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THE EFFECT OF BRAND IMAGE AND PERCEIVED SHARIA COMPLIANCE ON CUSTOMER LOYALTY OF ASKRINDO SYARIAH'S KAFALAH CONSUMPTIVE FINANCING PRODUCT

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Abstract

This study aims to examine the effect of Brand Image and Perceived Sharia Compliance on Customer Loyalty among customers using the Kafalah Consumptive Financing product at PT Jaminan Pembiayaan Askrindo Syariah Medan Branch, both partially and simultaneously. This study employed a quantitative method with an associative approach. The study population consisted of 2,389 customers, while the sample was determined using the Slovin formula, resulting in 99 respondents. Data were collected through questionnaires that had been tested for validity and reliability. Data analysis was conducted using IBM SPSS version 25, including classical assumption tests, coefficient of determination (R^2) analysis, t-test, and F-test. The results indicate that Brand Image has an effect on Customer Loyalty among customers using the Kafalah Consumptive Financing product. Perceived Sharia Compliance also has an effect on Customer Loyalty, indicating that customers' perceptions of the product's conformity with sharia principles can increase customer loyalty. Furthermore, Brand Image and Perceived Sharia Compliance simultaneously affect Customer Loyalty. Therefore, strengthening a positive brand image and maintaining consistency in the implementation of sharia principles are important factors in increasing and maintaining customer loyalty toward the Kafalah Consumptive Financing product at PT Jaminan Pembiayaan Askrindo Syariah Medan Branch.

Keywords: Brand Image, Perceived Sharia Compliance, Customer Loyalty, Kafalah Consumptive Financing

INTRODUCTION

The development of the Islamic financial industry in Indonesia has increased public demand for various financing products that comply with Islamic principles. Islamic financing plays a strategic role in supporting economic activities by providing an alternative financing mechanism that emphasizes fairness, transparency, and partnership among the parties involved. Unlike conventional financing, which is oriented toward an interest-based system, Islamic financing is conducted based on contracts (*akad*) that comply with Islamic law. Therefore, every transaction must be free from elements of *riba* (interest/usury), *gharar* (excessive uncertainty), and *maisir* (gambling). In its implementation, Islamic financial institutions employ various contracts, including *murabahah*, *mudharabah*, *musyarakah*, *ijarah*, and *kafalah*, each of which has specific characteristics and functions according to the financing needs of the community and business sector.

One of the companies contributing to the development of Islamic financing in Indonesia is PT Jaminan Pembiayaan Askrindo Syariah. The company is a financing guarantee institution that conducts its business activities based on Islamic principles. PT Jaminan Pembiayaan Askrindo Syariah was established on November 29, 2012, as a subsidiary of PT Asuransi Kredit Indonesia (Askrindo), and officially commenced operations on February 26, 2013. The establishment of the company was intended to meet the needs of the Islamic financial services industry for a guarantee institution capable of providing protection against various financing risks in accordance with Islamic principles. Along with the development of Islamic banking and Islamic financing institutions in Indonesia, the presence of Askrindo Syariah has become increasingly important in supporting the distribution of financing to individuals and businesses.

In conducting its business activities, PT Jaminan Pembiayaan Askrindo Syariah offers various guarantee products based on the *kafalah* contract as the underlying transaction. These products include Kafalah Consumptive Financing, Kafalah Productive Financing, and Kafalah Suretyship, which are designed to provide guarantees for financing extended by Islamic financial institutions to customers. Through these products, the company supports financing in various sectors, ranging from micro, small, and medium enterprises (MSMEs) to commercial and project financing. In addition to developing product offerings, Askrindo Syariah continues to innovate its technology-based services through the implementation of the Online Service Application (OSA), Digital Signature, and the MAASya mobile application. These digital service developments form part of the company's transformation strategy to improve service processing speed, ease of access, and service quality for business partners and customers.

As a company with an operational network covering various regions of Indonesia, PT Jaminan Pembiayaan Askrindo Syariah has established branch offices in several major cities, including Medan. The Medan Branch Office is located at Jalan Sei Belutu No. 93, Padang Bulan Selayang I, Medan Selayang District, Medan City. This branch began operations in 2014 and has become one of the branch offices playing an important role in expanding the company's service coverage in North Sumatra. To date, Askrindo Syariah Medan Branch continues to operate actively as a guarantee partner for various Islamic financial institutions. The continued operation of the branch indicates a considerable level of demand and public trust in the Islamic financing guarantee services provided by Askrindo Syariah. Consequently, the company continues to improve its service quality and expand the utilization of its guarantee products within its operational area.

