

# THE RESEARCH EVOLUTION OF FINANCIAL PERFORMANCE, CUSTOMER TRUST, AND CUSTOMER LOYALTY IN SHARIA BANKING SECTOR: A BIBLIOMETRIC ANALYSIS

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## Abstract

*The transformation of the Islamic banking industry requires the integration of financial performance, customer trust, and customer loyalty as the foundation for institutional sustainability. This study aims to map the intellectual evolution of this field of study and identify dominant themes, development trends, and opportunities for research gaps in the international literature. The method employed is a bibliometric analysis based on a Systematic Literature Review (SLR) using the PRISMA procedure on Scopus articles from 2018 to 2025. From a selection process of 2,009 documents, the study identified 37 articles meeting the inclusion criteria, which were then analyzed using co-authorship, co-occurrence, network, overlay, and density visualizations. The results indicate that the themes of customer loyalty, service quality, customer satisfaction, and customer trust form the core of the intellectual structure with the highest connectivity, while the themes of financial performance, digital trust, banking mergers, and Sharia banking mergers remain in low-density areas, signaling opportunities for research development. The novelty map also reveals a shift in focus from traditional loyalty models toward digital banking, customer experience, and e-CRM. The novelty of this study lies in its proposal of a new research agenda model that integrates financial performance–customer trust–customer loyalty within the context of digital transformation and the consolidation of Sharia banks. Thus, it is hoped that this study can provide a conceptual foundation for future cross-national empirical research.*

**Keywords:** *financial performance; customer trust; customer loyalty; sharia banking; bibliometric analysis*

## 1. INTRODUCTION

The global banking industry has undergone a fundamental transformation over the past two decades. This transformation has been marked by increasing complexity in the business environment. Changing consumer expectations have also shaped the dynamics of the banking sector. Intensified competition among financial institutions has become an inevitable phenomenon. Banking plays a strategic role in the modern economic system. This

sector is not only required to maintain financial stability; it is also required to build long-term relationships with customers. The approach used must be value- and trust-oriented. Customer loyalty is a critical variable in this context. Loyal customers provide a more stable revenue stream for banks. Customer loyalty also reduces the cost of acquiring new customers. Loyal customers act as promotional agents through positive word-of-mouth communication (Halim et al., 2021; Putra & Keni, 2020). Understanding the factors that shape customer loyalty is a strategic priority. This priority is relevant for banking practitioners and academics. Academics study consumer behavior within the context of financial services.

Customer loyalty does not emerge as a standalone phenomenon in service marketing studies. This phenomenon is the result of a series of complex psychological processes. Relational processes also play a crucial role in building loyalty. Classical literature in the field of relationship marketing identifies trust as the primary foundation. Halim et al. (2021) state that trust builds long-term relationships between organizations and customers. Customer trust is formed through consistent positive experiences. Transparency of information also builds customer trust. An organization's ability to fulfill its promises is another key factor. In the banking context, trust becomes an even more critical element. Trust pertains to the security of customers' funds. It is also related to the confidentiality of customer data. An institution's integrity in managing financial risks further determines the level of trust. Customer trust has a significant influence on loyalty. This influence can be direct or mediated through customer satisfaction. (Oktaviani & Sarkawi, 2017; Supriadi et al., 2024)

The financial performance of banking institutions has traditionally been studied primarily as a standalone variable. Such studies focus on the institution's operational efficiency. Profitability is the primary focus in financial performance analysis. Institutional stability is also a concern for regulators and investors. Internal management also treats financial performance as a key indicator (Suhendra et al., 2025). The dominant approach in financial literature tends to separate financial performance analysis from the dynamics of customer behavior. These two domains seem to operate on separate tracks. Yet, solid financial performance indirectly influences customer perception. This perception relates to the banking institution's credibility. The institution's reliability is also reflected in strong financial performance. Customers believe that the bank where they save has sound financial health. This belief encourages customers to have a higher level of trust. High trust, in turn, strengthens customer loyalty (Pratama et al., 2025). The relationship between financial performance and customer loyalty through psychological mechanisms has rarely been analyzed. The mechanism of trust remains a pathway that has not been comprehensively examined in the literature.

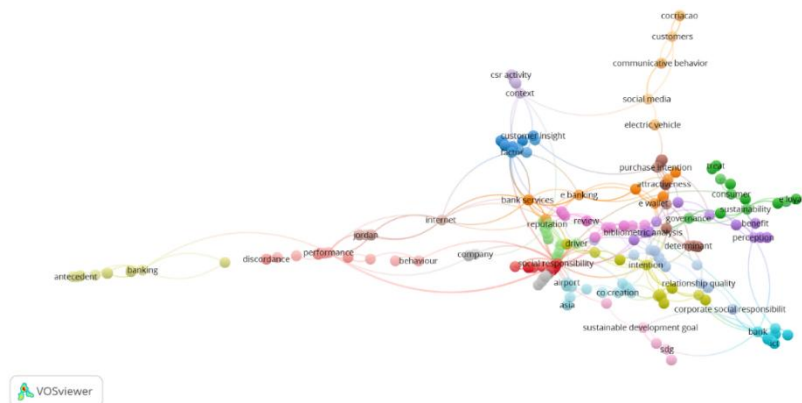
The Islamic banking sector presents its own complexities in understanding the relationship between financial performance, trust, and customer loyalty. Islamic banks do not operate solely based on conventional economic principles. Islamic banks must adhere to Sharia principles in all their activities. These principles include the prohibition of *riba*. The prohibition of *gharar*, or uncertainty, is also a mandatory requirement. The prohibition on *maysir*, or speculation, is also part of Sharia principles. The obligation to conduct halal and ethical business activities is inherent in the operations of Islamic banks (Ummah, 2023). Compliance with Sharia principles forms a unique dimension of trust. This dimension is not

limited to technical banking aspects; it also pertains to customers' religious beliefs. Customers' ethical values are also part of this trust dimension. Customer loyalty in the context of Islamic banking is built upon two main pillars: trust in the bank's technical ability to manage funds and trust in the bank's commitment to conducting operations in accordance with Islamic principles. (Kaapanda, 2023)

The dynamics of the Islamic banking industry in recent years have been marked by a wave of consolidation. The dominant form of consolidation is mergers and acquisitions. The goal of consolidation is to create a capital-stronger entity. Operational efficiency is the target sought through consolidation. A global scale is also an ambition of merging Islamic banking entities. In Indonesia, for example, a merger of three state-owned Islamic banks took place in 2021. The three banks merged to form Bank Syariah Indonesia (BSI). This event consolidated assets into a single giant Islamic banking entity. Such a merger carries significant consequences for post-merger financial performance. These dynamics also have the potential to cause psychological turmoil among customers. Post-merger policy changes are one of the causes of this turmoil. The integration of service systems also influences customer perceptions. Shifts in brand identity also impact customers psychologically. Customer loyalty becomes a vulnerable asset in the post-merger context.

