DECISION TO USE ISLAMIC BANKS DURING ECONOMIC UNCERTAINTY. DOES PERCEIVED SECURITY MODERATE THE PROCESS?

Fariza Rachman

PhD Candidate, Department of Management, Faculty of Economics and Business, Universiti Airlangga, Indonesia.
farizarachman@gmail.com

&

Ilhaamie binti Abdul Ghani Azmi (PhD)

Corresponding Author, Associate Professor, Department of *Shariah* and Management, Academy of Islamic Studies, University of Malaya, Kuala Lumpur, 50603, Malaysia,
amieazmi@um.edu.my

Hening Widi Oetomo

Lembaga Penelitian dan Pengabdian Masyarakat, STIESA, Surabaya, 60118, Indonesia.
heningwidio@gmail.com

Abstract

This paper aims to examine the effect of Islamic marketing mix implementation and the moderating role of perceived security towards Islamic bank customers' decisions in the context of economic uncertainty, by taking place at Surabaya, Indonesia. A strong connection between Islamic bank achievement and economic adversity has been affirmed by multifarious research, however; the perceived security among recent IB customers is less discussed. Measuring the influence of Islamic bank marketing mix implementation towards its customers' decision making combined with perceived security as the moderating variable is somewhat not as sound as it should be. This is the gap that the researchers want to fill. This paper utilizes Structural Equation Modelling (SEM) and Moderating Regression Analysis (MRA) as the analysis technique, along with Confirmatory Factor Analysis (CFA). The significancy test shows that the perceived security does not present any moderating effect, yet, it acted as the second significant independent variable together with the IB's Islamic marketing mix, towards the decision-making. Put simply, it means that the respondents deliberately sought security from Islamic banks to confront, or anticipate economic uncertainty.

Keywords

Islamic bank, economic uncertainty, perceived security, decision-making

INTRODUCTION

By the end of 2018, east Java province as one of the Indonesian regions, holds the third-largest Islamic Bank (IB) assets (6.07%), along with the DKI Jakarta (56.6%) as the first and west Java (8.58%) as the second (Otoritas Jasa Keuangan, 2018). It also has the fastest growth of assets in 2018, whereas fewer Muslim populations existed compared to DKI Jakarta and West Java altogether (Badan Pusat Statistik, 2016). The east Java province has an asset growth of 23.77%,

with a Muslim population of 40,720,467 people, while west Java has a 40,907,538 Muslim population with asset growth of "only" 6.09%, and finally, the DKI Jakarta that has 8,533,544 Muslim population gained asset growth of 18.66% (Otoritas Jasa Keuangan, 2018). In other words, each 1 (one) million Muslim population in east Java contributes 0.6% of the IB asset growth, while each 1 (one) million Muslim population (combined) in west Java and DKI Jakarta contributes 0.5% of IB asset growth.

Several unique facts have also emerged. As the capital city of East Java and the second-largest city in Indonesia after Jakarta, the city itself holds 60% of IB total assets gross, 58% financing funds, and 59% of deposit funds in its province. The percentage of utilization of *shariah* business in its citizen is also quite higher than Jakarta. With the literacy rating of 21.38% towards the *shariah* capital market, the utilization is 1.26%. While in Jakarta, the literacy rating is 29.47% towards the *shariah* capital market, the utilization is 1.57% (Otoritas Jasa Keuangan, 2015). As such, in Surabaya, 6% of the literate citizen towards the *shariah* capital market will jump into the real action, while in Jakarta, it is "only" 5%. Therefore, it is quite convincing that their decision-making is affected by the Islamic marketing mix along with the perceived security. Hence, the Surabaya IB customers are worth to be studied.

