

Perceptions of the 7P Marketing Mix of Islamic Banks in Indonesia: What do Twitter Users Say About It?

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Purpose: This study attempts to analyse the perceptions of social media users, particularly Twitter users, of social media marketing attempts by Indonesian Islamic banks. The perceptions of social media users are assessed based on the 7P marketing mix, namely: (i) product, (ii) promotion and education, (iii) price and other user outlays, (iv) process, (v) people, (vi) physical environment, and (vii) time. **Design/methodology/approach:** The research approach is descriptive quantitative, calculating the frequency of tweets based on their 7P marketing category and then interpreting the results. We collected more than 500,000 tweets by Twitter users in Indonesia, containing the phrase ‘Islamic bank’ between 2007 to 2018. The data was analysed using R software and managed using R-Python software. **Findings:** Results indicate that the ‘people’ factor gained the most responses from social media users, who were mainly customers of the Islamic banks, obtaining both positive and negative sentiments. The highest positive response given by customers were comments on staff’s attitude, good appearance and courteous customer service, while they disliked long queues and convoluted service. These findings provide important insight for effective marketing strategies of Islamic banks. **Originality/Value:** This research is the first research in the world revealing the perception of consumers of Islamic banks through Twitter. It is also the first to reveal perceptions of Islamic banks through Twitter, using the 7Ps Marketing Mix analysis tool. This research was conducted using big data analysis (i.e. it used more than 500,000 Twitter tweets) analyse Islamic bank consumers.

Key words: 7Ps, marketing mix, Twitter, Islamic bank, R-Python, Indonesia.

Introduction

Islamic banking provides an alternative for Muslims to sustainably run their banking activities without worrying about being involved in any prohibited activities, such as *gharar*, *masyir*, *riba*, *zalim* and *haram*, which occur in conventional banking transactions. Despite having this banking alternative, the development of Islamic banking in Indonesia, a country where Muslims comprise the highest majority of the population, has remained lacklustre. According to Pramanto (2014), the slow adoption of Islamic banking by Indonesians could be attributed to several factors, including a lack of knowledge on Islamic banking, low awareness of the products and services offered by Islamic banks, and limited availability of services offered by Islamic banks and their ATM machines. Brand development efforts have also been very slow, as reflected by the minimal promotion undertaken by Islamic banks in Indonesia.

Besides the aforementioned factors, a study conducted by Muallim (2003) revealed general impressions of community attitudes toward Islamic banks. In particular, the general impression of Islamic banks is that: (1) Islamic banks are interchangeable with revenue sharing banks, and (2) Islamic banks are purely Islamic and different from conventional banks. Specifically, in West Java, 8.1 percent of respondents stated that Islamic banks are only for Muslims and it was revealed that their level of knowledge about the Islamic banking system was relatively high, but understanding about the uniqueness of Islamic bank products and services in general was still low.

While, for the people of West Java and East Java, the factors encouraging people to use Islamic banking services are the quality of service and the distance between the office and their residence. In Central Java, religion is the main encouraging factor. Muallim (2003) explains, in relation to Bank Indonesia, that non-national consumers would be interested in becoming customers if they were given sufficient information about the Islamic banks, and that customers would leave Islamic banks if they were not offered quality services.

One of the key factors in societal acceptance of Islamic banks is consumer perception of them. Pramanto (2014) found that people who did not choose Islamic banks assumed that they had the same operational set up as conventional banks. This is due to society's low level of knowledge about Islamic banking, in line with the lack of promotion conducted by Islamic banks. Society recognises that their understanding of Islamic banking, including how it operates and their conceptual understanding of products, is relatively lacking.

Research concerning perceptions of Islamic banks have been conducted in some countries, including research by Riaz (2017), who examined the perspective of the British Muslim community toward Islamic banks in England. The British government has become a pioneer in developing London as the centre of Islamic banks in Europe. The study used two approaches,

firstly exploring the context, including British government support, and the social support systems and social justice conditions developed by the Islamic banking industry in England. The second approach compared perceptions and opinions of key groups.

Other studies conducted aimed to examine the loyalty and satisfaction of consumers of Islamic banks, compared to those of conventional banks, in Bangladesh. Saleh (2017) suspects that service quality, and the perception of service quality of conventional banks and Islamic banks, affect Islamic bank customer satisfaction. Research was conducted via the distribution of questionnaires, as many as 229 to conventional bank consumers and 225 to Islamic bank consumers. Results showed that service quality significantly affected customer satisfaction, rather than simply the image of service quality, and this is true for both types of banks.

One way to establish positive perceptions of Islamic banks is to improve their marketing strategy, namely by applying marketing mix activities. Based on several studies conducted, the use of promotional tools in Islamic banks is not optimal. Traditionally, marketing standards tend to rely on 4P strategies, consisting of 'product' elements, 'place' and time, 'price' and other user outlays, 'promotion' and education. However, as customers become more sophisticated, three more 'Ps' are added – particularly for service industries – namely, 'process', 'people', and 'physical environment' and time. At present, these considerations are collectively known as 7P marketing and are sometimes referred to as the marketing mix (Lovelock, 2011). The international marketing mix, where one or more mix decision needs to be implemented outside of the organisation's origin country, is highly important for many business organisations operating in the current global and competitive economy (Leonidou, Barnes, Spyropoulou and Katsikeas, 2010). Social media can optimise the implementation of the 7P marketing mix.