Mergers in the Islamic banking sector have occurred in various countries. Research examining the relationship between post-merger financial performance and customer behavioral responses remains very limited. The mechanism of trust as a link between these two variables has not been extensively tested empirically. This gap creates an opportunity for new research. This study aims to bridge these two previously separate domains. Field practices, according to Diana & Osesoga (2020), indicate that sound financial performance serves as a crucial signal. This signal influences customers' confidence in the institution's sustainability. Strong confidence ultimately fosters long-term customer loyalty. (Oktaviani & Sarkawi, 2017)

Research developments in the field of banking customer behavior have shown a diversity of approaches over the past decade. Model-testing approaches for service quality, such as SERVQUAL and ES-QUAL, have been widely used by researchers. Analyses of the influence of customer experience have also shaped the existing literature. The study by Qomariyah & Haryadi (2022) on the role of corporate social responsibility (CSR) has also rapidly evolved in shaping loyalty. This diversity of approaches reflects the complexity of customer loyalty as a multidimensional construct. Loyalty is influenced by the interaction of various factors. Functional factors such as service quality and ease of access play a significant role. Emotional and relational factors also contribute to the formation of loyalty. Trust is one of the dominant emotional factors. Brand identification also influences customer loyalty. The values perceived by customers are also important determinants. Research integrating an institution's financial performance into customer loyalty prediction models has not yet been widely conducted.



**Figure 1. VOSViewer Network Visualization: Customer Behavioral Responses to Financial Performance Following the Merger of Islamic Banks**

The bibliometric visualization in Figure 1 displays the intellectual structure of research related to customer behavioral responses to financial performance following the merger of Islamic banks. The network map generated using VOSViewer software, as described by Pratama & Utomo (2024), indicates that each node represents a research keyword appearing in scientific publications, while connecting lines indicate co-occurrence relationships between concepts in the literature. This network analysis forms several research clusters distinguished by different colors (Pritchard, 1969). The first cluster depicts themes related to service quality and customer evaluations of organizational performance. The second cluster highlights research focusing on customer relationships and relationship marketing strategies within the financial services industry. The third cluster features studies on customer satisfaction linked to customers' perceptions of the service quality they receive. The fourth cluster illustrates themes regarding customer experience that influence customers' attitudes and behaviors toward financial institutions. The subsequent cluster illustrates the relationship between customer loyalty and the dynamics of the evolving service sector within the modern banking business environment. This cluster structure indicates that research on customer behavior in the banking sector is advancing through the integration of various interrelated service marketing concepts.

The interconnections among clusters in the network map demonstrate strong conceptual relationships between service quality, customer satisfaction, customer experience, and customer loyalty in the scientific literature. The dense connections between nodes indicate that the concept of service quality holds a central position, linking various other research themes within the network. Studies by Rahmah (2020) and Sahatma & Suprpto (2012) demonstrate that service quality influences customer satisfaction, which in turn fosters customer loyalty through service experiences and effective customer relationship management. This pattern of relationships reveals a consistent conceptual flow in the literature, explaining that customer loyalty emerges as a result of the interaction between service quality, customer satisfaction, and customer experience. This network structure is relevant to the bibliometric research conducted in this study because it also maps the relationships between bank financial performance, customer trust, customer confidence, and customer loyalty in the Islamic banking sector. Thus, the network map provides an overview of the conceptual framework developing in the literature and highlights the position of this

research in enriching studies on customer behavior in the banking industry. (Almadury & Pratama, 2025).

The bibliometric network map also reveals that there remains a research gap in the study of customer behavior in the banking sector. Most studies (Firmansyah et al., 2020; Hanifa et al., 2019; Yuliana et al., 2019) within the literature network continue to focus primarily on the relationship between service quality, customer satisfaction, and customer loyalty. This indicates that previous research has largely emphasized service factors as the primary determinants of customer loyalty. However, studies such as that by Wati & Putra (2017), which examined the relationship between a banking institution's financial performance and customer loyalty through psychological mechanisms like customer trust and customer confidence, remain relatively limited. This limitation indicates that the relationship between an organization's financial performance and customer behavioral responses has not been comprehensively analyzed in the Islamic banking literature. Therefore, this study aims to address this gap through bibliometric mapping that examines the relationship between financial performance, customer trust, customer belief, and customer loyalty within the context of the Islamic banking industry following a merger.

The importance of integrating financial performance into studies of customer loyalty is based on strong arguments. Customers are highly sensitive to the stability of financial institutions. An institution's reputation is also a primary concern for customers. Customers deposit funds in banks based on various considerations. Customers tend to evaluate the quality of service they receive directly. Signals reflecting the institution's health also serve as evaluation criteria for customers. Published financial performance is one of the key signals. A good credit rating also influences customer perceptions. Media coverage of the bank's condition serves as an information source for customers (Hardiyansyah, 2011). Good financial performance functions as a credibility signal that strengthens customer trust. Poor financial performance can trigger customer concerns. These concerns lead to switching behavior. Ignoring financial performance variables in studies of customer loyalty means overlooking a key determinant in the customer's psychological process.

