

Customer welfare of Sharia microfinance institutions: Ease of access, product expertise, and the mediating role of service quality

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Abstract

Baitul Maal wat Tamwil (BMT) is vital in developing Micro, Small, and Medium Enterprises (MSMEs). This paper examines the benefits of BMT for members regarding accessibility, product expertise, and service quality. This study was designed with quantitative methods using a survey by distributing questionnaires to 200 respondents gathered from five branch offices of BMT Bahtera, Pekalongan, Indonesia. This study employed path analysis to analyze the data. The study results demonstrate that accessibility, product expertise, and service quality significantly impacted consumer welfare. This result indicates that customer welfare is the primary factor in the growth of BMTs. Conversely, accessibility, product expertise, and service quality were significant for BMT growth and members' welfare. This research contributes to BMT product quality improvement and ease of access to customer services by using technology to create effectiveness and efficiency.

Keywords: baitul maal wat tamwil, customer welfare, ease of access, product expertise, service quality

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Introduction

The expansion of BMT in Indonesia results from rising financial services activity. Managers in the banking sector base their marketing management strategies on the commitment of their existing customers to continue doing business with BMT and refer other potential clients to them (Rokhman & Abduh, 2020). One of the organizations that shields the lower middle class from the exorbitant interest rates that loan sharks charge their clients and from the interest system used by traditional financial institutions is BMT (Purwanto et al., 2022) there is still little research investigating the adoption of Islamic microfinance. This study aims to determine the factors influencing behavioural intentions to adopt Islamic microfinance by developing the Theory of Planned Behaviour (TPB). One of BMT's tasks is to direct funding toward projects that boost the capital available to micro businesses. One issue that micro business players frequently face is more access to financing (capital).

Several cases of default and bad financing due to problematic financial management in BMT and Sharia Savings and Loan and Financing Cooperatives (KSSPS) in Pekalongan city have experienced bankruptcy, resulting in funds from thousands of customers not being disbursed, including KSSPS BMT Mitra Umat, BMT Nurussa'adah, and BMT An Naba.

Customers continue to rely on informal sources due to the limited access MSME actors face, particularly from official financial institutions like banks (Rajaobelina et al., 2022). These unregulated financial institutions can take many forms, from loan sharks or money lenders to financing companies like **Baitul Maal wat Tamwil** (BMT), which have developed over time. More data or awareness about Sharia financial institutions is required to raise public interest in BMT. The community may hesitate to use the program if a center representative needs to explain financing adequately. Marketing professionals must comprehend consumer knowledge (Fauzi et al., 2021). Purchase choices, including repeat purchases, will be influenced by consumer understanding. Consumers will be more effective at making judgments, efficient, precise information processors, and better recall information when they have more knowledge. Customers are more likely to make decisions that are expected to improve their welfare with more product information they possess (Zouari & Abdelhedi, 2021).

The quality of its services dramatically influences the success of a firm. BMT aims to understand what members desire, how members behave, and how they prefer serving members. BMT members typically have proud conduct when served properly by officers. Thus, BMT must develop a service technique to attract members. Good service that complies with the criteria set by businesses that please clients and offer services (Fianto et al., 2020). Better services will be provided to members of BMT, which can more easily foster a mindset of loyalty among them. This research analyses customer welfare regarding service quality at KSSPS BMT Bahtera Pekalongan. The latest research tests

the service quality model as an intervening variable impacting customer welfare.

Consumers are unaware of a product's features or know of them but lack information, which may lead to poor decision-making (Belás & Gabčová, 2014; Rajaobelina et al., 2022; Saraswati, 2021). Banks can disseminate brand information directly or via various marketing channels. Information about the things that are sold significantly impacts consumer knowledge (Manyanga et al., 2022).

Banks can disseminate brand information directly or via various marketing channels. Information about the things that are sold significantly impacts consumer knowledge. A mix of financial products, understanding of concepts, competence, and confidence in identifying financial dangers and opportunities are necessary for informed decision-making, practical action, and improved economic wellbeing (Purwanto et al., 2022) there is still little research investigating the adoption of Islamic microfinance. This study aims to determine the factors influencing behavioural intentions to adopt Islamic microfinance by developing the Theory of Planned Behaviour (TPB).