Theoretically, the IB consumer decision-making could also be elucidated by the well-known Theory of Planned Behavior (TPB) model (Balushi, Locke, & Boulanouar, 2018) introduced by Fishbein and Ajzek in 1975. However, among the predicted Indonesian IB new customer decision-making factors, Islamic marketing aspects also should play an important role, as it becomes the frontline aspect in terms of relationship concern with the customers (Alserhan, 2011). The Indonesian economic crisis or slowdown could also significantly affect the IB customer's decision-making to choose IB as their financial management partner. The feel of high confidence and security to choose IB during economic slowdown might strengthen (Moderates) the customer's decision, as the security itself has also stood as one of the factors in customer's bank selection (Aregbeyen, 2011) and also becomes one of the Islamic marketing objectives (Johari, Hamali, & Abdullah, 2015). Therefore, this research is conducted to testify to the truth.

LITERATURE REVIEW
Indonesian IB Marketing Performance
Desi Silfiaratih (2006) mentioned that the Indonesian IB customer considers that the riba-free attribute in shariah bank was found to be important. Zainuddin, *et al* (2016) has identified that the most dominant factor in the process. Interestingly, Abdul Halik (2016) discovered that service quality and even religiosity had a positive and significant impression on the customer's beliefs. In some cases, internet banking service quality did not affect IB customer satisfaction, while brand equity is the opposite (Yuliaty, 2014). The paramount of brand equity is also asserted by Ofy Sofiyatin Saleha (Saleha, 2016). For non-Muslim IB customer satisfaction, Ani Syarofah (2016) discovered a simultaneous significant influence of achievement variables, worker interaction, reliability, timeliness and convenience, aesthetics, and branding awareness towards satisfaction. Zamroni and Rokhman (2016) found that the IB marketing mix and shariah compliance affect customers' decisions significantly. Such finding is conformable with Ita Rosdiana's (2011) and Khoirul Uyun's (2012) research.

As for the IB saving product, the profit-sharing system and the excellent service were the two most dominant aspects (Ernawati, 2006). The effect of relationship marketing, convenience, and customer retention orientation has also been taken into account as a significant factor (Hasan,

2008). The 7P marketing mix is also both partially and simultaneously influences customer decisions (Nuzwary, 2015). Within the same place, Anindhyta Budiarti (2011) concluded that variable quality control and complaints have a significant influence on customer satisfaction, while the variable of satisfaction, service quality, and control complaints affect customer loyalty.

Furthermore, Yessy Artanti and Lestari Ningsih (2011) found that handling customer complaints to customer satisfaction has contributed to 61.9% effect power, while complaint handling does not directly affect customer loyalty (Artanti & Ningsih, 2011). For certain circumstances, product variables give no significant effect on IB customers' decisions (Imam, 2016).

Summarizing all the explanations, it is obvious that studies about the performance of Indonesian IB financial and marketing have been conducted abundantly, with marketing mix factors as a major influence. However, the researcher has not found any research that measures IB marketing mix implementation towards decision making combined with perceived security as the moderating variable due to economic uncertainty.

The 7P Islamic Marketing Mix
Products
Product will always be the first to seek consumers. There exists a correlation between product and customer decision-making since the product could affect their purchase intention (Bodibe, Chiliya, & Chikandiwa, 2016). First, the customers' knowledge about certain products will be stored in their memory (Lin & Chen, 2006), while the product knowledge itself, leads to an individual's purchase intention (Wahyuni, 2012). This intention is shaped by the customers' perception that the respective product could solve their problem or need (Chi, Yeh, & Tsai, 2011; Kotler, 2000; Lin & Chen, 2006; McCarthy, 1999). Overall, it is arguable that the product will make the first contact with the consumers.

Price
Several issues emerged in pricing according to Kalthom (2008) and Shuhaimi (2012). It refers to 1) Justice. The determination of price is essential since it reflects how much the customers effort to finally utilize certain products. It should not lead to misleading price tactics such as discrimination, monopoly, or predatory pricing; 2) The avoidance from *maisir* (getting things easily without hard work, or receiving profits without having to work for them); 3) Reasonable price, changes the quality and/or quantity of the product means also change the price, or what INCEIF paper called it as "the endogenously determined price" (Omar, Noor, & Meera, 2010); 4) Must not comprise *riba*; 5) The restriction of hoarding practice to control the price and 6) Monopolistic pricing (Abdullah, 2008; Shuhaimi, 2012). In the context of IB, the pricing strategy is very likely to be found in a financing product.