With increased technology development, technology can be a tool to conduct effective marketing. O'Riley in Ahmad (2018) predicts that the future generation, the so-called Internet 3.0 generation, will use the internet for their major needs, interaction and communication, the latter of which can be done via social media. Some social media is widely used by society, including Facebook, LinkedIn and Xing; microblogs, such as Twitter and Tumblr; blogs, such as Blogger and WordPress; photo and video sharing, such as YouTube, Instagram and Flickr; and social marker sites, such as Pinterest, Snapchat, Delicious and Reddit. Social media is believed to be able to bring customers closer to a company.

Social media is very popular, with the majority of users in younger generations, with high internet literacy. It has been popular among these consumers and is therefore becoming a marketing priority within companies. This study was conducted by investigating the perception of Indonesian people, namely social media users on Islamic bank pages on Twitter. As cited from brillio.net, Twitter is listed within the top 10 most used social media sites, ranked in

seventh position. There are several benefits of social media marketing activities. Wu (2016) states that social media helps retain customers and reach potential consumers. A company needs a relationship with consumers to distribute content, share ideas, learn together and fulfil societal needs. Social media can stimulate the exchange of money and goods, and social media can also strengthen networks, as well as ease company decision making.

Ordenes (2017) conducted investigations on very large sources of data, such as online reviews, which tend to become managerial priorities as customers are continually evaluating goods and services. This study focuses on consumer sentiment and carefully examines language style, structure and meaning, revealing both positive and negative sentiments. Using Ordenes' (2017) speaking theory, this research thoroughly analyses explicit and implicit expressions, some of which are implied, and others stated explicitly, when expressing consumer sentiment about a product or company. By analysing 45,000 consumer reviews, analysing expression on the internet, various kinds of language style, such as compulsive language for implicit expressions, the effects of activation levels (tentative language) and discourse patterns (incoherence language) are recognised. These concepts influence how social media users behave, and can be interpreted, when reviewing a product or company. Keywords such as 'awesome' or 'good', as well as the 'thumbs up' emoji, are used to communicate positive sentiments.

Homburg (2015) also examined consumer reactions to companies online activities. Consumers' reactions can be either positive or negative. This study focuses on answering the question of whether negative consumer reactions continue if the company actively engages with consumer questions on social media. It also asks whether negative consumer reactions continue if the company actively participates in conversations that are between consumers. Further, results show that negative consumer reactions tend to decline when companies try to answer their questions.

This study aims to analyse the perceptions of social media users, particularly Twitter users, toward Islamic banks, in terms of marketing and distribution based on the 7P marketing mix. The data was analysed using R software and managed using R-Python software. To the best of the researchers' knowledge, studies analysing customers' perceptions on Islamic banks, based on the Twitter responses, is very scarce, especially utilising R-Python software analysis. This gap in the literature is even more evident when searching for research focusing particularly on Islamic banks in Indonesia.

Review of Related Literature

Islamic Banking in Indonesia

In accordance with Law 21/2008, Sharia principles are the basis of Islamic banking. They are used when carrying out business activities, and include principles of justice and balance, prosperity, universalism, and the avoidance of prohibited elements in Islamic financial transactions, such of *gharar*, *maysir*, *riba* and *haram* activities, and other principles regulated in the fatwa by the Indonesian Council of Ulema (MUI). In addition to carrying out business functions as an intermediary institution, Islamic Banking also carries out social functions, such as the function of the Baitul Mal institution.

In Indonesia, the Financial Services Authorities (or *Otoritas Jasa Keuangan* – OJK) (2018) has a responsibility to pave the way for the development of the Islamic banking and finance industry, with the objective of optimally contributing to the national economy. The main challenge, which must be resolved by the Islamic banking industry, is the integration with other Islamic financial sectors and achieving Islamic banking market share. The development of Islamic banking can be seen from the performance of Islamic banks in June 2018. In general, it is improving compared to the end of 2017, as indicated by the main financial ratios, in terms of liquidity, efficiency, profitability and capital, which all showed improvement (OJK, 2018).

Concept of the 7P Marketing Mix

The marketing mix, according to Kotler (2002), is a set of marketing tools used by companies to continuously achieve marketing goals in their target market. Lovelock, in Hasim and Hamzah (2014), said that marketing strategies can be optimised by applying a marketing mix system that includes 7P. According to Kotler (2009: 17) the 7P marketing mix concept can be classified as follows:

1. Product elements: products are a combination of goods and services offered by a company. Product indicators include variety, quality, design, features, brand name, packaging and service. According to Hashim and Hamzah (2014), service products consist of core and complementary elements (added value).
2. Place and time: places include company activities that make products available to target customers. Indicators include channels, coverage, sorting, location, inventory, transportation and logistics. According to Hashim and Hamzah (2014), these activities maximise the value of distributed services through physical and non-physical channels.
3. Price and other user outlays: a price is the amount of money that a customer must pay to receive a product. Price indicators include price lists, discounts, price discounts, payment periods and credit requirements. According to Hashim and Hamzah (2014), the

development of income and profits, taking into account other customer costs, is important for marketing activities.