In the Islamic financial services industry, customer loyalty is an important indicator reflecting a company's success in maintaining long-term relationships with its customers. Customer loyalty is demonstrated not only through continued use of products but also through customers' willingness to reuse the company's services, recommend them to others, and refrain from switching to competitors. A high level of customer loyalty provides benefits to companies by supporting business sustainability, strengthening their market position, and reducing the costs associated with acquiring new customers. The loyalty of customers using Askrindo Syariah's Kafalah Consumptive Financing Product can be observed from the development of customer numbers and retention rates during the 2021–2025 period, as presented in Table 1.

Table 1.
Customer Loyalty of the Kafalah Consumptive Financing Product, 2021–2025

Year	**Number of Customers**	**Retained Customers**	**Loyalty Rate (Retention)**
2021	1.580	1.302	82,41%
2022	1.735	1.415	81,56%
2023	1.896	1.524	80,38%
2024	2.045	1.613	78,88%
2025	2.218	1.718	77,46%

Based on Table 1, the number of customers using the Kafalah Consumptive Financing Product increased from year to year. In 2021, the number of customers was recorded at 1,580 and increased to 2,218 in 2025. The increase in the number of customers indicates that the products offered by the company continue to attract public interest. However, when viewed from the loyalty rate measured through customer retention, there was a downward trend from 82.41% in 2021 to 77.46% in 2025. This condition indicates that although the company has been able to acquire new customers, its ability to retain existing customers still faces challenges. This phenomenon indicates that customer loyalty has not yet reached an optimal level and therefore requires further attention.

One factor suspected of influencing customer loyalty is Brand Image. According to Kotler and Keller (2019), brand image refers to the perception formed in consumers' minds regarding a brand based on their experiences, information, and associations with the brand. A positive brand image can increase consumers' trust and confidence in the quality of products and services offered by a company. In the context of Islamic financial services, a favorable brand image can provide customers with a sense of security, thereby encouraging them to continue using the company's services over the long term.

The importance of brand image in shaping customer loyalty is supported by the study conducted by Andespa et al. (2023), which found that brand image had a positive and significant effect on customer loyalty in Islamic financial institutions. The study explained that the better the company's image in the eyes of customers, the higher their level of loyalty. Similar findings were reported by Prasetyo et al. (2023), who stated that brand image had a positive effect on customer loyalty because it could increase customers' trust and satisfaction with the services provided by the company.

However, a study conducted by Rahmawati (2024) found that brand image did not have a significant effect on customer loyalty. This finding indicates that customer loyalty is not influenced solely by the company's image but is also affected by other factors related to industry characteristics and customers' perceptions of the company. These differences in previous research findings indicate the existence of a research gap that requires further investigation in different research settings.

In addition to brand image, another factor suspected of influencing customer loyalty is Perceived Sharia Compliance. Perceived Sharia Compliance refers to customers' views or assessments regarding the extent to which a company conducts its business activities in accordance with Islamic principles. In the Islamic financial services industry, Sharia compliance is particularly important because it represents one of the main distinguishing characteristics between Islamic and conventional financial institutions. Customers are more likely to maintain their relationship with a company when they believe that its products, services, and operations comply with Sharia principles.

The importance of perceived Sharia compliance in influencing customer loyalty is supported by the study conducted by Arifah et al. (2023), which found that perceived Sharia compliance had a positive and significant effect on customer loyalty in Islamic banks. The study explained that the greater customers' confidence in the Sharia compliance of an institution, the higher their level of loyalty. Similar findings were reported by Anadila (2024), who stated that Sharia compliance could increase customer loyalty through the development of trust and confidence in Islamic financial institutions.

Nevertheless, research conducted by Aulia et al. (2022) found that perceived Sharia compliance did not have a significant effect on customer loyalty. The differences in these research findings indicate that the relationship between perceived Sharia compliance and customer loyalty still requires empirical verification in different research settings, particularly in Islamic financing guarantee companies.

As a company engaged in Islamic financing guarantees, Askrindo Syariah is required to build a positive corporate image while maintaining compliance with Islamic principles in all of its operational activities. A positive brand image can increase customers' trust and sense of confidence in the company, while a high level of perceived Sharia compliance can strengthen customers' belief that the services they use are consistent with Islamic values. If these two factors are managed effectively, customer loyalty toward the Kafalah Consumptive Financing Product is expected to increase.