Place
The role of the distribution mechanism is to create value and uplift the standard of living by providing ethical services (Shuhaimi, 2012). Two compulsory elements emerged in terms of place in Islamic marketing mix, that is: 1) Transparency and; 2) Satisfactory to the customer (Shuhaimi, 2012). Al Bureay (2004), as explained by Kalthom Abdullah (2008) also outlined that placement strategy must refrain from 1) Unfair price competition, transport and storage of illegal goods, and; 2) The prohibition of monopolistic storage. The customers also see that the ATM distribution, banking technologies, and bank location convenience are essential, as what Tehulu and Wondmagegn (2014) captured from Aregbeyen (2011), Mokhlis (2009), Almossawi (2001), Cicic *et*

al (2004), Hedayatnia & Eshghi (2011), Katircioglu *et al* (2011) and Rao & Sharma (2010) have already proved it.

Promotion
Muhammad Anwar and Muhammad Saeed (1996) conclude in the end that the firms are responsible to have promotional activities to provide their target market. Many scholars also found that promotion is an important element to consider among customers (Ernawati, 2006; Nuzwary, 2015; Uyun, 2012; Zainuddin et al., 2016; Zamroni & Rokhman, 2016). Furthermore, it is also suggested that IB should enhance its promotion due to its capability in helping customers to enrich their literacy or knowledge, or awareness towards IB system (Balushi et al., 2018; Janor, Yakob, Azuan Hashim, & Aniza Che Wel, 2016; Wahyuni, 2012).

People
People are the most important creatures of God, as stated by Samir Abuznaid (2012), including in marketing activities since they are the primary subject (Abuznaid, 2012). *People* (in the marketing mix) is termed as the interaction between marketers/sellers with internal and external customers (Lovelock & Wirtz, 2009). In summary, *people* can affect the customers' perception of how the company treats them, and this is covered by the attitude towards behavior element in Ajzen's (1991) Theory of Planned Behavior as well (Ahasanul, 2010; Ajzen, 1991; Stankevich, 2017). The positive or negative experience perceived could be their next input to either decide to keep utilizing the firm's product or stop using it (Stankevich, 2017).

Process
Process refers to the best practices in delivering products and services to the customers (Lovelock & Wirtz, 2009). Samir Abuznaid (2012) identified this element as an extended Ps in the marketing mix. The 'process' element includes 1) Procedure; 2) Mechanism and; 3) Flow of activities by which services are provided. It is crucial to customer satisfaction as well (Abuznaid, 2012; Hashim & Hamzah, 2014). Islamic financial transactions such as *Musharaka, Mudarabah,* and *Murabaha* are in principle, represent the process of IB's financial products as well (Bley & Kuehn, 2003). Those 3 (three) common terms can also be recognized as the variety of *akad* (agreement method) utilized in IB.

Physical Evidence
Last but not least, the physical evidence. It refers to the ability and environment in which the service is delivered (Abuznaid, 2012), while Bitner's (1992) concept, the *physical environment,* refers to facility exterior, facility interior, and other tangibles, such as business cards, stationary, billing statements, reports, employee appearance, uniforms and brochures and the like (Bitner, 1992). Despite it seeming unimportant compared to the other marketing mix elements, some research has proved that facilities have a significant influence on customer perception, including for bank selection, even in South East Asia (Norafifah Ahmad & Haron, 2002; Wee et al., 2015).