Customer Welfare

An individual or group is said to be in a state of welfare if their basic requirements, such as a sense of security and goodness and their psychological and social needs, have been addressed (Belás & Gabčová, 2014). The provision of welfare is a requirement for satisfying needs, including material, spiritual, and social requirements, according to Law Number 11 of 2009. Business actors need to have the ability to grow their companies if they want to flourish. If business revenue rises, BMT members' well-being will also increase since a developing firm will boost public view of it or members of the BMT.

Ease of Access

Ease of access is the degree to which a person can use the system with little effort. About how far clients went to obtain finance (Ascarya et al., 2022). This idea explains the rationale behind financing and how straightforward it is to apply funding to a goal that satisfies the user's preferences. Therefore, people use financing more frequently, and acquiring it is easier. There are four markers of accessibility: a) Accessibility of financial data, b) Ease of financing payment processes, c) Ease of financing disbursement processes, and d) Ease of financing access.

Product Expertise

Consumer knowledge includes all information obtained by consumers from various goods and services (in this case, Sharia bank service products), unrelated knowledge about these goods and services, and unrelated knowledge about the functions that consumers do (Fauzi et al., 2021). According to Dandis et al. (2021), product expertise can be categorized into three categories: knowledge of a product's features or properties,

its advantages, and the satisfaction the product brings its users. It has indicators: a) Knowledge of the features or qualities of the product A member will evaluate a product according to its attributes or attributes; b) Product Benefits Awareness Members frequently reflect on the advantages they experience when using the financing program; c) Knowledge of the level of consumer satisfaction the product provides

Service quality

Services are intangible, non-owned activities provided by businesses or individuals to customers. Every act of assisting, facilitating, gratifying, and benefiting others can also be called a service (Ali et al., 2020) market survival and innovation of products and services since last decade. Hence, the aim of this study is to find out the empirical relationship and theoretical background between service quality and customer satisfaction. Dimensions of service quality such as tangibility, reliability, responsiveness, empathy and assurance were under consideration to see their relationship with customer satisfaction and hypotheses were developed on these aspects. On a survey of 623 clients of MFIs, this paper empirically explore the relationships between the dimensions of service quality and customer satisfaction by incorporating the structure equation model (SEM. Service quality is essential to keep consumers for an extended period (Asnawi et al., 2020). Belás and Gabčová (2014) define service quality as the expected standard of excellence and control over that advantage to satisfy client needs. In the notion of SERVQUAL (Service Quality), the characteristics of service are separated into: a) Tangibles, b) Reliability, c) Responsiveness, d) Assurance, and e) Emphaty.

This study has been updated by expanding the findings of Khan and Akhter (2017) and changing the service quality moderator variable into a mediator variable. Replaced service quality as a mediator variable and the test apparatus utilized with path analysis in several studies (Gillani & Awan, 2014; Giné & Karlan, 2014; Rokhman & Abduh, 2020), adding accessibility as an independent variable to other studies (Ali et al., 2020; Ascarya & Sakti, 2022; Asnawi et al., 2020; Dandis et al., 2021), including product expertise as an independent variable, and incorporating consumer welfare as a dependent variable (Abideen et al., 2020; Almubarak & Mohamed, 2017).

Research Model

The literature on customer loyalty in BMT explains the theoretical basis of ease of access and product expertise to customer welfare through service quality. This study examines the effect of ease of access (X_1) and product expertise (X_2) on customer welfare (Z) through service quality (Y). The research model is illustrated in Figure 1.

Formulation of hypotheses regarding ease of access and product expertise to customer welfare with service quality as an intervening variable, the research model is presented in Figure 1.