Based on the declining trend in customer loyalty, the importance of brand image and perceived Sharia compliance in the Islamic financial services industry, and the differences in findings from previous studies, the research entitled "The Effect of Brand Image and Perceived Sharia Compliance on Customer Loyalty of Askrindo Syariah's Kafalah Consumptive Financing Product" is important to conduct. This study is expected to provide empirical evidence regarding the effects of brand image and perceived Sharia compliance on customer loyalty and to serve as a consideration for the company in formulating strategies to improve customer loyalty sustainably.

REVIEW OF LITERATURE

CUSTOMER LOYALTY

According to Sinulingga and Sihotang (2023), customer loyalty is a relationship built through meaning, experience, and emotional attachment between customers and a company. Loyalty is not only viewed as repeated purchasing behavior but also as a form of customer attachment based on positive experiences, perceived value, and continuous relationships with the company.

Meanwhile, Panjaitan (2018) defines customer loyalty as a long-term commitment held by customers to continuously use a company's products or services, make repeat purchases, provide positive recommendations to others, and not easily switch to competing companies due to satisfaction, trust, and positive experiences with the company.

Furthermore, Griffin (2020) explains that customer loyalty is customer behavior demonstrated through repeat purchases, purchasing various products or services offered by a company, recommending the company to others, and resisting various offers from competitors. According to Griffin, loyalty is not merely reflected in customer satisfaction but also in customers' commitment to maintaining a long-term relationship with the company. Griffin (2020) states that customer loyalty can be measured through four indicators as follows:

1. Repeat Purchase
   Repeat purchase refers to customers' willingness to continuously use a company's products or services. Loyal customers continue to utilize the company's services because they are satisfied with the quality of service and the benefits they receive.
2. Purchase Across Product and Service Lines
   Loyal customers do not only use one type of product or service but also tend to use various other products or services offered by the company. This condition indicates a high level of trust in the company.
3. Referral
   Loyal customers are willing to provide positive recommendations about a company's products or services to family members, friends, and colleagues. Such recommendations arise because customers are satisfied with their service experiences and are therefore willing to voluntarily act as a promotional medium for the company.
4. Retention/Resistance to Competitors
   Loyal customers have a commitment to continue using a company's products or services even when attractive offers are available from competitors. This commitment arises because customers have developed trust, satisfaction, and a positive relationship with the company.

BRAND IMAGE

Kotler et al. (2019) state that brand image is consumers' perception of a brand, reflected through various associations stored in their memory. Brand image is formed through experiences, information, and impressions received by consumers regarding a product or company, thereby influencing consumer attitudes and behavior in making decisions.

According to Aaker (2018), brand image is a collection of associations embedded in consumers' minds regarding a particular brand. These associations reflect how consumers perceive the quality, benefits, and characteristics of a brand compared with competing brands.

According to Tjiptono and Diana (2019), brand image is a description of consumers' associations and beliefs regarding a brand, formed through experiences with the product and information received from various sources. Aaker (2018) states that brand image can be measured through the following indicators:

1. Product Attributes
   Product attributes refer to all characteristics or distinctive features possessed by a product or service that differentiate it from competing products. These attributes may include quality, features, design, ease of use, reliability, and benefits offered to consumers. In the context of Askrindo Syariah's Kafalah Consumer Financing Product, product attributes can be reflected in the ease of the guarantee process, service speed, transaction security, and conformity of the product with sharia principles. The better the attributes possessed by a product, the more positive the brand image formed in customers' minds.
2. Customer Benefits
   Customer benefits refer to the benefits or value perceived by consumers after using a product or service. These benefits include not only functional benefits but also emotional, social, and economic benefits obtained by customers. In the Kafalah Consumer Financing Product, the benefits perceived by customers may include a sense of security because the financing is supported by a sharia-based guarantee, easier access to financing, and increased confidence in the financial institution. When the perceived benefits meet or exceed customers' expectations, the company's brand image becomes stronger.
3. Brand Personality
   Brand personality refers to a set of human characteristics or traits that consumers associate with a particular brand. Consumers often perceive a brand as having certain characteristics, such as being professional, honest, modern, trustworthy, innovative, or customer-oriented. At Askrindo Syariah, brand personality may be reflected through the company's commitment to providing trustworthy, professional, transparent, and sharia-compliant services. A positive brand personality facilitates the development of emotional relationships between the company and its customers.
4. Organizational Association
   Organizational association refers to consumers' perceptions of the company that produces or provides a particular product or service. Such perceptions include the company's reputation, credibility, experience, social responsibility, organizational culture, and ability to provide high-quality services. In this study, organizational association can be reflected in how the public perceives PT Jaminan Pembiayaan Askrindo

Syariah as a sharia-based financing guarantee company with a good reputation, extensive experience, high credibility, and a strong commitment to conducting all business activities in accordance with sharia principles. The more positive the public's perception of the organization, the better the company's brand image.