Theory of Planned Behavior
The Attitude toward Behavior
Attitude towards a behavior is an individual's beliefs about what will happen if he or she performs the behavior (Ajzen, 2005). Primarily, it is determined by *behavioral beliefs*. Behavioral belief is built by an individual's judgment of the expected outcomes of performing a behavior, whether it is positive or negative (Ajzen, 2011). The judgment itself could be shaped by the person's assessment towards his/her understanding, or from his/her environmental influence such as partner or spouse, child, parent, *etc.* (Ajzen, 2011).

The Subjective Norm
The subjective norm covers the individual's perception of how will people perceive if that person performs the behavior, mostly from their influential person or as Ajzen (2005) called it "the significance of others" (e.g. parents, family, best friend or workmate. The subjective norm is also abundantly determined by the person's *normative belief,* which represents how significant the perceptions are perceived (Ramdhani, 2011). The subjective norm (SN) will be even stronger if the person's normative belief towards certain behavior is parallel with his/her motivation to follow what his/her *significant others* said (Krisnanto, 2011).

The Perceived Behavioral Control
This notion is heavily influenced by Bandura's thought about perceived *self-efficacy. Self-efficacy* is concerned with judgments of how well one can execute courses of action required to deal with prospective situations (Bandura, 1977; Pajares, 1996) and Ajzen improved it in his perceived behavioral control concept (Ajzen, 2002). Within the perceived behavioral control concept, it determined the individual's perception about the availability of related resources to perform certain behavior or action. The perceived behavioral control was found to be one of the most influential factors to enhance performance in entrepreneurship and in determining financial decisions (Balushi et al., 2018).

Perceived Security
Security in Financial Performance
The security in financial performance, as mentioned earlier, is all related to the bank's: (1) Reputation; (2) Reliability, and; (3) Stability. All these are principally merged in financial reliability concerns. For analysis factor type of research, among those who found that perceived security which comprises: (1) Bank reputation; (2) Reliability and; (3) Stability as the major factor for customer bank selection decision making (Conventional and Islamic) are: Gan Thai Wee (2015), Maiyaki (2011), Rao & Sharma (2010), Mokhlis (2009), Haque & Ismail (2009), and Almossawi (2001).

Security in Physical Protection
Along with the *security in financial performance,* there is also another perspective for a bank's security. That is the bank's security in "physical" meaning. Certain concerns such as customer data confidentiality (Gait & Worthington, 2008), the bank's security system which includes anti-theft arrangement (Rahaman, Murad, & Asaduzzaman, 2017) and funds storage protection (Rao & Sharma, 2010), the anti-hack technology against unwanted third party (Yuliaty, 2014) and even interaction between customer and security guard (Tehulu & Wondmagegn, 2014) has empirically proven its capability to increase the security feeling for bank customers. Among those researchers that put the *security in physical protection* factor as its major bank customer decision making influencer in the findings section are Zainabu Msangi (2015), Omo Aregbeyen (2011), Safiek Mokhlis (2009), and Gerard & Cunningham (2001).

Thus, the hypotheses of the study are as follow:
H_1:   There is a significant influence on IB Islamic marketing mix implementation on customers' decisions.
H_2:   The perceived security moderates the effect of IB Islamic marketing mix towards customers' decisions.

RESEARCH METHODOLOGY

In this study, the population is the IB customers in Surabaya. Yet the exact amount of the population is still unknown. Thus, the researchers utilize a *convenience sampling* technique. This technique is good for unknown population research such as market research. However; the researcher also notices that the technique may not strongly represent the population (Etikan et al,. 2016). It is also chosen due to the IB customers' data confidentiality that should never be published by the bank.. For a population of 100,000 and above, about a minimum of 384 IB customers in Surabaya were taken as respondents of this study (Krejcie & Morgan, 1970). The sample size also fulfilled the minimum sample size requirement for SEM analysis, which ranges from 100-200 (Ferdinand, 2002).