The context of Islamic banking introduces unique characteristics to the relationship between financial performance and customer loyalty. Islamic bank customers are not merely economically rational. They consider religious and ethical factors when choosing a bank. Customers evaluate a bank's performance not solely based on profitability. Sharia compliance is a primary aspect assessed by customers. The allocation of funds to halal sectors is also a key concern for customers. Social contributions through the instruments of zakat, infak, and sedekah are also evaluated by customers (Rahmayati, 2021). Customer trust in Islamic banks is shaped by two dimensions simultaneously. The first dimension is trust in the bank's managerial ability to manage funds professionally. The second dimension is trust in the bank's moral integrity in conducting operations in accordance with Islamic values. Strong financial performance serves as one indicator of the bank's professional management. (Turyandi, 2022; Zainul, 2019)

Mergers in the Islamic banking sector add complexity to the dynamics of inter-variable relationships. Indonesia, Malaysia, and Gulf countries are locations where Islamic banking mergers occur. Post-merger, the resulting combined banks often demonstrate improved financial performance. Operational synergies are a key driver of this improvement.

Cost efficiencies also contribute to enhanced financial performance. However, the integration process, on the other hand, creates uncertainty. Changes in service systems are a primary source of this uncertainty. Policy changes also disrupt the stability of customer relationships. Shifts in brand identity also impact customer trust. Disappointment may arise if the changes do not align with customer expectations. Research specifically examining post-merger conditions is crucial. Islamic banking institutions need to understand strategies for maintaining customer loyalty amid complex transition processes.

Theoretically, the relationship between financial performance and customer loyalty can be explained from several perspectives. The Service-Profit Chain proposed by Heskett et al. (1994) asserts that a company's profitability is influenced by customer loyalty. Customer loyalty is influenced by customer satisfaction. Perceived value also influences loyalty within this framework. Financial performance is the outcome of customer loyalty according to this perspective. However, this perspective can be reversed with a different argument. In the context of financial services, customers use an institution's financial performance as a signal. This signal is used to assess the bank's reliability and stability. This assessment then influences customer trust and loyalty. The relationship between financial performance and loyalty is reciprocal. Good financial performance strengthens customer trust. Strong trust ultimately enhances customer loyalty. High loyalty contributes to sustainable financial performance. Stable revenue is one of the ways loyalty contributes to financial performance. Lower marketing costs are also a positive outcome of customer loyalty. (Chong & Ali, 2022; Septianti & Dahtiah, 2021)

This study aims to conduct a comprehensive bibliometric mapping. This mapping covers the evolution of research on the relationship between financial performance, customer trust, and customer loyalty in the Islamic banking sector. The main contributions of this research lie in three key aspects. The first aspect is the originality of the topic under study. This research is the first bibliometric study to simultaneously integrate the constructs of financial performance, customer trust, and customer loyalty within the context of Islamic banking. The second aspect is contextualization with current phenomena. This study specifically examines post-merger dynamics, a significant phenomenon in the global Islamic banking industry. A contextual and relevant perspective aligned with current developments is a key strength of this research. The third aspect is the identification of unexplored research gaps. This study does not merely map existing knowledge structures. Research gaps that can guide future empirical research are also systematically identified. This study is expected to provide a solid foundation for theoretical development. Future Islamic banking management practices will also benefit from the results of this study.

## **Literature Review**

Financial performance in the Islamic banking sector is no longer viewed solely as an indicator of internal profitability, but rather as a strategic signal that influences customers' external perceptions of an institution's credibility and stability. In an increasingly competitive financial services ecosystem, banks that are able to maintain operational efficiency, Sharia compliance, and transparency in financial reporting will send positive signals regarding the organization's health (Suhendra et al., 2025). This signal serves as a cognitive foundation that shapes customers' confidence that their funds are managed safely and professionally. Recent literature emphasizes that separating financial analysis from

consumer behavioral dynamics is no longer relevant, given that a bank's financial condition indirectly influences customers' expectations regarding the reliability of services and the institution's sustainability (Pratama & Utomo, 2024).

Customer trust is a central psychological construct that bridges financial performance with loyalty in the context of Islamic banking. Unlike conventional banking, trust in Islamic banks is built on two complementary dimensions: technical trust in managerial capacity to manage funds, and moral trust in the institution's commitment to consistently applying Sharia principles (Kaapanda, 2023). Integrity in avoiding *riba*, *gharar*, and *maysir*, as well as transparency in the allocation of funds to the halal sector, are critical determinants that strengthen customers' religious and ethical convictions (Rahmayati, 2021). In recent developments, trust is no longer static but dynamic and highly sensitive to changes in policy, business consolidation, and digital service transformation, thus requiring adaptive governance and communication strategies (Turyandi, 2022).

Customer loyalty in the Islamic banking industry has evolved from conventional service-based retention to a holistic commitment influenced by digital experiences, the quality of virtual interactions, and perceptions of sustainable value. Recent studies indicate that loyalty is the accumulation of satisfaction, trust, and service quality integrated with digital banking platforms and electronic customer relationship management (e-CRM) (Andriyati et al., 2024). The phenomenon of banking consolidation through mergers and acquisitions adds to the complexity of these dynamics, as system integration processes, shifts in brand identity, and post-merger policy changes have the potential to trigger uncertainty that can erode loyalty if not managed with a customer-experience-based approach (Supriadi et al., 2024). Therefore, contemporary loyalty frameworks emphasize the importance of synergy between operational efficiency, digital trust, and service responsiveness to sustainably retain the customer base (Pratama & Utomo, 2024).

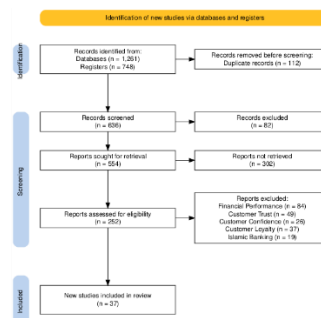
Theoretically, the triadic relationship between financial performance, trust, and customer loyalty can be mapped through the Service-Profit Chain framework, which has been adapted to the context of modern Islamic banking. In this model, solid financial performance serves as a credibility input that reinforces perceptions of the institution's reliability, is then mediated by customer trust, and ultimately leads to long-term loyalty (Suhendra et al., 2025). However, recent literature indicates that this relationship is reciprocal, wherein high customer loyalty also contributes to revenue stability, reduced acquisition costs, and improved operational efficiency of the bank (Septianti & Dahtiah, 2021). Thus, the future theoretical development agenda needs to focus on an integrative model that combines financial variables, psychological mechanisms of trust, as well as factors of digital transformation and industry consolidation, in order to produce a conceptual framework that is more comprehensive and relevant to global Islamic banking practices (Kaapanda, 2023; Supriadi et al., 2024).