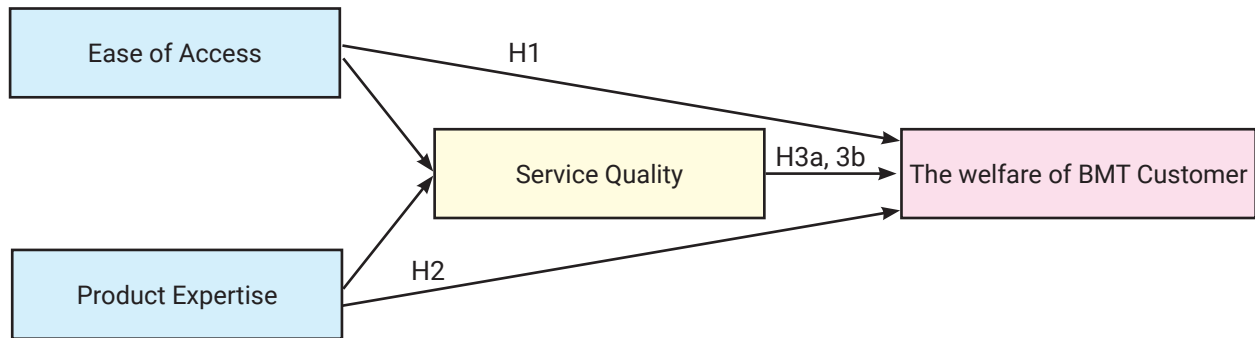


Figure 1. Research Model

Hypothesis Development

Hypothesis 1: Ease of access has a direct effect on customer welfare

Theory financing is a task. The bank's primary responsibility is to provide and distribute money back to the community, namely through offering means of doing so to parties who are experiencing unit shortfalls. Sharia financial literacy is a critical component of efforts made by the financial sector to increase of access to and financing for products by benefiting consumers' economic behavior, such as financing, financial budgeting, and prudent credit utilization (Ascarya & Sakti, 2022).

If consumers are unaware of a product's features or have knowledge of them but lack information, it may lead to poor decision-making (Belás & Gabčová, 2014; Rajaobelina et al., 2022; Saraswati, 2021). Banks can disseminate brand information directly or via various marketing channels. Information about the things that are sold significantly impacts consumer knowledge (Manyanga et al., 2022). Customers' use of the service will be influenced by their awareness of their own retail items. Customers who buy commodities can prefer to evaluate services using standards like cost pressure.

Hypothesis 2: Product expertise has a direct effect on customer welfare

Customer happiness is a critical component of BMT because happy customers can persuade other potential customers to become BMT clients, which increases competition. The ability of microfinance institutions to rule the market will depend on their ability to win this competition. Service quality aims to satisfy the demands and preferences of the clients or customers serviced. The difference between excellent and terrible service is dependent on BMT's ability to meet the expectations of financing customers. BMT's ball pickup model service is crucial for both savers and installment services. One of the services BMT offers is the presence of BMT offices, which are typically in or close to the market.

A thorough understanding of financial literacy can help people better understand economic concerns (Fauzi et al., 2021). A mix of financial products, knowledge of concepts, competence, and confidence in identifying financial dangers and opportunities

are necessary for informed decision-making, practical action, and improved economic well-being (Purwanto et al., 2022) there is still little research investigating the adoption of Islamic microfinance. This study aims to determine the factors influencing behavioural intentions to adopt Islamic microfinance by developing the Theory of Planned Behaviour (TPB). In Pakistan, the impact of service quality on consumer satisfaction (Khan & Akhter, 2017; Usman et al., 2017; Zouari & Abdelhedi, 2021). Their studies demonstrate that customer welfare is influenced by service quality.

Hypothesis 3a Ease of access has an indirect effect on customer welfare (through Service quality)

Financial institutions are competitive; conventional and sharia financial institutions compete to suit the financing market's wants and needs. Therefore, BMT must continually work to improve client satisfaction by offering top-notch service (Asnawi et al., 2020). Because satisfied customers can persuade other potential customers to become BMT clients, customer happiness will be BMT's primary competitive advantage. The ability of microfinance institutions to rule the market will depend on their ability to win this competition.

Service quality aims to satisfy the demands and preferences of the clients or customers serviced. The difference between excellent and terrible service is dependent on BMT's ability to meet the expectations of financing customers. Providing high-quality services has several crucial components (Ali et al., 2020) market survival and innovation of products and services since last decade. Hence, the aim of this study is to find out the empirical relationship and theoretical background between service quality and customer satisfaction. Dimensions of service quality such as tangibility, reliability, responsiveness, empathy and assurance were under consideration to see their relationship with customer satisfaction and hypotheses were developed on these aspects. On a survey of 623 clients of MFIs, this paper empirically explore the relationships between the dimensions of service quality and customer satisfaction by incorporating the structure equation model (SEM). The first is service speed. The level of service offered to consumers will be impacted by quick response and responsiveness to customer needs. Second, precision.

Along with promptness of service, accuracy is related to responses that are in line with customer needs. Third is friendliness, related to how staff members interact with clients (Haniyah & Manual, 2023). Courteous, friendly, and well-groomed staff will influence customer welfare with the services offered. The fourth is comfort. The environment and amenities that are made available to customers affect comfort. BMT's ball pickup model service is crucial for both savers and installment services. To be accessible to customers and facilitate transactions, BMT also maintains offices in the heart of or close to the marketplace.