The questionnaire contains the 3 (three) variables in this research i.e. firstly, the Islamic marketing mix that comprises 7P dimensions, namely Product; Price; Place; Promotion; People; Process and Physical evidence, secondly, customers' decision-making that consist of three dimensions i.e. Attitude; Subjective norms, and Perceived behavioral control and finally, the perceived security that consists of two dimensions: Security in financial performance and; Security in physical protection. Likert scales of 1 to 5 were engaged ranged from 1-Strongly disagree to 5-Strongly agree. The developed questionnaire was pre-tested among three Ph.D. lecturers in marketing expertise from STIESIA Surabaya and they stated that the questionnaire has satisfied the requirements in terms of Good in topic relevancy; Easy to understand; Unbiased item meaning; Appropriate word choice sensitivity and Proper questionnaire length.

The data collected was analyzed by using SPSS for Pearson correlation method and SEM for model testing. Using SPSS 23 for the calculation, it has been found that all the instruments achieved *Pearson* correlation value of more than 0.098 and Cronbach Alpha value above 0.6. Therefore, it satisfied all the criteria. Furthermore, all assumptions of SEM have passed in terms of the minimum sample size, missing data, normal distribution of data, homoscedasticity and multicollinearity (Tabachnick & Fidell, 2013). The research model is also fit in terms of Absolute Fit, Incremental Fit and Parsimonious Fit. Using AMOS 26, the Chisq is >0.05 (absolute fit); <5.0, (parsimonious fit), RMSEA <0.08, GFI >0.90, AGFI, CFI, TLI and NFI are all above >0.9 (incremental fit). Thus, the data is valid and reliable as convergent, construct and discriminant validity passed all the requirements (Average Variance Extracted (AVE) ≥ 0.5, HTMT value < 0.900, Cronbach's Alpha (C.A.) > 0.6 and Composite Reliability (C.R.) ≥ 0.7. To find factors of the study, confirmatory factor analysis (CFA) is conducted. Later, the hypotheses are tested. The first step is to examine the significance of the Indonesian IB Islamic marketing mix towards their customers' decisions. While the second step is to assess whether perceived security (Z) moderates the effect of IB Islamic marketing mix implementation (X) towards IB customer's decision (Y) or not. The direct relationship is tested by using simple regression analysis while the moderating relationship is tested by using Moderating Regression Analysis (MRA). To determine the significance of the hypotheses, the critical ratio value (C.R. > 1.96) is engaged.

FINDINGS

In total, 415 questionnaires have been distributed and 413 of them have been answered. Thus, the response rate is 99.52% which is good. Unfortunately, not all the answered questionnaires can be processed. There are 13 (thirteen) unengaged respondents, therefore; the researcher decided to remove these questionnaires. The data collection took about 2 (two) months from February to March 2019 and was mainly taken from the east and south Surabaya.

Table 1 includes the CFA result for all the exogenous variables of this study:

Table 1. All Exogenous Variable Confirmatory Factor Analysis Result

			Estimate	Rank	Instruments
People_3	<--	IMM_X	0.636	1st	*My IB staff is responsive.*
People_2	<--	IMM_X	0.631	2nd	*My IB staff is trusty.*
Promotion_2	<--	IMM_X	0.611	3rd	*My IB provides a clear explanation of the product I used.*
Price_2	<--	IMM_X	0.564	4th	*The fees in my IB are reasonable.*
Product_4	<--	IMM_X	0.433	7th	*I don't find any speculation element in my IB products.*
Process_2	<--	IMM_X	0.516	6th	*My IB provides quality service.*
PhysicalEvidence_2	<--	IMM_X	0.531	5th	*My IB facility is sufficient.*
SecurityinFP_6	<--	Security_Z	0.694	1st	*If the economic situation is uncertain, I prefer IB rather than conventional banks.*
SecurityinFP_5	<--	Security_Z	0.671	2nd	*I am sure that IB is more resistant towards various economic situations compared to the conventional one.*
SecurityinFP_4	<--	Security_Z	0.659	3rd	*In my view, the profit-loss sharing scheme used in IB makes it robust against various economic climates.*
SecurityinFP_3	<--	Security_Z	0.657	4th	*I believe that IB is a reliable partner for my banking needs.*
SecurityinFP_2	<--	Security_Z	0.531	6th	*I never felt that my IB has financial difficulty.*
SecurityinFP_1	<--	Security_Z	0.629	5th	*My IB is a good reputation bank.*