4. Promotion and education: promotion refers to activities that convey the benefits of the product, persuading customers to buy it. Indicators of promotions include advertising, personal sales, sales promotions and public relations. According to Hashim and Hamzah (2014), the way to optimise promotion and learning activities is to provide information, persuade customers and teach customers through the service process.
5. Process: process includes any actual procedures, mechanisms and activities by which services are delivered. According to Hashim and Hamzah (2014), process includes the operation of inputs and outputs from marketers/sellers to customers.
6. Physical environment: this includes physical evidence within physical environment in which services are delivered, where the company and its consumers interact, and how each tangible consumer interacts with the space. According to Hashim and Hamzah (2014), design and physical appearance provides tangible evidence of the performance of the services provided.
7. People: people are all of the actors who play a part in offering service and therefore influence perceptions of the buyer. According to Hashim and Hamzah (2014), interactions between customers and the person initiating contact from the firm may affect customer satisfaction.

Social Media as a Medium of Marketing

The strategic role of social media for companies is how social media can gather a significant number of consumers who can interact with each other, engage in dialogue and exchange opinions. When an interaction between consumers is formed, the image of the company will be formed simultaneously, as consumers will give an assessment, comment and drop a 'verdict' on the value of a particular brand or product. Social media also provides a pathway, and space, for consumers and companies to communicate personally and privately, so that they can build intimacy between consumers and companies (Wang, 2017).

Chow and Chang (2008), in Nisar et al. (2018), state that corporate social media can provide information and benefits of knowledge, by increasing the capacity of individuals to share and communicate important personal and business information on their desktops and remotely.

Research Methods

The present study uses a descriptive quantitative approach. This approach, according to Hamidi (2007), focuses on variable measurements by using numerical calculation or statistical tests.

Data Collection

Munzert et al. (2015) state that computer scientists have witnessed a trend – the increasing popularity and strength of open source software, such as R. For quantitative social scientists, this is one of the most important types of statistical software. It is growing rapidly, as it has an active community that is constantly publishing new packages. However, R is more than just a free statistical package. It also combines interfaces for many other programming languages and software solutions, thus greatly simplifying work with data from various sources. On a personal note, the software is deemed to need a lower cost, with less time and no need to process data by hand.

There are many reasons why R is a good solution to the problems discussed in this study, most of all, that R can be accessed freely and easily (Munzert et al., 2015). R can be downloaded and installed wherever and whenever, and is not expensive and exclusive, meaning that users do not have to rely on the willingness of employers to pay licensing fees. It is software with a strong statistical focus in a large, and growing, community. Secondly, R is used in various disciplines, such as social science, medical science, psychology, biology, geography, linguistics and business. This range allows researchers to share code with many developers, as well as benefit from applications that are well documented and applied in various settings. This research uses R software to download tweets from Twitter, which contain the phrase ‘Islamic bank’. To then process the data, a software known as Python was used. McKinney (2013) states, among interpreted languages, Python is distinguished by large and active scientific computing communities. The application of Python in scientific computing in industrial applications and academic research has increased significantly since early 2000.

For data analysis and interactivity, computational exploration and data visualisation, Python comparisons can be drawn with many other open source and commercial programming languages and tools that are widely used, such as R, MATLAB, SAS, Stata, and others. In recent years, enhanced library support for Python (primarily ‘pandas’) has made it a strong option for data manipulation tasks. Combined with Python’s power in general-purpose programming, it is an excellent choice as a single language for building data-centric applications. From the collection via R software and Python, it was found that there were 527,331 tweets containing the phrase ‘Islamic banks’.

Data Reduction

The next stage is data reduction, where the collected data went through a selective process. Data deemed irrelevant to the study was removed and discarded. Irrelevant data included tweets issued by online news sites, news daily sites, Islamic bank sites and matters not related to the purpose of the study. The deletion process looked at each tweet and evaluated whether the

question was relevant or not. If not relevant, the data was deleted. After data reduction, there were around 356 references that were relevant to the research objectives.

Data Classification

The third stage was to classify data with the objective of organising sentiment recorded in the tweet's description. Sentiment could be divided into two categories, namely positive and negative sentiment. Negative sentiment is a response or evaluation negatively reflecting on a 7P element of an Islamic bank, while positive sentiment is a satisfied response or praise for a 7P element of an Islamic bank. Then, the data was further classified into one of the 7P categories. After this classification, content analysis was then carried out.

Data Tabulation

The fourth stage was the tabulation of data, creating a frequency distribution table. In addition, graphs, drawings and diagrams were also created. In this study, a pie chart and radar diagram were developed.

Data Interpretation

The last step is to interpret the data. Interpretation helps explain data, namely explaining the meaning, size and breadth of data. This is explained via a ranking, citing the most frequently, and least frequently, discussed topics.

Results

As shown in Table 1 and Figure 1, Twitter users' perceptions on Islamic banking focused primarily (56%) on 'people and product elements'. This shows that in Islamic banking, 'people aspect and product elements', according to most consumers, cannot be separated since they affect each other. However, some consumers also measured how service was carried out through the 'people' category, which reached 34%, and the 'product and element' category reached as much as 7%. This shows that Twitter users are more focused on how Islamic banks manage 'people and products'.