PERCEIVED SHARIA COMPLIANCE

Agustin (2018) explains that perceived sharia compliance refers to customers' assessment of the extent to which Islamic financial institutions conduct all of their business activities in accordance with established sharia principles.

According to Harmain et al. (2019), sharia compliance refers to the conformity of all operational activities, products, contracts, and transactions of financial institutions with sharia requirements established under international sharia standards.

Aulia et al. (2022) state that sharia compliance is the implementation of all sharia principles in the operational activities of financial institutions, ensuring that all products, services, and transactions are free from elements prohibited under Islamic law.

Agustin (2018) explains that perceived sharia compliance can be measured through the following indicators:

1. Freedom from Riba
   Freedom from riba refers to a condition in which all transactions and products offered by Islamic financial institutions do not contain predetermined additional charges or interest as practiced in conventional financial systems. From a sharia perspective, riba is prohibited because it may create unfairness for one of the parties involved in a transaction.
2. Freedom from Gharar
   Freedom from gharar means that all transactions are conducted clearly and transparently and do not contain uncertainty regarding the subject matter of the contract, rights, obligations, or risks borne by each party. In Islamic financial institutions, information regarding products, fees, procedures, and contractual provisions must be disclosed transparently to prevent misunderstandings.
3. Freedom from Maisir
   Freedom from maisir indicates that the company's business activities and transactions do not contain elements of speculation, gambling, or activities dependent on chance. This principle aims to ensure that every transaction is based on real economic activities, provides benefits, and has a clear underlying basis.
4. Products Complying with Sharia Principles
   Products complying with sharia principles means that all products, services, contracts, and operational mechanisms of the company are designed and implemented in accordance with sharia requirements derived from the Qur'an, Hadith, fatwas issued by the National Sharia Council of the Indonesian Ulema Council (Dewan Syariah Nasional–Majelis Ulama Indonesia/DSN–MUI), and applicable regulations.
5. Supervision by the Sharia Supervisory Board (DPS)
   Supervision by the Sharia Supervisory Board (DPS) is an indicator demonstrating that all company operational activities are supervised by an authorized body responsible for ensuring compliance with sharia principles.

RESEARCH METHOD

This study employed a quantitative research method based on the philosophy of positivism to test hypotheses through statistical analysis (Sugiyono, 2022). The research was conducted at PT Jaminan Pembiayaan Askrindo Syariah, Medan Branch. The research population consisted of 2,389 customers of PT Jaminan Pembiayaan Askrindo Syariah, Medan Branch. The sample was determined using the Slovin formula, resulting in a total sample of 99 customers.

Data were collected using a questionnaire whose quality was first assessed through validity and reliability tests. The validity test was conducted by comparing the calculated *r* value with the *r*-table value at a 5% significance level, while reliability was measured using the Cronbach's Alpha coefficient, with a value greater than 0.60 considered acceptable (Joko Prambudi, 2021).

Data analysis was conducted using IBM SPSS version 25, including classical assumption tests consisting of the normality test, multicollinearity test, and heteroscedasticity test (Ghozali, 2018). Subsequently, the coefficient of determination (R^2) was analyzed to measure the ability of the independent variables to explain variations in the dependent variable. Hypothesis testing was then conducted using the t-test to determine the partial effects and the F-test to determine the simultaneous effects among the research variables (Ghozali, 2018).