Source: Processed Standardized Regression Weight from AMOS 26

Interestingly, the 1st and 2nd most constructing indicators to the perceived Islamic marketing mix implementation are both from *people* indicators. Also, the top 3 (three) factor loading value is surprisingly owned by all indicators that are related to the uncertain economic situation ("SecurityinFP" in Table 1 represents perceived security in financial performance factor). This is what the researchers presumed and apparently, it strongly appeared to be approved: That the IB gave more secure-feeling during economic uncertainty.

Endogenous Variable Confirmatory Factor Analysis
The framework for the decision-making model for this research is by the Theory of planned behavior (TPB). As the result, 5 (five) indicators are finally established as the intention constructor:

Table 2. Decision-Making (Y) Confirmatory Factor Analysis Result

			Estimate	Rank	Instruments
Attitude_1	<---	Decision_Y	0.732	1st	*Using my IB products is beneficial for me.*
Attitude_3	<---	Decision_Y	0.625	4th	*Utilizing my IB product is good for me.*
Attitude_4	<---	Decision_Y	0.689	2nd	*It is a pleasure for me to use my IB banking service.*
SubjectiveNorms_1	<---	Decision_Y	0.489	5th	*I will quit using IB products in the next few years (Reverse scoring).*
PerceivedControl_1	<---	Decision_Y	0.637	3rd	*I can easily accomplish my banking affairs with IB.*

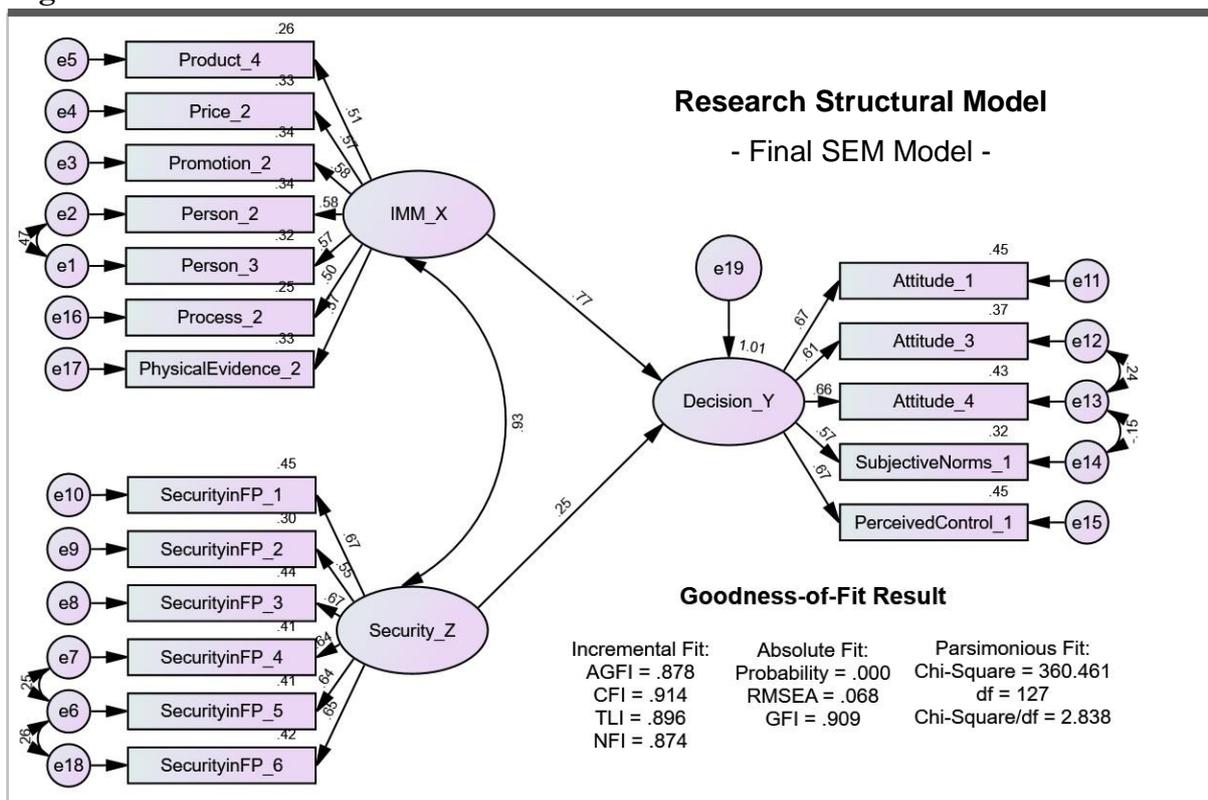**Source:** Processed Standardized Regression Weight from AMOS 26