## 2. RESEARCH METHOD

The bibliometric analysis in this study was conducted using VOSviewer software, which is designed to visualize the structure of knowledge networks in the scientific literature. According to Van Eck and Waltman (2020), VOSviewer enables researchers to map relationships among bibliographic elements—such as author collaboration, institutional ties,

and the distribution of national contributions—in scientific publications addressing financial performance, customer trust, and customer loyalty within the Islamic banking sector. Additionally, this software is used to analyze the co-occurrence of research keywords, enabling researchers to identify key themes, conceptual relationships between topics, and the evolving direction of research related to financial performance, customer trust, and customer loyalty in the Islamic banking industry. This study also utilizes several quantitative indicators, including the annual number of publications, the distribution of author and institutional contributions, and publication citation rates, to evaluate the level of scientific productivity and the research’s influence in this field. Through this bibliometric approach, the study aims to uncover patterns of scholarly development, map the intellectual structure of the research, and identify opportunities for future research development related to the relationship between financial performance, customer trust, and customer loyalty within the global Islamic banking industry.

Research data was obtained from the Scopus database, selected for its extensive coverage of international publications, structured metadata, and high academic credibility, using the query string: ALL ( ( “financial performance” OR “bank performance” ) AND ( “customer loyalty” OR “customer retention” ) AND ( “customer trust” OR “customer confidence” ) AND ( bank OR banking OR “Islamic banking” OR “Sharia banking” OR merger OR “merger and acquisition” ) ) AND PUBYEAR > 2018 AND PUBYEAR < 2025 AND ( LIMIT-TO ( SRCTYPE , ‘j’ ) ) AND ( LIMIT-TO ( OA , “all” ) ) AND ( LIMIT-TO ( EXACTKEYWORD , “Customer Loyalty” ) OR LIMIT-TO ( EXACTKEYWORD , “Financial Performance” ) OR LIMIT-TO ( EXACTKEYWORD , “Islamic Banking” ) OR LIMIT-TO ( EXACTKEYWORD , “Consumer Loyalty” ) OR LIMIT-TO ( EXACTKEYWORD , “Service Quality” ) ) AND ( LIMIT-TO ( SUBJAREA , “BUSI” ) OR LIMIT-TO ( SUBJAREA , “ECON” ) ) AND ( LIMIT-TO ( DOCTYPE , ‘ar’ ) ) AND ( LIMIT-TO ( LANGUAGE , “English” ) ). The data collection process was conducted by considering the publication period from 2018 to 2025 so that the analysis could describe the dynamics of research development over the past eight years. The literature search was conducted using a combination of several main keywords related to the research focus, namely financial performance, customer trust, customer confidence, customer loyalty, as well as terms related to the Islamic banking sector. The use of this keyword combination aims to ensure that the retrieved articles have conceptual relevance to the research topic while expanding the scope of the analyzed literature (Arifin et al., 2023). Subsequently, the researcher conducted a data screening process to eliminate duplicate documents and publications that had no direct relevance to the focus of the study. At this stage, the researcher also limited the types of documents analyzed to scientific articles published in reputable journals that had undergone peer review, thereby ensuring the academic quality of the literature sources used in the bibliometric analysis.



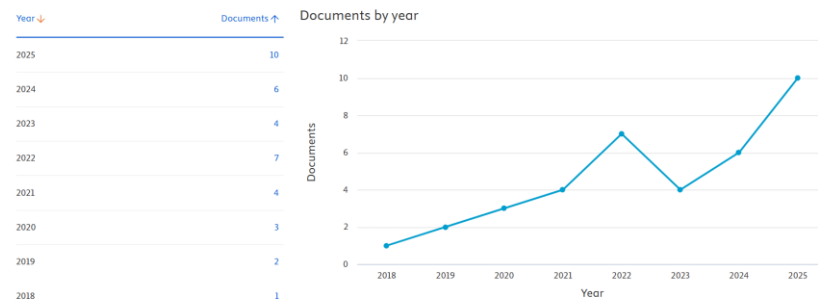
**Figure 2. Literature Selection Based on the PRISMA Diagram**

The analysis of literature selection based on the PRISMA diagram in Figure 2 illustrates the systematic screening process of scientific articles conducted to identify literature sources relevant to the research focus. During the identification phase, the researchers identified a total of 2,009 documents, consisting of 1,261 articles obtained from databases and 748 documents from registry sources. Next, the researchers performed data cleaning by removing 112 duplicate documents, reducing the number of publications entering the initial screening stage to 1,897 documents. During the screening stage, the researchers evaluated the alignment of titles and abstracts with the research topic, resulting in the elimination of 82 documents due to irrelevance. The next stage involved a full-text search, where 1,513 documents were identified for manuscript retrieval; however, 302 documents could not be obtained and thus could not proceed to the analysis stage. Subsequently, the researcher assessed the eligibility of the remaining 1,513 documents by thoroughly reviewing the article content. At this stage, a number of documents were again excluded for failing to meet the research criteria: 84 articles on financial performance, 49 on customer trust, 26 on customer confidence, 37 on customer loyalty, and 19 on sharia banking, which lacked a direct connection to the research focus. Based on all these selection stages, the researcher ultimately obtained 37 scientific articles that met the inclusion criteria and were subsequently used as the primary sources in the systematic literature review and bibliometric analysis for this study.