RESULTS AND DISCUSSION

Outer Model Testing (Measurement Model)

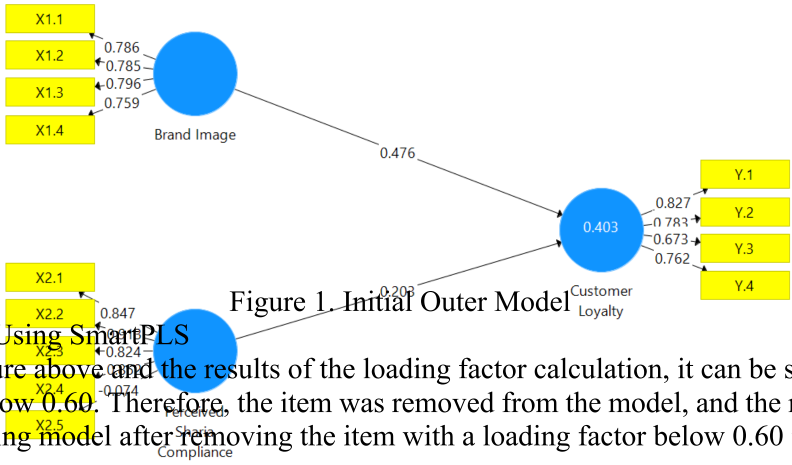

Figure 1. Initial Outer Model

Source: Data Analysis Using SmartPLS

Based on the figure above and the results of the loading factor calculation, it can be seen that item X2.5 has a loading factor value below 0.60. Therefore, the item was removed from the model, and the measurement model was tested again. The resulting model after removing the item with a loading factor below 0.60 is presented below:

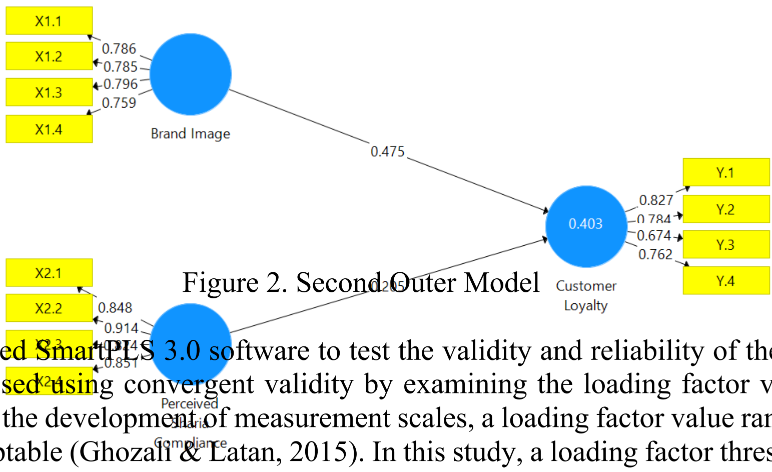

Figure 2. Second Outer Model

1. **Validity Test**

   This study employed SmartPLS 3.0 software to test the validity and reliability of the research instruments. Validity was assessed using convergent validity by examining the loading factor values. For preliminary research involving the development of measurement scales, a loading factor value ranging from 0.50 to 0.60 is considered acceptable (Ghozali & Latan, 2015). In this study, a loading factor threshold of 0.70 was used. The results of the convergent validity test based on the loading factors calculated using the SmartPLS 3.0 algorithm are presented in Table 2.

Table 2.
Results of the Validity Test Based on Loading Factors

	Brand Image	Perceived Sharia Compliance	Customer Loyalty
X1.1	0,786		

X1.2	0,785		
X1.3	0,796		
X1.4	0,759		
X2.1		0,848	
X2.2		0,914	
X2.3		0,824	
X2.4		0,851	
Y.1			0,827
Y.2			0,784
Y.3			0,674
Y.4			0,762

Based on Table 2, all loading factor values exceed the threshold of 0.70. Therefore, it can be concluded that all indicators used in this study are valid. Accordingly, these indicators can be used to measure their respective latent variables.

2. **Reliability Test**

An instrument can be considered reliable when the Average Variance Extracted (AVE) is greater than 0.50, Cronbach's Alpha is greater than 0.60, and Composite Reliability is greater than 0.70. The results of the reliability assessment based on the Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability are presented in Table 3.

Tabel 3
AVE, Cronbach's Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0,789	0,790	0,863	0,611
Customer Loyalty	0,813	1,007	0,848	0,583
Perceived Sharia Compliance	0,882	0,894	0,919	0,739

Based on Table 3, the Cronbach's Alpha values for Brand Image, Perceived Sharia Compliance, and Customer Loyalty are 0.789, 0.882, and 0.813, respectively. These values exceed the minimum threshold of 0.60. In addition, the Composite Reliability values for all constructs are above 0.70, while the AVE values are above 0.50. Therefore, it can be concluded that all indicators demonstrate adequate reliability in measuring their respective latent variables.