Table 1: Table of Frequency Distribution based on 7P Category

NO	7P Category	Frequency
1	Products elements	17
2	Place and time	3
3	Price and other user outlays	3
4	Promotion and education	2
5	Process	2
6	Physical environment	1
7	People	87
8	People and products elements	144

Figure 1. The Circle Diagram on 7P Categories

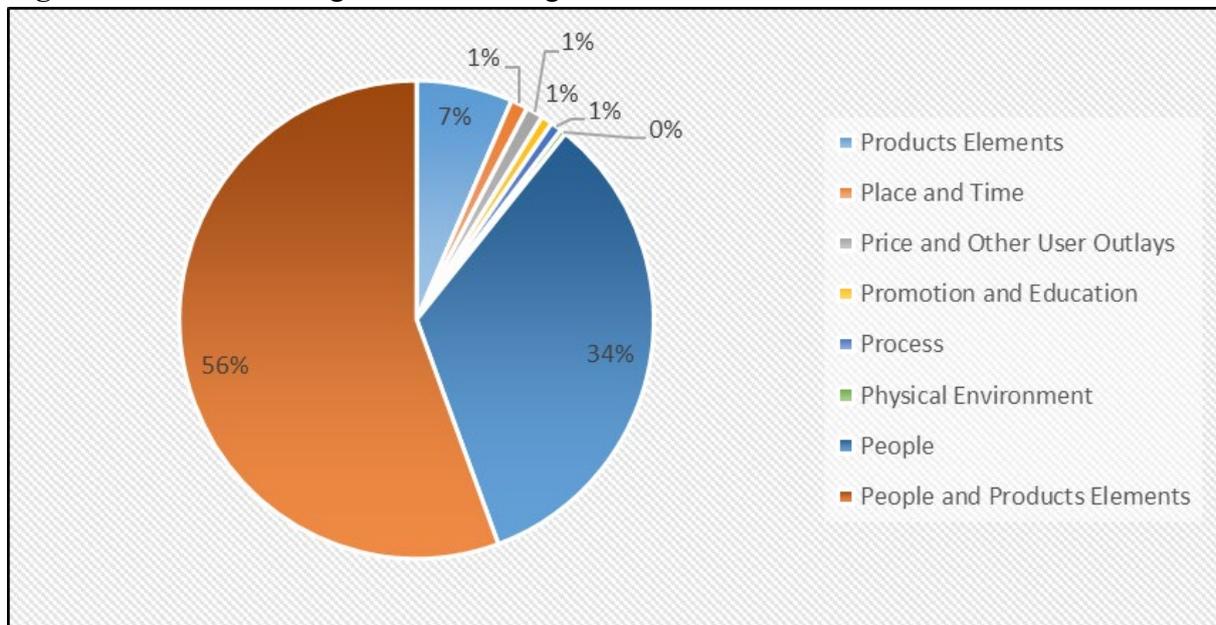


Figure 2. The Radar Diagram on 7P Categories

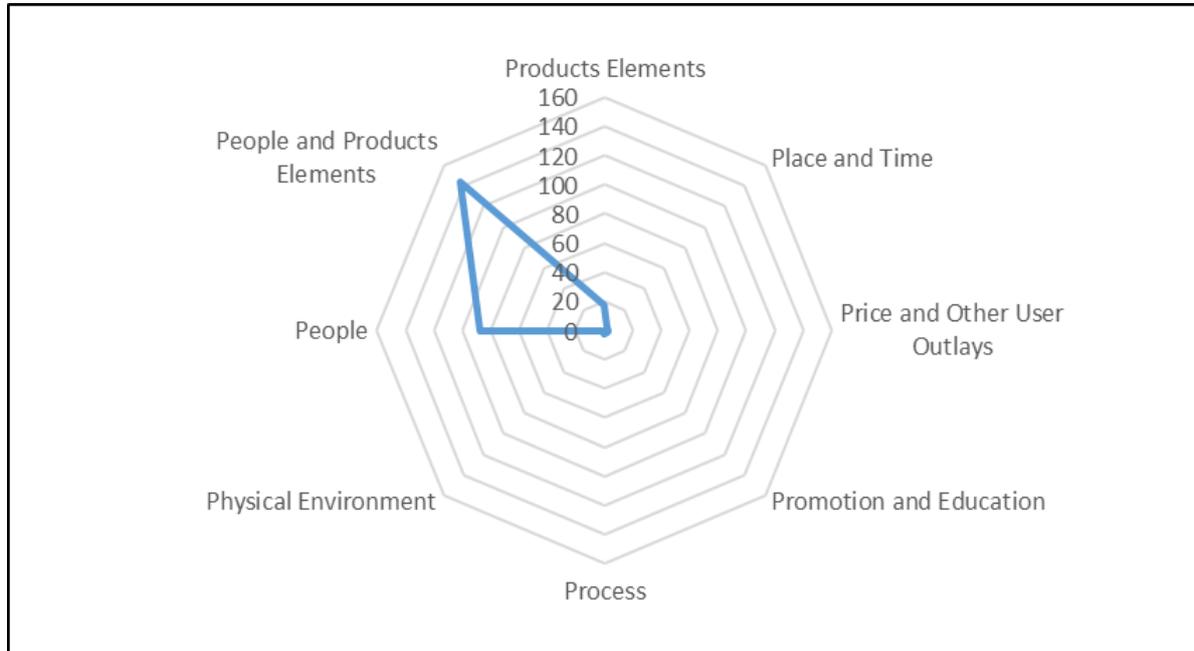


Table 2: Table of Frequency Distribution based on Content Essence Category

No	Category	Frequency
1	Compliance with Sharia	6
2	Awareness of Islamic bank	1