### 3. RESULTS AND DISCUSSION

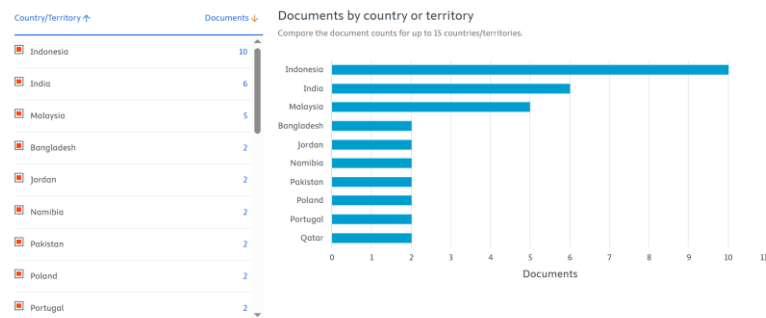
The researchers conducted the article data extraction process as part of the literature quality assessment stage, using the Quality Assessment procedure to ensure that the publications analyzed met adequate academic standards (Ary et al., 2019). This evaluation process was conducted after relevant articles were successfully identified through the literature selection stage based on the alignment of topics with the research focus, which examines the relationship between financial performance, customer trust, and customer loyalty in the Islamic banking sector. Based on the results of this quality assessment, all 37 articles that passed the final selection stage demonstrated a high level of academic quality, as the majority of the publications originated from reputable scientific journals that had undergone a rigorous publication process. This indicates that the articles used in the research possess a strong methodological foundation and clear conceptual relevance to the research

topic. Therefore, these publications are deemed suitable for use as primary literature sources in bibliometric analysis to map the intellectual structure of the research, identify trends in research themes, and understand the dynamics of the relationship between financial performance, customer trust, and customer loyalty within the global Islamic banking industry. The summary of the literature analysis results obtained from the Scopus database is presented in the following section as the basis for the bibliometric mapping process in this study



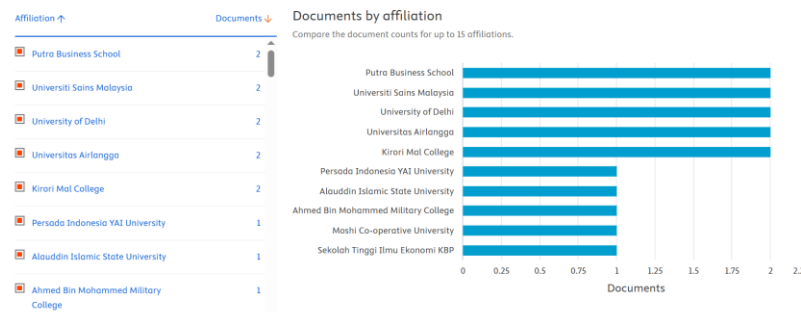
**Figure 3. Graph Showing the Trend in the Publication of Articles Included in the Systematic Literature Review (SLR) from 2018 to 2025 in the Scopus Database**

The researcher presents a graph showing the development of scientific article publications included in the Systematic Literature Review for the period 2018 to 2025, with a total of 37 articles sourced from the Scopus database (Figure 3). The graph indicates that the trend in article publications on the topic of the sharia banking sector increased during the 2018–2022 period. This achievement indicates that academic interest in topics integrating financial performance, customer trust, and customer loyalty within the Islamic banking sector began to accelerate during that period. The year 2023 recorded 5 publications, a decrease compared to the previous peak. However, this decline was short-lived, as 2024 again showed an increase with 6 articles. The most intriguing phenomenon occurred in 2025, which covered only a partial period up to the data collection date. Nevertheless, 2025 recorded the highest number of publications throughout the analysis period, namely 9 articles. This reflects that research on the relationship between financial performance, customer trust, and customer loyalty in the context of Islamic banking is entering a phase of rapid development. Overall, the graph in Figure 3 shows a fluctuating growth pattern but with an upward trend from year to year. The period from 2018 to 2020 represents the initial phase, during which publications were still limited, totaling 8 articles. The growth phase occurred from 2021 to 2023, with a total of 17 articles, indicating a sustained increase in research volume. The acceleration phase occurred from 2024 to 2025 with a total of 15 articles, indicating that this topic is gaining increasing attention from the global academic community. This publication distribution pattern reinforces the argument that research on the integration of financial performance and customer behavior in the Islamic banking sector is a developing area with promising prospects for further study in the future.



**Figure 4. Summary Diagram of Countries of Article Publication Included in the SLR**

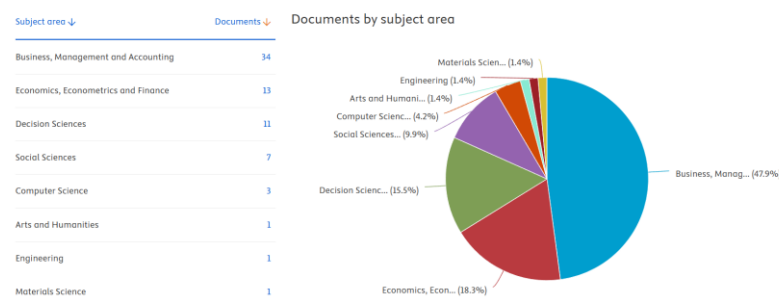
The summary diagram of the countries of publication of articles included in the Systematic Literature Review, based on the 37 articles analyzed in Figure 4, shows that Indonesia is the country with the highest number of publications, namely 10 articles. This achievement reflects that Islamic banking in Indonesia, which has undergone major consolidation through the merger of Bank Syariah Indonesia, has become a phenomenon that has attracted the attention of academics. India ranks second with 6 articles, indicating the high level of interest among Indian researchers in the topics of customer loyalty and financial performance in the banking sector. Malaysia contributed 5 scientific articles, and Bangladesh contributed 3 articles, reflecting the development of the Islamic banking industry in those countries. Portugal, Vietnam, and Peru each contributed 2 articles. Other countries such as Jordan, Poland, Namibia, Tanzania, Hong Kong, Brunei Darussalam, Zimbabwe, Malaysia, the Philippines, Lithuania, Pakistan, and several others each contributed 1 article. Overall, this diagram shows that research on the relationship between financial performance, customer trust, and customer loyalty in the Islamic banking sector is dominated by developing countries with significant Muslim populations. The dominance of Indonesia and India, which account for a total of 15 articles—or more than 40 percent of all publications—indicates that these two countries are the focus of global academic attention in this field. The involvement of countries from Southeast Asia, South Asia, the Middle East, Europe, and Africa demonstrates that this topic has attracted cross-continental interest, albeit with varying levels of research output.