Inner Model Testing (Structural Model)

Evaluation of the inner model can be conducted using several indicators, including the coefficient of determination (R^2). The structural model generated using SmartPLS 3.0 in this study is presented below.

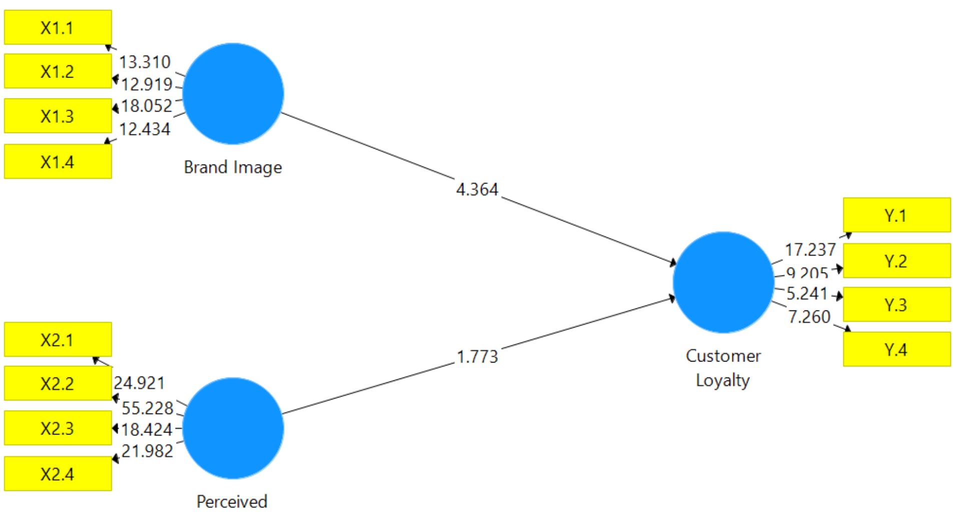

Figure 3. Inner Model

R-Square

In evaluating a PLS model, the assessment begins by examining the Adjusted R-Square for each dependent latent variable. The results of the R^2 calculation in this study are presented in Table 4.

Tabel 4
Correlation Values

	R Square	R Square Adjusted
Customer Loyalty	0,403	0,391

Based on the bootstrapping results presented in Table 4, the R^2 value for Customer Loyalty is 0.391. This indicates that Customer Loyalty is explained by Brand Image and Perceived Sharia Compliance by 39.1%. In other words, Brand Image and Perceived Sharia Compliance jointly contribute 39.1% to the variation in Customer Loyalty, while the remaining 60.9% is explained by other variables that are not included in this study, such as service quality, brand trust, and other relevant factors.

Hypothesis Testing

1. **Partial Test (t-Test)**
   The direct effect test was conducted to examine Hypotheses 1 and 2 through the path coefficients. The path coefficients can be evaluated by examining the t-statistic value, which should exceed the critical t-value of 1.96 at a 5% significance level. A t-statistic value ≥ 1.960 or a probability value ≤ the significance level (α = 5%) indicates that the hypothesis is accepted, meaning that there is a statistically significant relationship between the variables being tested. Table 5 presents the results of the direct hypothesis testing using the bootstrapping procedure in SmartPLS 3.0. The results of each hypothesis are explained below.

Tabel 5
Path Coeficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Brand Image -> Customer Loyalty	0,475	0,482	0,106	4,486	**0,000**
Perceived Sharia Compliance -> Customer Loyalty	0,205	0,216	0,115	1,785	**0,075**

Based on Table 5, the results of each hypothesis test are as follows:

a. H1: The Effect of Brand Image on Customer Loyalty
   Based on the results presented in Table 5, the t-statistic value for the relationship between Brand Image and Customer Loyalty is 4.486, with a significance value of 0.000. The results indicate that the t-statistic value is greater than 1.96 and the significance value is less than the 5% significance level (α = 0.05). Therefore, Brand Image has a significant effect on Customer Loyalty. Thus, Hypothesis 1 (H1) is accepted.
b. H2: The Effect of Perceived Sharia Compliance on Customer Loyalty
   Based on the results presented in Table 5, the t-statistic value for the relationship between Perceived Sharia Compliance and Customer Loyalty is 1.785, with a significance value of 0.075. Since the t-statistic value is less than 1.96 and the p-value is greater than 0.05, the relationship is not statistically significant at the 5% significance level. Therefore, Perceived Sharia Compliance does not have a significant effect on Customer Loyalty, and Hypothesis 2 (H2) is rejected.

