contributes to the formation of customer value, indicating that the customer assumes that the bank has performed its function by the customer's goals and expectations so that it is perceived to be smaller in function.

The complete structure of the relationship between variables showed that each variable shows the amount of contribution to the perception of the customer value of banking in Indonesia. In this case it does not mean that the contribution of three variables should provide one hundred percent, but it can be interpreted that each contribution will be one hundred percent if other factors affect it. So, the contribution of service quality to the perception of customer values is

equal to 38%, the rest is another influence. The contribution of the corporate image to the perception of customer values is 25%, the rest is another variable and the contribution to technology usage utilization is 30% the rest is another variable.

CONCLUSIONS

In order to increase the customer value of Banking services in Indonesia, several factors can be used as references such as services quality, improving the corporate image and technology use for operating banking services in Indonesia. The service quality showed the most significant contribution to the customer value of banking service. In other words, empathy, physical evidence, reliability and quick-response have created the customer value of banking service in Indonesia. Therefore, the banking also needs to improve the communication between individuals or empathetic relationships, product services through similar information and reality delivered and quick-response to customer complaints. Corporate image contributed as much as 25 percent to the customer value perception. The condition shows that banking services in Indonesia favor the service process to maintain the image and utilize affinity with customers. Also, the technology usage by Banking in Indonesia contributed around 30 percent to the perception of customer value. It is because banking services in Indonesia that used the technology may be impacted by time-saving cost-effective for customers. The managerial implication for thus result may bank service in Indonesia should improve the quality of service, increase the empathy dimension, that is by improving the hospitality of employees in serving customers. Build the corporate image, through emotional or affinity connection with customers, more customized service and consistence to communicate all of the services with the use of technology in banking will save costs of customers,

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