**Figure 5. Institutions Publishing Articles Included in the SLR**

The summary of authors' institutional affiliations in Figure 5 illustrates the basis for the analysis of articles included in the Systematic Literature Review, which is based on 37 scientific articles. Figure 5 shows that Putra Business School, Universiti Sains Malaysia, the

University of Delhi, Universitas Airlangga, and Kirori Mal College each contributed two articles. These five institutions are the top contributors to publications on the relationship between financial performance, customer trust, and customer loyalty in the Islamic banking sector. Furthermore, Persada Indonesia YAI University, Ahamed Bin Mohammed Military College, Sekolah Tinggi Ilmu Ekonomi KBP, and several other institutions each contributed one article. This composition indicates that institutional contributions remain dispersed and are not yet dominated by one or two specific institutions. The dominance of Malaysian institutions such as Universiti Sains Malaysia and Putra Business School demonstrates that the country has a serious commitment to the development of Islamic banking research. The presence of Universitas Airlangga from Indonesia reflects that domestic institutions are also actively contributing to the international literature. The distribution of institutions from various countries, such as India, Malaysia, Indonesia, and Qatar, indicates that this topic has attracted the attention of academics from various regions, although the productivity levels of each institution are still relatively low



**Figure 6. Subject Areas of Articles Included in the SLR**

An interpretation of Figure 6 regarding the subject areas of the articles included in the SLR indicates that the distribution of research fields remains dominated by the disciplines of business, management, and accounting, which logically constitute the primary domains in studies of financial performance, customer trust, and customer loyalty in the Islamic banking sector. This dominance is reflected in the fact that the majority of the 37 analyzed articles focus on customer behavior perspectives, service quality, customer relationship strategies, and the implications of financial institution performance on loyalty. On the other hand, there is a significant contribution from the fields of economics, econometrics, and finance, reinforcing that the issue of customer loyalty is not merely understood as a marketing phenomenon but also as a consequence of the financial health and efficiency of banking institutions. Other articles are also distributed across computer science, social sciences, and decision-making, indicating an expansion of approaches toward digital banking, e-CRM, and technology-based behavioral analysis. The distribution pattern in this study confirms that the literature structure is multidisciplinary yet remains centered on business-oriented research. This reveals that research on Islamic bank customer loyalty is increasingly moving toward the integration of managerial, financial, and digital transformation perspectives. This finding simultaneously reinforces the research position that the topic of the relationship between financial performance, trust, and customer loyalty

has high cross-disciplinary relevance and the potential to continue to grow on the international research agenda.

**Table 1. Elaboration of Research Findings from Scientific Articles Using SLR Analysis**

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
1	Unpacking Customer Experience in Online Shopping: Effects on Satisfaction and Loyalty	Pires, P.B., Perestrelo, B.M., Santos, J.D.	2025	Analyzing the impact of the online shopping experience on customer satisfaction and loyalty on digital platforms.	The results of the study indicate that positive customer experiences in online shopping have a significant impact on increasing customer satisfaction, which in turn fosters customer loyalty toward the platform.	Portugal
2	Changes in the Digital World: An Explanatory Analysis of the Key Factors Linked to Virtual Interactivity	Villar-Guevara, M., García-Salirrosas, E.E., Gómez-Bayona, L., Pari-Apaza, M., Fernández-Mallma, I.	2025	Identifying the key factors influencing virtual interactivity in digital environments and their impact on consumer engagement.	The study found that virtual interactivity, digital communication, and user engagement are key factors that enhance the quality of the relationship between companies and consumers in a digital environment.	Peru
3	Factors Influencing Intention to Switch from Islamic Banking in Indonesia's Muslim Community	Sadat, A.M., Nuh, A., Rizan, M.	2025	Analyzing the factors influencing Muslim customers' intention to switch from Islamic banking services in Indonesia.	The research results indicate that service quality, customer trust levels, and the perceived benefits of the service have a	Indonesia

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
					significant influence on customers' intentions to remain with or switch from an Islamic bank.	
4	Corporate Social Responsibility: Economic Impacts on Consumer Loyalty and Brand Value in the Digital Era	Waghmare, G., Dash, P., Jogalekar, J., Rao, M.S., Biswas, M.	2025	Examining the impact of Corporate Social Responsibility (CSR) on consumer loyalty and brand value in the digital age.	The research findings indicate that effective CSR implementation can enhance corporate image, strengthen brand value, and increase customer loyalty toward the company.	India
5	The service quality imperative: Sustaining ridesharing adoption in the developing world	Rana, M.M., Siddiquee, M.S., Uddin, M.A.	2025	Analyzing the impact of service quality on the continued use of ridesharing services in developing countries.	The research results indicate that service quality, user satisfaction, and customer trust play a crucial role in maintaining the use of ridesharing services and enhancing user loyalty.	Bangladesh
6	From responsibility to reward: Does corporate social responsibility perception enhance customer loyalty in Vietnamese	Pham, H.M., Nguyen, N.Y.T.	2025	Investigating the impact of customer perceptions of a bank's Corporate Social Responsibility (CSR) on customer loyalty in the banking sector.	The study shows that positive perceptions of a bank's CSR practices increase customer trust and have a positive impact on customer loyalty toward the bank.	Vietnam

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	banking sector?					
7	<u>Build Brand Image to Increase Customer Loyalty</u>	Septiano, R., Defit, S., Yulismi, Limakrisna, N., Lusiana	2025	Analyzing the role of brand image in enhancing customer loyalty toward a product or company.	Research results indicate that a strong and positive brand image can enhance customer trust and strengthen customer loyalty in the long term.	Indonesia
8	<u>The Impact of Information and Communication Technology (ICT) on Marketing Performance in Islamic Banks: Empirical Evidence from Southern Jordan</u>	Qwader, A.S.Y., Al-Rawashdeh, E.T., Al-Badaine, G., Al-Oshaibat, S.D.	2025	Analyzing the impact of the implementation of information and communication technology (ICT) on the marketing performance of Islamic banks.	Research results indicate that the application of ICT has a positive impact on improving the marketing performance of Islamic banks through increased service efficiency, information quality, and customer interaction.	Yordania
9	<u>Green Hotels and Loyal Guests: The CSR Effect in Poland's Tourism Sector</u>	Johann, M., Ghose, S., Bostani, A.	2025	Examining the impact of Corporate Social Responsibility (CSR) practices at eco-friendly hotels on customer loyalty in the tourism sector.	Research findings indicate that CSR practices and a commitment to environmental sustainability enhance positive customer perceptions and strengthen hotel guest loyalty.	Polandia
10	<u>Understanding loyalty and their main</u>	Cuesta-Valiño, P., López-Hernando, N.,	2025	To map the development of research on customer loyalty and the factors	The results of the analysis indicate that	Global