Hypothesis 3b Product expertise has an indirect effect on customer welfare (through Service quality)

BMT is a microfinance organization that acts as a middleman by gathering and distributing extra public funds to needy people. Savings are made using a ball pickup model, delivered directly to the customer's place of business regularly (daily, weekly, and yearly). In addition to offering savings opportunities, BMT also provides facilities for gathering **zakat**, **infaq**, **shodaqoh**, and **waqf** monies to be distributed to **mustahiq** (those who are entitled to receive), both for consumption-focused and productivity-focused enterprises (Fajriyati et al., 2020; Giné & Karlan, 2014).

The BMT offers a variety of financing options, including **musharakah** financing, which aims to expand the firm by boosting working capital. For BMT and the entrepreneurs to profit-share according to the contract, this finance is utilized to grow capital, which is anticipated to increase revenue. Second, funding for the purchase of necessities is referred to as **murabahah** financing. BMT forces customers to use a markup/margin scheme. Ijarah financing is financing for leases with payments that follow the terms of the contract (Fauzi et al., 2021). **Murabahah** contracts account for 68.5 percent of all BMT funding nationwide (Ascarya & Sakti, 2022).

In contrast, the share of financing used for buying and selling (**murabahah**) is 50%, **mudharabah** is 41.32%, and **musyarakah** is 8.18% in Central Java. Another empirical evidence revealed the impact of government involvement and microfinance institution service quality on credit consumer happiness in Tunisia (Zouari & Abdelhedi, 2021). The findings indicated that service quality has an impact on credit consumer satisfaction.

Method

The study used quantitative methods with survey techniques, distributing questionnaires to respondents, namely financing customers of KSPPS BMT Bahtera, Pekalongan, Indonesia. A research model was built to determine the satisfaction of the funding customers in Pekalongan, Indonesia, by repeating transactions on the BMT to provide recommendations to other prospective customers. Each factor will be analyzed to determine which affects the customer's well-being (Wibisono & Harto, 2018). The research model is illustrated in Figure 1.

The population in this study is financing customers at KSPPS KSPPS BMT Bahtera Pekalongan who have MSME businesses. The sample was determined using a proportional sampling technique of 200 respondents from five branches.

This study used a survey questionnaire as an instrument. Questionnaires are collected to obtain information from respondents per question item according to the problem studied. The questionnaire was made in a form that was given directly to respondents, namely KSPPS KSPPS BMT Bahtera Pekalongan customers. Literature

studies are used to obtain secondary data.

This study adopts several variables, the effect of ease of access such as guarantees, straightforward procedures, and processes, stable sources of income, having a permanent business, accurate information, and adequate return on financing (Hati et al., 2020) perceived quality, perceived risk and perceived value on customers' intention to invest in Islamic Banks. This study specifically examines an Islamic bank's term deposits. Design/methodology/approach: Structural equation modeling was used to analyze the data collected from 217 customers of an Islamic bank in Indonesia using an online survey. Findings: This study highlights the central and dual roles of perceived risk as both the independent and the intervening variable that mediates the relationship between product knowledge and Muslim customer intention to invest in an Islamic bank's term deposits. Research limitations/implications: This study only investigates term deposits as one type of investment in Islamic banks. This study contributes to the literature by examining the role of product knowledge, perceived quality, perceived risk and perceived value on Muslim customer intention to invest in Islamic term deposits. Practical implications: The results of this study highlight the requirement for Islamic banks to educate customers to improve the depositors' product knowledge because Muslim customers' risk and value perception and intention are strongly influenced by product knowledge. Originality/value: The investigation of perceived risk is particularly relevant for Islamic financial products because of the inherent nature of risk sharing in Islamic finance. This study investigates the role of product knowledge in influencing the Muslim customers' perception of risk, quality, value and their intention to invest in Islamic bank term deposits. Ideally, the profit loss sharing concept (PLS; knowledge of products such as contracts used by *mudharabah*, *murabahah* and *ijarah* (Dandis et al., 2021).

