The Influence Of GO SPIRIT Corporate Cultural Values On Customer Satisfaction Levels At Bank bjb Kcp Gedebage

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Abstract.

This study analyzes the influence of GO SPIRIT's corporate culture on customer satisfaction at Bank bjb KCP Gedebage. Using a quantitative approach with a closed questionnaire on 60 respondents, data were analyzed through a statistical test using SPSS version 30. The results showed that the GO SPIRIT culture had a significant effect on customer satisfaction, with the values of f calculated (331,489) > f table (3,156) and t calculated (18,207) > t table (2,002). The determination coefficient of 92.3% indicates that customer satisfaction is influenced by company culture. Thus, the consistent implementation of the GO SPIRIT culture can increase customer satisfaction and loyalty.

Keywords: Bank bjb, Banking Services, Corporate Culture, Customer Satisfaction, GO SPIRIT.

1. INTRODUCTION

In the era of Indonesia's increasingly rapid economic growth, competition in the banking industry is getting tighter and demands that the banking world must have added value in improving quality both in terms of services and product provision. Banks function as entities that collect sources of funds from the community through savings and distribute them back to the community as loans. Financial institutions such as banks operating in the service industry, provide superior services to survive in increasingly competitive competition (Atmaja, 2018). Service standards in the banking world have a significant impact on customer loyalty in providing trust to be able to store their funds at the bank.

In providing services to customers, a good impression is needed to be able to maintain and increase customer satisfaction. The impression of good service can be seen from how the Employee implements the approach to the customer. This is also very influential on how the company's culture provides guidelines to be used as a reference in an effort to improve service quality and customer satisfaction. According to Kotler (2016:126) (Alma Sangi, Tamengkel, & Mukuan, 2022), Customer satisfaction can be explained as the feeling of satisfaction or dissatisfaction experienced by individuals with a product, after comparing it with their expectations. This satisfaction arises from the results of the evaluation after the selection process, which is influenced by the experience in purchasing and using the product. In the banking world, the main factor that is very influential in the sustainability of the

company's activities is about services. The quality of service in banking is an important factor that determines customer satisfaction. There are several indicators in Service Quality as explained by Kotler and Keller (2016: 284) cited by (Khansa, 2020) covering several aspects: (1) Reliability (2) Responsiveness (3) Assurance (4) Empathy (5) Tangibles.

Bank bjb in one of its missions is committed to providing the best service to customers. Therefore, in an effort to maintain the quality of these services, Bank BJB needs to be aligned with its vision and mission through the implementation of corporate culture. Corporate culture is an important foundation for bank bjb in achieving its vision and mission to place itself among the top 10 performing banks in Indonesia. Bank bjb has implemented a number of transformations, including the company's culture. The culture within a company is an invisible social force, but it has a great influence in encouraging the members in it to work effectively and efficiently. Every employee in the organization will learn and adjust to the prevailing culture, including understanding the values that are considered right or wrong, positive or negative, what is allowed or not allowed, and other rules. (Tegar Pembudi, 2023). Bank bjb always prioritizes and pays special attention to the corporate culture, which is outlined in the concept of GO SPIRIT. This concept symbolizes the abbreviations of (S)ervice Excellence, (P)rofessionalism, (I)ntegrity, (R)espect, (I)nnovation, and (T)rust.

The company's culture is often reflected in the daily behavior of its members, including in their daily work activities. This culture creates a psychological atmosphere that affects the way employees work, interact with their bosses and co-workers, solve problems, and various other aspects that reflect the unique characteristics of each company. Like "GO SPIRIT", which is often said in morning briefings by all bank bjb employees as an effort to internalize the company's cultural values as a guideline in work. (Oktaviani, 2022)

Based on this, this study was conducted to examine the Influence of GO SPIRIT's Corporate Cultural Values on Customer Satisfaction Levels at Bank bjb Kcp Gedebage, with the aim of finding out how the influence of GO SPIRIT's corporate cultural values on customer satisfaction levels and identifying the most significant factors affecting customer satisfaction within the framework of corporate cultural values.

II. METHODS

The research uses a Quantitative approach, where this method is closely related to numbers and is based on a premise, followed by the identification of variables, which are then analyzed using valid research techniques. (Veronica et al., 2022). Furthermore, to explain the conditions at Bank bjb Kcp Gedebage, a data collection method was used using a questionnaire. A questionnaire is a method of collecting data in the form of a statement that is written systematically to obtain the expected information. In this study, a closed questionnaire was used where all questions had been prepared by the researcher. And to determine the quality of this quantitative method, a statistical test is used, this test includes the Validity, Reliability, t-test, f-test, and Coefficient of Determination using SPSS version 30.

The population subjects in this study came from customers who visited Bank bjb Kcp Gedebage in the June-December 2024 period as many as 600 customers, samples were taken based on the theory from Arikunto (2010: 109) in the journal (Suparyanto dan Rosad (2015, 2020) said that if the number of respondents is less than 100 people, then all respondents will be used so that the research is categorized as population research. However, if there are more than 100 respondents, a sample of 10-15%, 20-25%, or more can be taken. Therefore, in this study, the number of samples taken was 600 x 10% = 60 respondents.

The hypothesis was made with the aim of testing how much the cultural value of GO SPIRIT companies affects the level of customer satisfaction at Bank bjb Kcp Gedebage. The following are the hypotheses proposed:

1. Alternative Hypothesis (H1): Corporate cultural values significantly affect the level of customer satisfaction at Bank bjb Kcp Gedebage.
2. Hypothesis Zero (H0): The value of company culture does not significantly affect the level of customer satisfaction at Bank bjb Kcp Gedebage.