As shown in table 2, the 1st highest factor loading goes to *Attitude_1*. Meaning, the promising beneficially of IB products dominantly drove the respondents' intention to finally use the IB (Influence: 73.2%). Their strong intention to use their IB is also constructed by their belief that using IB products is good for them (Influence: 62.5%).

Structural Model
Model Fit Result

If the measurement model means explaining the model-fit test in each variable independently, that means the model fit for the structural model will be applied by combining all the variables involved in the research, simultaneously. Figure 1 below depicts the overall model fit result for this research:

Figure 1. Model Fit Result for Structural Model

Source: Processed Model Fit Result from AMOS 26

Summarizing the structural model goodness-of-fit result, it can be said that the model may not excellent, but it satisfied the minimum requirement of a model. Hence, this model is finalized to be utilized for further regression analysis.

Validity and Reliability Test Result

After the model fit is achieved, study model validity and reliability are examined. It is found out that the study model is valid and reliable. See table 3 below for further details:

Table 3. Summary of Validity and Reliability Test Result

Variable	Indicator	Factor Loading	C.A.	C.R.	AVE	HTMT
Islamic Marketing Mix (X)	People_3	0.565	0.766	0.772	0.298	0.869*
	People_2	0.584	0.732			*HTMT value of Islamic Marketing Mix and Perceived Security (X & Z) construct.
	Promotion_2	0.583	0.728			
	Price_2	0.572	0.710			
	Product_4	0.513	0.713			
	Process_2	0.5	0.741			
	PhysicalEvidence_2	0.571	0.738			
Decision-Making (Y)	Attitude_1	0.673	0.696	0.723	0.301	
	Attitude_3	0.612	0.710			
	Attitude_4	0.656	0.702			
	SubjectiveNorms_1	0.567	0.776			
	PerceivedControl_1	0.671	0.719			
Perceived Security (Z)	SecurityinFP_6	0.652	0.808	0.775	0.320	
	SecurityinFP_5	0.637	0.774			
	SecurityinFP_4	0.639	0.768			
	SecurityinFP_3	0.667	0.752			
	SecurityinFP_2	0.545	0.766			
	SecurityinFP_1	0.672	0.790			

Source: Processed Standardized Regression Weight and HTMT Analysis from AMOS 26

Regression Assumption Test

From table 4, it can be argued that all the regression assumptions are achieved. Therefore, further regression analysis can be concluded with confidence.