Result and Discussion

Table 1. Participant Profile

Variable	N (Total Respondent = 200	Percentage
Religion		
Islam	199	99,5
Catholic	1	0,5
Protestant	0	
Hindu	0	
Buddhist	0	
Sex		
Male	111	55,5
Female	89	45,5

Variable	N (Total Respondent = 200	Percentage
Age		
< 30 Years old	32	16
31 – 40 Years old	87	43,5
41 – 50 Years old	62	31
>51 years old	19	9,5
Education Level		
Elementary School	13	6,5
Junior High School	27	13,5
High School	111	55,5
Diploma	20	10
Fresh graduate	29	14,5
Job		
Entrepreneur	95	47,5
Private Employee	52	26
Civil Employee	10	0,5
Others	43	21,5
Marital Status		
Married	156	78
Unmarried	32	16
Widower	12	6
Purpose of Financing		
Productive	146	73
Consumptive	54	27
Long Running a Business		
< 2 Years	38	19
2 – 5 Years	71	35,5
5 – 10 Years	55	27,5
>10 Years	36	18
Initial Capital		
< Rp 10.000.000	70	35
Rp 10.000.000 – Rp 25.000.000	80	40
Rp 25.000.000 – Rp 50.000.000	31	15,5
>Rp 50.000.000	19	9,5
Current Assets		
< Rp 10.000.000	56	28
Rp 10.000.000 – Rp 25.000.000	73	36,5
Rp 25.000.000 – Rp 50.000.000	45	22,5
>Rp 50.000.000	26	13

Preliminary analysis is performed to evaluate the normality of the data. Validity and reliability factors were tested using SPSS version 25. Data normality testing was carried out using the One-Sample Kolmogorov-Smirnov Test, with a significance level of 5%. Based on the SPSS Kolmogorov-Smirnov output test, the test results show that $\text{asympt. sig (2-tailed)} < 0.05$ at the level of 0.408, so the data is normally distributed.

Based on the ANOVA or F test, a significant result of 1294,961 was obtained at the level of 0.000 ($\alpha = 0.05$), so it can be said that ease of access and product expertise have a significant effect on service quality (Table 5). This test verifies that the factors of Ease of access and the product are acceptable for analyzing quality. The regression analysis results explain that the independent variables, namely ease of access and product expertise, significantly affect service quality, respectively, at 0.000 and 0.000 (Table 5). Ease of access includes collateral, non-burdensome guarantee requirements, fast and accurate information, easy financing procedures, maturity according to the business cycle, and low transaction costs. Examples of product expertise include customers understanding the financing contract used by KSPPS BMT Bahtera and activities supervised by sharia supervisors.

Based on the ANOVA test or F test with a result of 1834.363 with a level of 0.000 ($\alpha = 0.05$). It can be said that ease of access, product expertise, and service quality significantly affect customer welfare (table 6). From the regression analysis results, it can be explained that the ease of access and service quality significantly affect customer welfare at their respective levels: 0,000 and 0,009. At the same time, product expertise does not significantly affect customer welfare. A significant value of 5% was used in this study (Table 6). Examples of service quality include friendly service, accessible location, and fast and thorough service.