3	Service of conventional bank is deemed not good	1
4	Benefitting and varied product	4
5	Satisfying service	35
6	Unsatisfying service	122
7	Friendly, attractive and having an Islamic-style employee	57
8	Comparison between Islamic bank and other banks	5
9	Islamic bank is considered similar to conventional one	1
10	Unfriendly employee	12
11	Good infrastructure and facility	4
12	Poor infrastructure and facility	10
13	Employees know about Islamic banking products	1
14	Product has lack of variation and high cost	3

Figure 3. The Circle Diagram on Content Essence Category

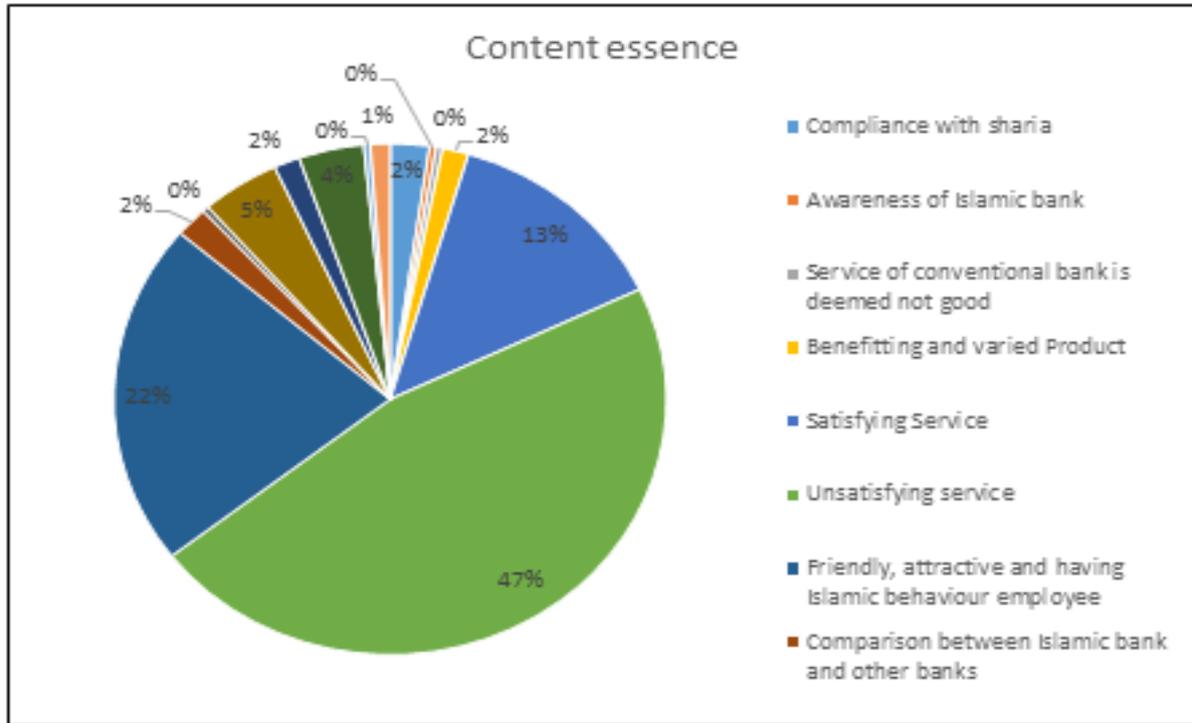
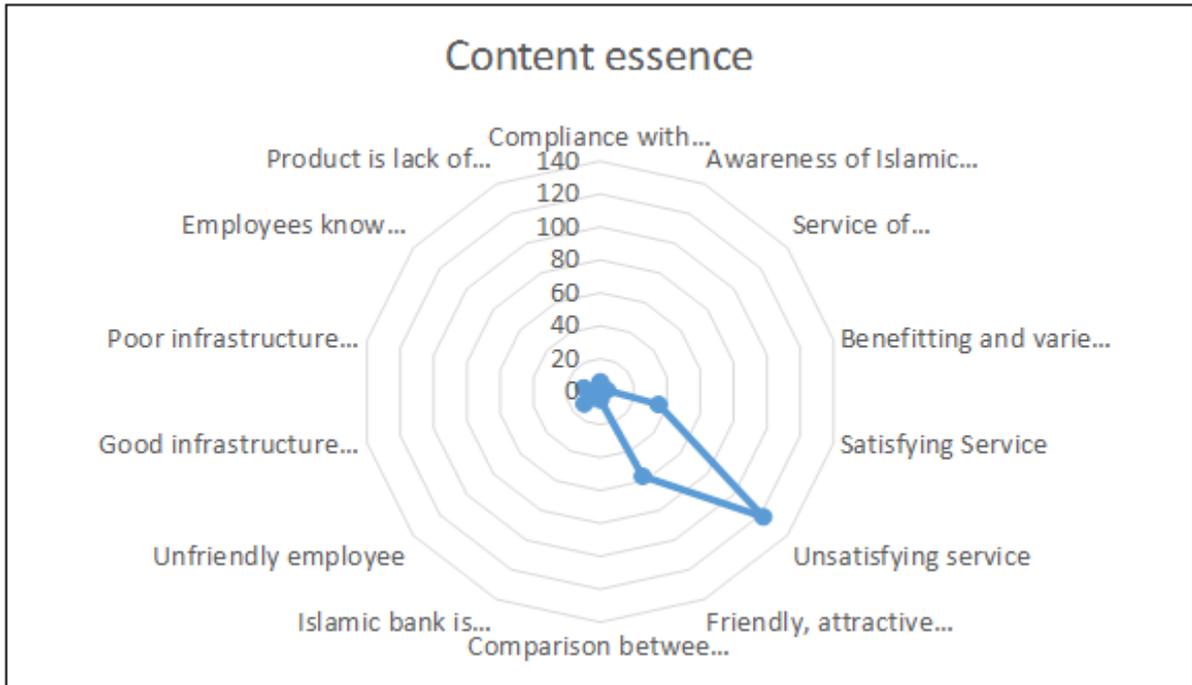