2. Simultaneous Test (F-Test)

Pengujian yang dilakukan ini adalah dengan uji parameter b (uji korelasi) dengan menggunakan uji F statistik. Untuk menguji pengaruh variabel bebas secara bersama-sama (simultan) terhadap variabel terikat digunakan uji F. Menurut Sugiyono (2021) dirumuskan sebagai berikut :

$$Fh = \frac{R^2 / k}{(1 - R^2) / (n - k - 1)}$$

Keterangan :

F : Nilai uji F
r^2 : Koefisien korelasi ganda yang telah dikemukakan
k : Jumlah variabel independen
n **:** Jumlah responden.

Diketahui : R = 0,391
k = 2
n = 99

$$Fh = \frac{0{,}391 / 2}{(1 - 0{,}391) / (99 - 2 - 1)}$$

$$Fh = \frac{0{,}1955}{0{,}0063}$$

Fh = 31,031

The manual calculation resulted in an F-count of 31.031. At $\alpha = 5\%$, with degrees of freedom for the numerator of k = 2 and degrees of freedom for the denominator of n – k – 1, the critical F-value is 3.09. Therefore, F-count (31.031) > F-table (3.09). Based on these results, Hypothesis 3 (H3) is accepted, indicating that Brand Image and Perceived Sharia Compliance simultaneously have a significant effect on Customer Loyalty.

DISCUSSION

1. The Effect of Brand Image on Customer Loyalty

Based on the research findings, Brand Image has an effect on Customer Loyalty among customers of the Kafalah Consumer Financing product at PT Jaminan Pembiayaan Askrindo Syariah. These findings indicate that the better the brand image perceived by customers, the greater their tendency to maintain their relationship with the company, reuse the products offered, and recommend them to others. Therefore, brand image is an important aspect in building customer loyalty toward Sharia-based financing products.

According to Aaker (2018), brand image is associated with a set of associations attached to a brand in consumers' memory. A strong brand image provides an overall perception of the quality, credibility, characteristics, and advantages of a product. In the context of Askrindo Syariah, the company's image as a financing guarantee institution that operates based on Sharia principles can create positive perceptions among customers. When customers perceive the Kafalah Consumer Financing product as having a good reputation, being trustworthy and professional, and meeting their needs, they are more likely to continue using the product.

This perspective is consistent with Panjaitan (2018), who explains that a brand is an important element in marketing because it provides identity and differentiation for a product compared with competing products. A positive brand image can increase consumers' confidence in the benefits of a product and encourage the development of long-term relationships. Sinulingga and Sihotang (2023) also explain that consumer behavior is influenced not only by the functional benefits of a product but also by consumers' perceptions, experiences, and beliefs regarding a brand. The findings of this study are further supported by Andespa et al. (2023), who found that brand image plays a role in shaping customer loyalty in Islamic banking. These findings indicate that when customers have positive perceptions of a brand, their level of trust and attachment to an Islamic financial institution tends to increase.

Furthermore, Prasetyo et al. (2023) found that brand image influences customer loyalty among BCA Syariah customers, indicating that the image of the company and its products is an important consideration in retaining customers. In relation to the Kafalah Consumer Financing product offered by Askrindo Syariah, the findings of this study indicate that the name and reputation of Askrindo Syariah are important to customers in determining the continuity of their relationship with the company. Customers who perceive Askrindo Syariah as a trustworthy and professional company with a good reputation and products that comply with Sharia principles are more likely to develop loyalty. Such loyalty may be reflected in their intention to reuse the product, their reluctance to switch to other service providers, and their willingness to recommend the product to others.

2. The Effect of Perceived Sharia Compliance on Customer Loyalty

Based on the research findings, Perceived Sharia Compliance has an effect on Customer Loyalty among customers of the Kafalah Consumer Financing product at Askrindo Syariah. These findings indicate that customers' perceptions regarding the extent to which products, service processes, contracts, and company activities comply with Sharia principles play an important role in shaping loyalty. The stronger customers' belief that the Kafalah Consumer Financing product is implemented in accordance with Sharia provisions, the greater their tendency to maintain their relationship with the company and continue using the product.

Agustin (2018) explains that Sharia-based business activities are fundamentally not solely oriented toward economic profit but must also consider the conformity of business activities with Sharia principles. Therefore, Sharia compliance is a fundamental element in building public trust in Sharia-based products or financial institutions.