III. RESULT AND DISCUSSION

It is known that in the June-December 2024 period, the number of customer visits to Bank bjb Kcp Gedebage was recorded as many as 600 people, these customers visited customer service, teller, credit section, and stunding introduction section. The data is taken from the queue number listed in the guestbook. To find out the influence of GO SPIRIT's corporate cultural values on customer satisfaction levels, the author conducted a statistical test of data processing from respondents' answers provided by the author in the form of a closed questionnaire. The following is a table of indicators of statements given to respondents:

Table 1. Variable Operations

Variable	Definition	Indicators
Corporate Culture (X)	Corporate Culture is an invisible social force, but it has a great influence in encouraging the members in it to work effectively and efficiently (Tegar Pembudi, 2023)	1. Service Excellence 2. Profeesionalism 3. Integrity 4. Trust
Customer Satisfaction (Y)	Customer satisfaction can be explained as the feeling of satisfaction or dissatisfaction that an individual experiences with a product, after comparing it with their expectations. Kotler (2016:126)	1. Reliability 2. Responsiveness 3. Assurance 4. Empathy 5. Tangibles

Table 2. Variable X Validity Test

Variable	Statement	Person Correlation	R Table	Result
Corporate Culture	S.1	0,900	0,254	Valid
	S.2	0,883		Valid
	S.3	0,915		Valid
	S.4	0,916		Valid
	S.5	0,931		Valid
	S.6	0,929		Valid
	S.7	0,877		Valid
	S.8	0,931		Valid

Source : Processed Data

Table 3. Variable Y Validity Test

Variable	Statement	Person Correlation	R Table	Result
Customer Satisfaction	S.1	0,880	0,254	Valid
	S.2	0,939		Valid
	S.3	0,892		Valid
	S.4	0,924		Valid
	S.5	0,917		Valid

Source : Processed Data

Based on the results of the validity test, variable x related to corporate culture and variable y that reflects customer satisfaction can be declared as valid because it meets the validity category, where the calculated r value is greater than the r table. It is known that the r-value of the table is obtained based on the provisions of the value distribution with a significance of 5%, with the sum of n=60, so that the r-value of the table is 0.254.

Reliability Test

This Reliability Test uses Cronbach's Alpha which is a benchmark to describe the relationship of a developed scale to all the variables used.

Table 4. Reliability Test

Variable	Cronbach Alpha	Cronbach's Based on Standarize	Result
Corporate Culture (X)	0,970	0,60	Reliable
Customer Satisfaction (Y)	0,948	0,60	Reliable

Source : Processed Data

The table above indicates that the Cronbach Alpha value for both variables has a value of >0.60 so that this suggests that the data can be considered feasible and reliable.

F-Test

This f-test is performed to assess whether the independent variable as a whole has an influence on the bound variable.

Table 5. F-Test Result **ANOVA**[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	759.326	1	759.326	331.489	<,001[b]
	Residual	132.858	58	2.291		
	Total	892.183	59			

a. Dependent Variable: Customer Satisfaction
b. Predictors: (Constant), Corporate Culture
Source : Processed Data

The results of the table above show that the significance level was found to be <.001 where the significance value was <0.05. This means that this shows that the company's cultural values have an influence on the level of customer satisfaction. In addition, the calculated f-value of 331.489 is greater than the f-value of the table 3.156, indicating that the result is significant and positive.

T-Test

This test is used to identify the presence of an individual impact caused by the independent variable (x) on the dependent variable (y). The basis for decision-making is that if the significance <0,5 or if the calculated t-value greater than t-table, then variable x has an effect on variable y. It is known that t table for sample 60 is df = 60-2 =58, then the significance value of 5% at df =58 is 2.002.

Table 6. T-Test Result
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.887	1.170		.758	.452
	Corporate Culture	.595	.033	.923	18.207	<,001

a. Dependent Variable: Customer Satisfaction

Source : Processed Data

Based on the image above, it can be seen that the level of significance of variable x to variable y reaches less than 0.001 which means <0,5 and t-value 18,207> t table 2.002, so it can be said that company culture has a significant influence on customer satisfaction.

Coefficient Determination Test

Coefficient Determination Test aims to measure the extent of the influence of variable X as a whole on variable Y in the form of percentages.

Table 7. Coefficient Determination Test Result
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.923[a]	.851	.849	1.51349

a. Predictors: (Constant), Corporate Culture

b. Dependent Variable: Customer Satisfaction

Source : Processed Data

The results of the determination coefficient test table obtained a value of 0.923. Therefore, it can be interpreted that the influence of company cultural values (x) on customer satisfaction level (y) is 92.3% Meanwhile, other factors that were not analyzed in this study contributed to the rest.

IV. CONCLUSION

The results of the study through various statistical tests show that the alternative hypothesis stating that "Corporate cultural values significantly affect the level of customer satisfaction at Bank bjb Kcp Gedebage" are acceptable. The results of the determination coefficient test which reached 92.3% showed that the company's cultural values, namely (**S**)ervice Excellence, (**P**)rofessionalism, (**I**)ntegrity, (**R**)espect, (**I**)nnovation, and (**T**)rust have a very strong effect on the level of customer satisfaction. In other words, 92.3% of the variation in customer satisfaction can be explained by the company's culture. Based on respondents' answers, the Trust indicator

in variable x (company culture value) has the highest score value compared to other indicators. All respondents stated that Bank bjb Kcp Gedebage maintains the security of customer data and transactions well and the responsiveness indicator has the lowest score. This is because there are some employees who do not respond to customer problems.

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