Figure 4. The Radar Diagram on Content Essence Category



Based on Table 2, Figures 3 and 4, tweets complaining about Islamic banks' service scores 47%. Furthermore, the primary factor affecting the perception of Twitter users toward Islamic

banks was mostly the presence of friendly, attractive, Islamic-style employees, which gained as much as 22%, positively affecting the public perception to choose Islamic banks. Satisfying services also gained quite a few tweets, being in the top three with 13% of tweets.

Table 3: Table of Frequency Distribution based on Sentiment Category

NO	Category	Frequency
1	Positive	108
2	Negative	146
3	Positive and Negative	7

Figure 5. The Circle Diagram on Sentiment Category

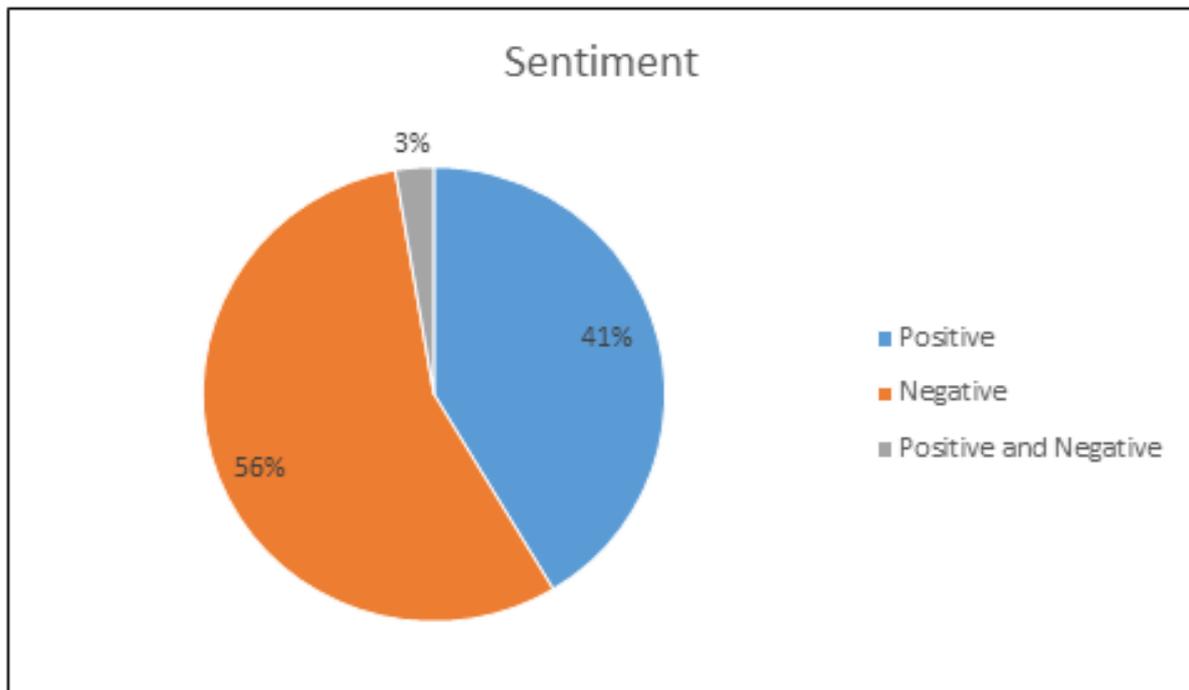
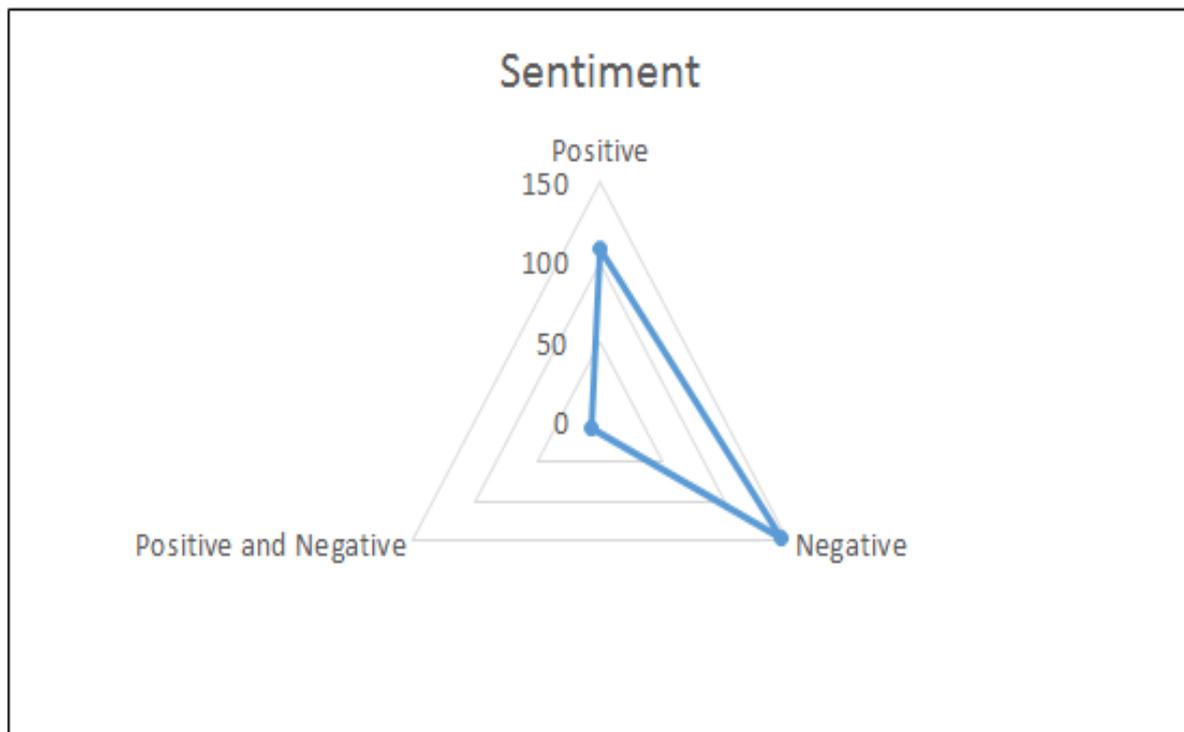