Harmain et al. (2019) also emphasize the importance of Sharia principles in economic activities and Sharia-based reporting in Indonesia. In the context of this study, perceptions of Sharia compliance can serve as a basis for customers to assess whether the Kafalah Consumer Financing product genuinely reflects the Sharia values it promises. From a marketing perspective, Kotler et al. (2019) explain that modern marketing is not only oriented toward consumers' material needs but also considers values and human dimensions. In the context of the Sharia market, compliance with religious principles can become part of the value sought by consumers. Therefore, when customers perceive that the product they use not only provides financial benefits but also assures them that transactions are conducted in accordance with Sharia principles, their relationship with the company may become stronger.

The findings of this study are consistent with Anadila (2024), who demonstrated that Sharia governance, reputation, and customer loyalty are interconnected in the context of Islamic banking. The implementation of good Sharia governance can strengthen customers' confidence in the integrity of a financial institution. Arifah et al. (2023) also demonstrated the importance of Sharia governance and trust in building customer loyalty in Islamic banking. These findings indicate that Sharia compliance is not merely a normative aspect but can be translated into trust and long-term relationships between customers and Islamic financial institutions.

3. The Effect of Brand Image and Perceived Sharia Compliance on Customer Loyalty

Based on the research findings, Brand Image and Perceived Sharia Compliance simultaneously affect Customer Loyalty among customers of the Askrindo Syariah Kafalah Consumer Financing product. These findings indicate that customer loyalty is not formed solely by perceptions of the company's brand but also by customers' confidence that the products they use comply with Sharia principles. Together, these two variables can create stronger perceptions of the credibility, trustworthiness, security, and value of the products offered by Askrindo Syariah.

Aaker (2018) explains that brand image is a collection of associations formed in consumers' minds regarding a brand. A brand with a positive image can provide consumers with confidence that the products they use have good quality and reputation.

In this study, Brand Image reflects how customers perceive Askrindo Syariah as a company with a good reputation, professionalism, and credibility. This perception subsequently becomes one of the foundations for customers in maintaining their relationship with the company. On the other hand, Agustin (2018) explains that Sharia-based business activities must adhere to Sharia principles as part of their operational foundation. This means that for customers of Sharia-based products, a positive company image alone may not be sufficient to create loyalty if they lack confidence in the Sharia compliance of the products they use. Therefore, Brand Image and Perceived Sharia Compliance can be viewed as two complementary aspects. Brand Image provides confidence regarding who provides the product, whereas Perceived Sharia Compliance provides confidence regarding how the product is operated in accordance with Sharia principles.

These findings are consistent with the research conducted by Andespa et al. (2023), which demonstrates that brand image and trust are important elements in forming customer loyalty in Islamic banking. Prasetyo et al. (2023) also found that brand image influences customer loyalty among BCA Syariah customers. Meanwhile, Arifah et al. (2023) showed that the implementation of Sharia governance and trust is associated with customer loyalty. Anadila (2024) also identified Sharia governance and reputation as relevant aspects in building customer loyalty in Islamic banking.

Thus, the findings of this study are consistent with previous research that positions reputation/image and Sharia compliance as important factors in developing long-term relationships with customers. When viewed from the perspective of consumer behavior theory proposed by Sinulingga and Sihotang (2023), consumers' decisions to continue using a particular product are influenced by various perceptions and evaluations of both the product and the service provider. Customers evaluate not only the benefits of the product but also the company's reputation and the extent to which the product conforms to the values they believe in. In the context of Kafalah Consumer Financing, customers are more likely to become loyal when they obtain a combination of a positive company image and confidence that the product complies with Sharia principles.

CONCLUSION

Based on the research findings, it can be concluded that Brand Image affects Customer Loyalty among customers of the Askrindo Syariah Kafalah Consumer Financing product. This means that the better the image of Askrindo Syariah as perceived by customers, the higher their loyalty in using the product and maintaining their relationship with the company.

Furthermore, Perceived Sharia Compliance affects Customer Loyalty. This indicates that the higher customers' perception of the product's conformity with Sharia principles, the stronger their trust and loyalty toward the Askrindo Syariah Kafalah Consumer Financing product.

Simultaneously, Brand Image and Perceived Sharia Compliance affect Customer Loyalty. Therefore, a positive brand image and strong Sharia compliance jointly constitute important factors in increasing and maintaining customer loyalty toward the Askrindo Syariah Kafalah Consumer Financing product.

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