Table 4. Regression Assumption Test Result

Category	Index	Requirement	Result
Data normality (N above 300)	Skewness	-2 to 2	X1: -0.387; X2: -0.229; Y: -0.314
	Kurtosis	-7 to 7	X1: 0.284; X2: 0.593; Y: 0.016
Data outlier	Residual statistic	-3 to 3	Min: -2.936; Max: 2.939
	Cook's distance	0 to 4	Min: 0.000; Max 0.151
Linearity & Homoscedasticity	Scatterplots	Linear pattern	Form a linear pattern
	Normal P-P patterns	Linear pattern	Form a linear pattern
Multicollinearity	VIF	3 to 5	2.959

Source: Ahmad, S. et al, 2016; Processed Standardized Regression Weight from AMOS 26

Simple Regression Analysis

From table 5, it is clear that the IB Islamic marketing mix implementation (X) has a significant effect on its customers' decision-making (Y). The influence is convincingly strong that the AMOS output symbolizes it as stars (***).

Table 5. Simple Regression Analysis Result

			Estimate	S.E.	C.R.	P
ZSkor_Decision	<---	ZSkor_IMM	0.447	0.04	11.164	0.000

Source: Processed Standardized Regression Weight from AMOS 26

In summary, it is hard to ignore that the IB Islamic marketing mix implementation is paramount towards its customers' decision. All the involved marketing mix's Ps indeed soundly affects the customers' mind. Thus, hypothesis H_1 is accepted.

According to table 5, the estimated value also shows a positive number (0.447), thus; the better the Islamic marketing mix performance, the higher the customer's intention to select the bank. The Islamic marketing mix implementation explains 44.7% of the decision-making.

Moderating Regression Analysis (MRA)

From table 6, it revealed that the interaction variable between the X and Z, does obviously not present a significant effect. Meaning, the perceived security (Z) variable does not moderate the effect of IB Islamic marketing mix implementation (X) towards IB customers' decision (Y).

Table 6. Moderating Regression Analysis Result

			Estimate	S.E.	C.R.	P
ZSkor_Decision	<---	ZSkor_IMM	0.447	0.04	11.164	0.000
ZSkor_Decision	<---	ZSkor_Security	0.444	0.04	11.149	0.000
ZSkor_Decision	<---	ZSkor_IMM_Security	0.011	0.021	0.535	0.593

Source: Processed Standardized Regression Weight from AMOS 26

From the 3rd row of the table, it can be interpreted that the interaction of the IB Islamic marketing mix implementation (X) and perceived security (Z) variable does not possess a significant effect on customers' decision-making (Y). Hence, the absence of perceived security (Z) moderating effect (See 2nd row of the table). Henceforth, H_2 is rejected.

However, an interesting fact arose from the MRA result (Table 6). Instead of being a moderator variable, the perceived security (Z) plays its role as the second independent variable (See 2nd row of table 6), which the researcher found exceptionally enlightening as to answer why the 2015 Indonesian IB customer amount giant leap is occurring. Moreover, it is worth noting that the overall research findings arguably extend the list of certain Indonesian IB customer unique perceptions. For instance: 1) The Indonesian IB(s) is for those who are not expecting high return; 2) Creates peaceful feeling in the customers' heart; 3) Adds more personal touch to business-like service (Karim & Affif, 2005); 4) More or less perceived as conformable with the conventional bank (Abduh & Omar, 2010) and of course; 5) Possess robust performance during economic uncertainty (Sourced from this research). It is arguably quite able to expand knowledge among IB

customer issues, that it is not solely confined by religiosity matters such as *riba, gharar, maysir, shariah* compliance, and the like.

CONCLUSION

Enhancing the Indonesian IB market share is truly not a convenient task, plentiful homework still awaits to be carried out. By knowing as much as we can about all of its possessed salient potentials, it might be able to relieve the encumbrance. One of them can be obtained by assessing the core reason for the resilience of Indonesian IB performance during economic uncertainty, particularly from the customer perspective. We believed that improving the Islamic financial system as an attempt to spread blessings (bounty) for humankind will never reach its edge. Challenge after challenge is still on the run to be confronted (Al-A'raaf: 180). Nevertheless, for Him, winning is not winning, winning is when we keep striving for the best (Al-Anfaal: 74) along with our submission regarding the result (Al-Baqarah: 218). May this humble research provide goodness for Indonesian IB stakeholders, Aameen.

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