Figure 6.The Radar Diagram on Sentiment Category



Based on Table 3, and Figures 5 and 6, consumer sentiments toward Islamic banks are in the form of negative sentiment, equal to 56%. The negative sentiment was most influenced by Islamic banking services considered unsatisfactory by the community. Thus, Islamic banks still have a lot of homework to do – especially related to the financial services that they provide, and improving their quality of human resources, making more varied product innovations, improving facilities, supporting facilities (such as ATM machines), e-banking, non-cash payments (e-money), and others. Meanwhile, the positive sentiment of Twitter users toward Sharia banking reached 41%, which included friendly, attractive, Islamic-style staff and satisfying service.

Discussion

Perception of Twitter users in Islamic Bank Marketing Mix

Based on Table 1, and Figures 1 and 2, 56% of people focused on the ‘people and product’ category, which showed 34% of the money, and the product and element category reached as much as 7%. This shows that, in Islamic banking, the aspects of ‘people and product’, according to most consumers, are inseparable – they affect each other. This study’s results are in line with those conducted by Yulianto et al. (2010), which suggests that factors affecting

customers' consideration in choosing an Islamic bank in Medan are the product, place and distribution channel, as well as service provided by bank employees.

Based on the tweets in this study, it can be concluded that the marketing mix activity that influences people's perceptions of Islamic banks is the people category. The marketing mix in for goods industries only covers four 'Ps', consisting of 'product' elements, 'place' and time, 'price' and other user outlays, 'promotion' and education. Three further 'Ps' are added for service industries, namely 'process', 'people', and 'physical' environment and time. Therefore, the results of this research are in line with the theory proposed by Lovelock (2011), since Islamic banking is a service industry, the entire marketing mix covers all seven 'Ps'. Services provided by Islamic bank employees, and various types of Islamic bank products, have a significant effect on consumers' perspectives, which ultimately influence consumer decisions.

However, every marketing mix activity has an individual role in maximising positive consumer perceptions of Islamic banks. From the point of view of Twitter users, the main activities affecting consumer perceptions on Islamic banks are a mixture of people and product elements, and when viewed holistically, people have a higher influence than product elements. Table 4 shows the most influential marketing mix activities of Islamic banking based on the perception of Twitter users:

Table 4: Priority of Mix Marketing based on Twitter users' perception

No	7P Category	Frequency
1	People and products elements	144
2	People	87
3	Products elements	17
4	Place and time	3
5	Price and other user outlays	3
6	Process	2
7	Promotion and education	2
8	Physical environment	1

Activity Mixture of People and Product Elements

In this study, it is known that the people and product elements influence each other, so that consumers cannot separate these two activities. It is assumed that Islamic banking is a service industry, so that service people and their products are a unit that cannot be separated. In measuring activities of Islamic banking staff, Islamic banking products are also being measured.