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	<u>antecedents in the e-banking sector: a bibliometric analysis</u>	Loranca-Valle, C.		influencing it in the e-banking sector using bibliometric analysis.	customer satisfaction, digital service quality, customer trust, and user experience are the primary factors influencing loyalty in e-banking services.	
11	<u>The relationship between CRM, knowledge management, organization commitment, customer profitability and customer loyalty in telecommunication industry: The mediating role of customer satisfaction and the moderating role of brand image</u>	Gazi, M.A.I., Mamun, A.A., Masud, A.A., Senathirajah, A.R.B.S., Rahman, T.	2025	To analyze the relationship between Customer Relationship Management (CRM), knowledge management, and organizational commitment on customer loyalty, with customer satisfaction as a mediator.	The study found that CRM and knowledge management have a significant impact on customer satisfaction, which in turn increases customer loyalty, while brand image strengthens this relationship.	Bangladesh
12	<u>The impact of digital banking service quality on customer loyalty: An interplay between customer experience</u>	Arora, P., Banerji, R.	2024	To examine the influence of digital banking service quality on customer loyalty, taking into account the roles of customer experience and customer satisfaction.	The results indicate that the quality of digital banking services enhances customer experience and satisfaction, which significantly contributes to	India

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	<u>and customer satisfaction</u>				customer loyalty.	
13	<u>Linking electronic customer relationship management and customer loyalty through serial mediation of customer experience and customer satisfaction</u>	Mokha, A.K., Kumar, P.	2024	Analyzing the relationship between electronic customer relationship management (e-CRM) and customer loyalty, with customer experience and customer satisfaction serving as mediators.	The results indicate that e-CRM has a positive impact on customer experience and satisfaction, which subsequently significantly increases customer loyalty.	India
14	<u>Structural determinants of customer loyalty among long-term insurance consumers in Namibia</u>	Tjizumaue, B., Olusegun Atiku, S.	2024	Identifying structural factors that influence customer loyalty in the long-term insurance sector.	The study indicates that service quality, customer trust, and perceived value significantly influence customer loyalty in the insurance industry.	Namibia
15	<u>Loyalty of rural microfinance borrowers: International evidence</u>	Mia, M.A.	2024	Analyzing factors that influence borrower loyalty at microfinance institutions in rural areas.	The findings reveal that service quality, trust in financial institutions, and long-term relationships between institutions and customers significantly influence the loyalty of microfinance borrowers.	Beberapa negara berkembang (International study)

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
16	<u>The mediating effect of customer experience on word of mouth and repurchase behaviours in mobile payment services in Tanzania</u>	Liana, P., Jaensson, J.-E., Mmari, G.	2024	To investigate the role of customer experience as a mediating variable between word of mouth and repurchase behavior in mobile payment services.	The research findings indicate that customer experience significantly mediates the relationship between word of mouth and repurchase behavior, thereby strengthening the loyalty of digital payment service users.	Tanzania
17	<u>Packaging-free practices in food retail: the impact on customer loyalty</u>	Barbosa, B., Shabani Shojaei, A., Miranda, H.	2023	To analyze the impact of packaging-free retail practices on customer loyalty in the food retail industry.	The research findings indicate that sustainability practices, such as reducing packaging, enhance perceptions of value and corporate environmental responsibility, which positively impact customer loyalty.	Portugal
18	<u>The role of customer personality in premium banking services</u>	Ho, S.P.S., Wong, A.	2023	Examining the influence of customer personality characteristics on service preferences and loyalty in premium banking services.	The research findings indicate that customer personality traits influence perceptions of the value of premium services and affect the level of customer loyalty toward the bank.	Hong Kong

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
19	<u>Customer Loyalty Islamic Banks in Indonesia: Service Quality Which Mediated by Satisfaction and Customer Trust   Lealdade do Cliente Bancos Islâmicos Na Indonésia: Qualidade De Serviço Mediada Pela Satisfação E Confiança Do Cliente</u>	Amiruddin, K., Paly, M.B., Abdullah, M.W.	2023	Analyzing the influence of service quality on the loyalty of Islamic bank customers, with customer satisfaction and trust as mediating variables.	The research results indicate that service quality has a significant influence on customer loyalty through the mediation of customer satisfaction and customer trust in Islamic banks.	Indonesia
20	<u>Customer switching behavior among Indonesian Muslims: Evidence from the merger of Indonesia's State-owned Islamic banks</u>	Mochlasin, M., Nadia Hasbullah, N., Muthohar, A.M., Anwar, S.	2023	Analyzing the switching behavior of Muslim customers following the merger of state-owned Islamic banks in Indonesia.	The research results indicate that perceptions of service changes, trust in the institution, and post-merger service quality influence customers' decisions to remain loyal or switch to another bank.	Indonesia
21	<u>Analyzing Good Corporate Governance And Corporate Social Responsibility</u>	Malini, H., Yulistri	2022	Examining the implementation of good corporate governance and corporate social responsibility in faith-based organizations using financial and ethnographic approaches.	The research findings indicate that the implementation of good governance and CSR practices can enhance	Indonesia

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	<u>Study of Church of Batak Karo Protestant Using Financial and Ethnographic Approaches</u>				organizational transparency and strengthen stakeholder trust.	
22	<u>The Influence of Service Quality and Corporate Image of Royal Brunei Airlines: a Partial Least Square Approach</u>	Chan, T.-J., Irwan, N.Z., Adzharuddin, N.A., Huam, H.-T.	2022	Analyzing the impact of service quality and corporate image on customer satisfaction and loyalty toward airlines.	The research findings indicate that service quality and corporate image have a significant impact on customer satisfaction, which ultimately increases customer loyalty toward the airline.	Brunei Darussalam
23	<u>The Triggering Factors of Preferred Customer's Loyalty in Sharia Banking</u>	Junita, A., Tahura, T.L., Reza, M.	2022	Identifying the key factors that drive customer loyalty in Islamic banking.	The study found that service quality, customer trust, customer value, and customer satisfaction are key factors influencing customer loyalty toward Islamic banks.	Indonesia
24	<u>Customer satisfaction, customer delight, customer retention and customer loyalty: Borderlines and insights</u>	Aityassine, F.L.Y.	2022	Analyzing the conceptual relationship between customer satisfaction, customer delight, customer retention, and customer loyalty.	The research findings indicate that customer satisfaction and customer delight have a strong influence on improving customer retention, which ultimately has a positive impact	Global / konseptual