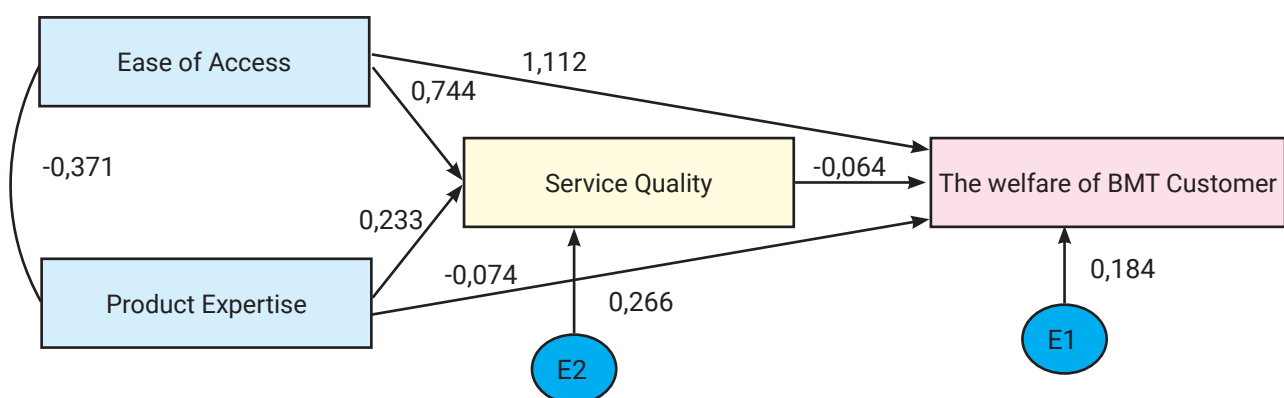


Figure 2. Path Analysis Model

Frequency Distribution

Table 2. Frequency Distribution

Variable	Interval	Frequency	Percentage	Variable	Interval	Frequency	Percentage
Ease of Access	32-34	79	39,5	Service Quality	12	28	14
	35-37	21	10,5		13	53	26,5
	38-40	0	0		14	1	0,5
	40-42	0	0		15	14	7
	43-44	22	11		16	4	2
	45-47	39	19,5		17	29	14,5
	48-49	7	3,5		18	23	11,5
	50-52	10	5		19	4	2
	53-55	22	11		20	44	22
Product Expertise	18-19	0	0	Customer Welfare	16-17	0	0
	20-21	21	10,5		18-19	94	47
	22-23	44	22		20-21	6	3
	24-25	35	17,5		22-23	0	0
	26-27	0	0		24-25	73	36,5
	28-29	0	0		26-27	3	1,5
	30-31	0	0		28-29	5	2,5
	32-33	100	50		30-31	19	9,5
	34-35	0	0		32-33	0	0

After observation, respondents' answer scores on the biggest convenience questions in the 32-34 interval were 39.5%, then on the most significant question knowledge variables in the 32-33 interval, which was 50%, and the most significant customer welfare in the interval between 18-19, which was 47%. This means that the distribution of resonant answer results narrows at specific intervals. While the most significant value quality variable at interval 13 is 26.5%, respondents' answers are relatively evenly distributed.

Table 3. Ranking Grouping

Variable	Score	Category
Ease of Access	>48,33	Very High
	43,51-48,33	High
	38,67-43,5	Low
	< 38,67	Very Low
Product Expertise	>30,83	Very High
	26,01 – 30,83	High
	21,17 – 26	Low
	< 21,17	Very Low
Service Quality	>20,83	Very High
	16,01 – 20,83	High
	11,17 – 16	Low
	< 11,17	Very Low

Variable	Score	Category
Customer Welfare	>28,83	Very High
	24,01 – 28,83	High
	19,17 – 24	Low
	< 19,17	Very Low

The frequency distribution table showing the most significant value of the convenience variable in the interval 32-34 shows that the distribution category is shallow. Then, in the knowledge variable, the dominant value is in the interval 32-33, which means that the distribution of answer results is very high. The most significant value quality variable at intervals 13 and 20 means that the distribution is evenly distributed. Customer welfare gives a dominant value in the intervals 18-19 and 24-25, meaning that the distribution category is low.

Data Analysis Techniques

Reliability Test

Questionnaires that serve as indicators of variables and reliability tests are employed. When a subject's responses to questions remain constant or stable over time, a questionnaire is said to be dependable. Cronbach's Alpha coefficient was used in this study to assess the reliability of the research equipment. The study is deemed credible or reliable if the alpha coefficient is more significant than 0.70 (Pamungkas et al., 2017).

Table 4. Reliability Test

Variable	Cornbach's Alpha	Keterangan
Ease of Access	0,890	Reliable
Product expertise	0,892	Reliable
Service quality	0,950	Reliable
Customer Welfare	0,895	Reliable

Path Analysis

Path analysis is a technique for evaluating the impact of auxiliary factors. A set of relationships that show how other variables have an effect, either directly or indirectly, by interfering with different variables (Pamungkas et al., 2017).

a. Regression analysis of the effect of ease of access and product expertise on service quality_equation 1

The direct effect of competence Ease to access and product expertise on service quality can be explained in the following regression equation model 1:

Table 5. Coefficients

R ²	,929				
F	1294,961				,000
Model	Uns. Coeff B	Std. E	Stand Coeff Beta	t	Sig
(Constant)	,183	,334		,548	,584
Ease of Access	,019	,007	,744	14,938	,000
Product expertise	,023	,004	,233	4,677	,000

The output results of regression analysis show that the independent variables, namely Ease of access and product expertise, significantly affect the dependent variable, Service quality, with a significance level of 0.000; 0,000. Therefore, the magnitude of the value of e1 can be calculated using $\sqrt{(1-R^2)}$. So, the magnitude of the value e1 = $\sqrt{(1-0.929)} = 0.266$.

b. regression analysis of the effect of ease of access, product expertise, and service quality on customer welfare_equation 2

Table 6. Coefficients

R ²	,966				
F	1834,363				,000
Model	Uns. Coeff B	Std. E	Stand Coeff Beta	t	Sig
(Constant)	1,634	,315		5,187	,199
Ease to Access	,574	,026	1,112	21,847	,000
Product expertise	-,063	,031	-,074	-2,008	,046
Service quality	-,285	,087	-,064	-1,289	,009

The results of the regression analysis output show that ease, knowledge, and quality significantly affect customer welfare, with a significance level of 0.000 for each, 0,046, and 0.009 for each. Therefore, the magnitude of the value of e1 can be calculated using $\sqrt{(1-R^2)}$. So, the magnitude of the value of e2 = $\sqrt{(1-0.966)} = 0.184$.