People

Thus, consumer decisions in choosing Islamic banking are largely influenced by services provided, because Muslim communities have no other alternative in conducting banking activities, as the variety of existing products are a second choice, after seeing the services provided by the banks. According to Hashim and Hamzah (2014), interactions between customers and contact personnel can affect customer satisfaction.

Product Elements

Product also influences the community in determining which bank they choose. Research conducted by Hashim and Hamzah (2014) found that service products consist of core and complementary elements (added value). This means that a product has an added value in banking, which can influence consumer perceptions.

Place, Time, Price and Other User Outlays

This study revealed that Twitter users' perception of the marketing mix's 'place and time', and 'price and other user outlays', elements have an equal strength in influencing consumers' decision making when choosing Islamic banking. If a Muslim customer is in need of Islamic banking services, distance and high cost will not matter in affecting their perception of Islamic banking.

Process and Promotion and education

This research shows that, from the perspective of Twitter users, 'process' and 'promotion and education' have the same position. In this case, the 'process' activities include the operation of input and output from the marketer/seller to the customer, and are not related to the service. This does not matter, as the process is geared toward the internal machinations of Islamic banking, while 'promotion and education' activities can be seen as offering the maximum amount of existing promotion and education, which is repeated, influencing customers' decision making.

Physical Environment

The physical environment in this case is a physical appearance of the banks' design, providing tangible evidence of performance and services provided. The physical environment is an activity that least affects consumer perceptions in choosing Islamic banking.

Twitter Users' Perception on Islamic Banks Based on Content Essence Category

Based on Table 4.2, and Figures 4.3 and 4.4, Twitter content highlights complaints about Islamic banking, primarily about its unsatisfying bank services (47%), while – in positive news for the sector – employees are seen as friendly, attractive and having Islamic character, a response which gained as much as 22% in the results. Satisfying service was also in the top three positions, with a 13% increase. These tweets affect public perception and willingness to choose Islamic banks as a place to conduct banking activities.

Twitter users' top content shows that service is highly important in service-oriented industries. According to Irfan and Ijasz (2011), in Choliq and Misbach (2016), quality is an icon for consumers when selecting services or products and a company strives to provide quality services or products that suit the needs and desires of consumers.

Twitter users' dissatisfaction with Islamic banking services particularly focuses on lacking facilities, including a lack of ATMs, e-banking and other options. Whereas, in terms of human resources, Islamic banking is well considered, since their employees are friendly, attractive and having Islamic character, as revealed as having the second highest number in this study's results.

Twitter Users' Perception on Islamic Bank Based on Sentiment Category

Based on Table 4.3 and Figures 4.5 and 4.6 of consumer sentiments toward Islamic banks, negative sentiment is mostly revealed, equal to 56%. However, the high level of negative sentiment is not too different from the positive sentiment that arises from Twitter users – namely a difference of 15%, with a large percentage of 41%. Many negative accounts regarding Islamic Banks arise because these institutions are still lacking in the provision of facilities, such as branch offices, ATMs, and mobile banking, so that people feel they are receiving fewer benefits.

The majority of these social media users express their resentment toward quality of service through social media, whereas, if service satisfies a majority of users, those consumers will most likely not say anything. Negative feedback about Islamic banking also reflects the bank's quality of service. According to Asubonteng et al. (1996), in Choliq and Misbach (2016), service quality can be defined as “the difference between customer expectations regarding service performance before services are received and their perception of services received.”

A number of articles (around 21) have paid attention to social media and its influence on customer behaviour and perception. In fact, social media is largely and increasingly considered a main source of information, which customers return to when they are in the process of making

purchasing decisions (Hamilton et al., 2016; Zhu et al., 2016; Erkan and Evans, 2016). In addition, their own behaviour and perceptions are highly predicted by information posted through these platform (Malthouse et al., 2013).

Conclusion

Results showed that there is a lot of Twitter data revealing perceptions of consumers of Islamic banks in Indonesia. All 7P marketing categories are contained within these tweets. The most striking finding is that the categories most frequently discussed are the 'people' category, in both positive and negative sentiments. In this category, the most frequently discussed issue is service and the behaviour of bankers. In second place is the category of Islamic bank 'product elements including product variations', supporting facilities and infrastructure. Then other results show the category of Islamic banking's physical environment has the lowest amount of discussion.

Based on the findings of this study, several recommendations can be drawn for relevant stakeholders in the industry. For industry players, Islamic banks should focus on developing the 'people' sector, as consumers are very concerned about human resources in Islamic banks, namely hospitality, speed of service and behaviour. Islamic bankers must also address the Islamic attitude (*akhlaq*), and the noble *akhlaq* must not be deceptive and be polite. The second sector that must be considered is the 'product' element, such as the presence of ATM machines, mobile banking, internet banking, SMS banking and other forms of modern day banking, so that Islamic banks' customers feel safe and comfortable in conducting transactions.

The findings of this study have important implications to policymakers as well. Based on the findings that the 'people' and 'product' elements are most important for customers, policy makers need to support the industry by making rules and creating a climate that encourages the improvement of the quality of human resources of Islamic banks and encourages facility development and the building of infrastructure.

For further research it is recommended to use more sophisticated and more comprehensive measurement tools, such as emotional analysis and Twitter meaning analysis.

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