Table 7. Structural Model Testing

Sig	Description	Hypothetical acceptance/rejection
0,000	The ease of access variables directly influences customer welfare	Hypothesis one is accepted
0,046	The product expertise variable directly influences customer welfare	Hypothesis two is accepted
0,000	The ease of access indirectly influences customer welfare (through service quality)	The third hypothesis is accepted
0,000	The product expertise indirectly influences customer welfare (through the service quality)	The fourth hypothesis is accepted

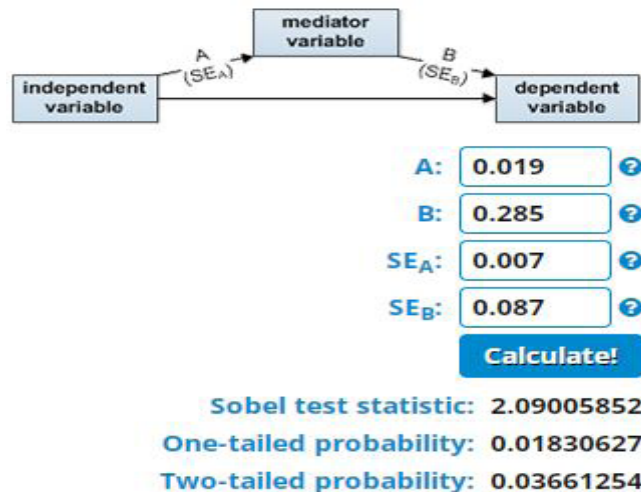


Figure 3. Sobel test of ease of access to customer welfare through service quality

Based on the Sobel test calculation results, the significance value of mediation t is calculated at 2.09005852 with a significance level of 0.05 and a probability value of $0.036 < 0.05$. Thus, quality significantly mediates the effect of convenience on welfare customers.

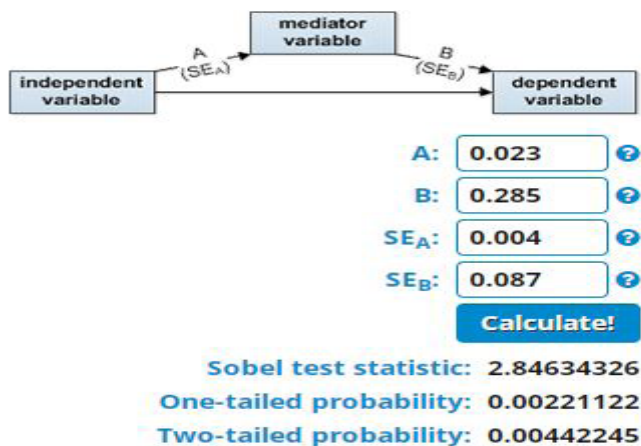


Figure 4. Sobel test of product expertise to customer welfare through service quality

Based on the Sobel test calculation results, the significance value of mediation t calculated at 3.52307828 increased with a significance level of 0.05 and a probability value of $0.000 < 0.05$. Thus, quality significantly mediates the influence of knowledge on welfare customers.

Path analysis one testing shows that the SPSS output results give a standardized beta value of ease in equation (1) path p_2 of 0.744 and significance at 0.000, affecting quality. In the SPSS output equation (2), the standardized beta value for ease, the value of path p_1 , is 1.112, and the significance is 0.000. The standardized beta quality value with a p_3 path value of -0.064 significantly affects 0.009. The magnitude of $e_1 = \sqrt{(1-0.929)} =$

0.266, and the magnitude of the value of $e_2 = \sqrt{(1-0.966)} = 0.184$. The results of the path analysis show that convenience has a direct effect on customer welfare and a significant impact on quality customer welfare.

Path analysis two testing shows that the SPSS output results give a standardized value of beta knowledge in equation (1) path p2 of 0.233 and a significant value of 0.000, which means it affects quality. In the SPSS output equation (2), the standardized beta value for quality, the p1 path value, is 0.266, and the significance is 0.046. The standardized beta quality value with a p3 path value of -0.064 significantly affects 0.009. The magnitude of $e_1 = \sqrt{(1-0.929)} = 0.266$, and the magnitude of the value of $e_2 = \sqrt{(1-0.966)} = 0.184$. The results of the path analysis show that knowledge has a direct effect on efficacy and has a significant impact through quality on customer welfare.

The findings of Hypothesis 1 testing indicate that accessibility directly impacts customer welfare because the computed t value is 21.847, and the significance level is 0.000 0.05. So, the first theory is adopted. Customers are more satisfied with services when they are easily accessible (Almubarak & Mohamed, 2017; Dandis et al., 2021; Fida et al., 2020) Assurance, Reliability, Tangibility, Empathy and Responsiveness; in this example, BMT's services include five components. The first is the simplicity of the financing procedures and processes; the second is the lack of burdensome guarantee requirements; the third is the prompt and accurate delivery of information; the fourth is the repayment period with a pace that is not burdensome; the fifth is the tolerance for extending the return of financing is very beneficial for the customer's business capital so that the financing period matures by the customer's expectations.

The findings of Hypothesis 2 testing indicate that ease of access directly impacts customer well-being because the computed t value is -2.008 with a significance level of 0.046 0.05. Hypothesis 2 is, therefore, accepted. According to Deed 011/PAD/XIV/XII/2015, KSPPS is a legal entity with a business establishment license bearing the number SIUP: 518.54/DU-SISPK/XIV/V/2015 and is managed by Sharia law. Baitul Maal is a zakat distributor for KSPPS BMT Bahtera operations. Products clients can finance using **mudharabah** and **murabahah** contracts are provided (Ali et al., 2020; Asnawi et al., 2020; Fianto et al., 2020) particularly in the banking industry. There are two primary objectives of this research. First, this study aims to empirically test the Muslim Consumer Service Quality (MCSQ).

The Hypothesis 3a test's findings demonstrate that according to the regression analysis outcome, the determined t-value is 14.938, with a significance level of 0.000 to 0.05. With a calculated t value of -1.289 and a significance level of 0.009 0.05, it can be concluded that the ease of access substantially impacts service quality. This implies that the service quality significantly impacts the client's well-being. Therefore, hypothesis 3a is accepted since accessibility indirectly affects consumer welfare (through service quality).

The regression output results reveal that the computed t value is 4.667 with a significance level of 0.000 0.05, according to the Hypothesis 3b test results. This indicates a substantial relationship between product expertise level and service quality, with service quality having a calculated t-value of -1.289 and a significance level of 0.009 0.05. This implies that the service quality significantly impacts the client's well-being. As a result, hypothesis 3b is accepted because product expertise indirectly influences customer welfare (through service quality).

The results indicate that service quality has a favorable and significant impact on the satisfaction of financing customers. Customer welfare with BMT finance and service excellence are closely related. Relationship between customer welfare levels at microfinance institutions was found in Bangladesh (Giné & Karlan, 2014; Iqbal et al., 2022), and service quality is regarded favorably by BMT financing customers in Kudus (Rokhman & Abduh, 2020). This outcome shows how well-rounded the services offered by Sharia microfinance institutions in another district are. The results of descriptive statistics demonstrate that the value of service quality at BMT is good. These components include physical facilities, quality of human resources, quick and friendly service, transaction security guarantees, and other essential components. The findings of this study demonstrate that Sharia microfinance institution management must pay close attention to the service quality rendered because it will affect how satisfied financing consumers are.

The Bahtera Mobile application plays a role in the *maslahah* value, as evidenced by user reviews that show it is easier to carry out transactions. Meanwhile, the role of IBS Mobile in access capabilities in this research is the role of applications that are easy to understand so that users do not experience difficulties when accessing the application. A Bahtera Corner is also used for deposits, cash withdrawals, electricity bill payment transactions, purchasing credit vouchers, electricity, and digital wallets. There is a school financial service, namely an application to simplify the management of school financial administration (mini bank).

Conclusion

This research states that ease of access to product expertise directly affects customer welfare. Besides that, service quality as an intervening variable indirectly influences ease of access and product expertise on customer welfare. This shows that service quality can increase the close relationship between Ease of Access, product expertise, and customer welfare. This research focuses on only one BMT: the head and cash offices. For further research, more than one BMT can be used to make the results more accurate. This study has only two exogenous variables so that future researchers can add more recent ones. This research contributes to BMT's product quality improvement and ease of access to customer services using technology to create effectiveness and efficiency.

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