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
					on customer loyalty.	
25	<u>The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics</u>	Manyanga, W., Makanyeza, C., Muranda, Z.	2022	Analyzing the influence of customer experience, customer satisfaction, and word of mouth on customer loyalty, with consumer demographics as a moderating variable.	The study indicates that customer experience and customer satisfaction significantly influence customer loyalty, while demographic factors reinforce this relationship.	Zimbabwe
26	<u>Examining the Interconnections Between E-CRM, Customer Experience, Customer Satisfaction and Customer Loyalty: A Mediation Approach</u>	Mokha, A.K., Kumar, P.	2022	Examining the relationship between electronic customer relationship management (E-CRM), customer experience, customer satisfaction, and customer loyalty.	The research results indicate that E-CRM has a positive effect on customer experience and customer satisfaction, which significantly enhances customer loyalty.	India
27	<u>Impact of corporate social responsibility on customer loyalty: Evidence from the Vietnamese jewellery industry</u>	Tran, N.T.	2022	To investigate the influence of Corporate Social Responsibility (CSR) on customer loyalty in the jewelry industry.	The study found that CSR practices improve perceived value and customer trust, which ultimately strengthen customer loyalty toward the company.	Vietnam

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
28	<u>Applied Artificial Intelligence and user satisfaction: Smartwatch usage for healthcare in Bangladesh during COVID-19</u>	Uzir, M.U.H., Al Halbusi, H., Lim, R., Ramayah, T., Haque, A.	2021	To analyze the influence of the application of Artificial Intelligence technology in smartwatches on user satisfaction in digital health services.	The research results indicate that ease of use, technological benefits, and user satisfaction significantly influence the continued use of devices as well as user loyalty toward digital health technology.	Bangladesh
29	<u>The role of perceived usefulness and perceived ease-of-use toward satisfaction and trust which influence computer consumers' loyalty in china</u>	Wilson, N., Keni, K., Tan, P.H.P.	2021	To analyze the influence of perceived usefulness and perceived ease of use on customer satisfaction and trust, as well as their impact on consumer loyalty.	The research results indicate that perceived usefulness and perceived ease of use significantly influence customer satisfaction and trust, which in turn enhance consumer loyalty toward technology products.	China
30	<u>The effect of service quality on customer satisfaction in an automotive after-sales service</u>	Balinado, J.R., Prasetyo, Y.T., Young, M.N., Miraja, B.A., Perwira Redi, A.A.N.	2021	Analyzing the impact of service quality on customer satisfaction in the automotive industry's after-sales service.	The research results indicate that service quality has a significant influence on customer satisfaction, contributing to increased customer loyalty toward after-sales services.	Filipina
31	<u>The effect of logistic service quality on</u>	Restuputri, D.P., Indriani,	2021	Examining the impact of logistics service quality on customer satisfaction	The research results indicate that logistics service quality	Indonesia

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	<u>customer satisfaction and loyalty using kansei engineering during the COVID-19 pandemic</u>	T.R., Masudin, I.		and loyalty during the COVID-19 pandemic.	has a positive effect on customer satisfaction, which subsequently enhances customer loyalty toward logistics service providers.	
32	<u>ES-QUAL model and customer satisfaction in online banking: Evidence from multivariate analysis techniques</u>	Ahmed, R.R., Romeika, G., Kauliene, R., Streimikis, J., Dapkus, R.	2020	Analyzing the application of the ES-QUAL model in measuring online banking service quality and its impact on customer satisfaction.	The research results indicate that ES-QUAL dimensions such as efficiency, security, and reliability of digital services have a significant impact on customer satisfaction, which has the potential to increase bank customer loyalty.	Lithuania
33	<u>Customer loyalty to Islamic banks: Evidence from Indonesia</u>	Fianto, B.A., Gan, C., Widiastuti, T., Sukmana, R.	2020	Analyzing the factors influencing customer loyalty toward Islamic banks.	The research findings indicate that service quality, customer value, and customer trust have a significant impact on customer loyalty toward Islamic banks.	Indonesia
34	<u>Quality Of Services and Customer</u>	Jain, E.	2020	Analyzing the impact of service quality based on the SERVQUAL model	The study found that service quality dimensions such	India

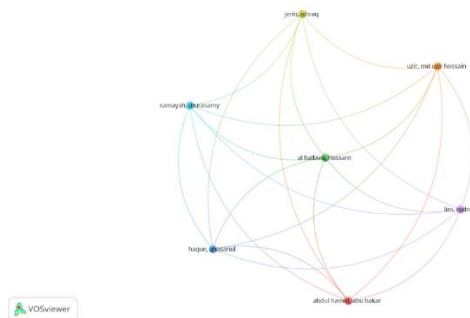
No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	<u>Loyalty: A Study of Private Banks in Nct of Delhi Through Servqual</u>			on customer loyalty at private banks.	as reliability, responsiveness, assurance, empathy, and tangibles have a significant impact on bank customer loyalty.	
35	<u>The influence of CSR on perceived value, social media and loyalty in the hotel industry</u>	Mohammed, A., Al-Swidi, A.	2019	Examining the impact of Corporate Social Responsibility (CSR) on perceived value and customer loyalty in the hospitality industry.	The research findings indicate that CSR practices enhance perceived customer value and strengthen customer loyalty through customer engagement on social media.	Malaysia
36	<u>Measuring CRM effectiveness in Indian stock broking services</u>	Agrawal, S.R., Mittal, D.	2019	Analyzing the effectiveness of implementing Customer Relationship Management (CRM) in enhancing customer relationships in stock brokerage services.	The research findings indicate that effective CRM implementation enhances customer satisfaction and strengthens customer loyalty toward stock brokerage firms.	India
37	<u>The role of customer trust, service quality and value dimensions in determining satisfaction and loyalty: An empirical study of mobile</u>	Aslam, W., Arif, I., Farhat, K., Khursheed, M.	2018	Analyzing the role of customer trust, service quality, and customer value in shaping customer satisfaction and loyalty.	The research findings indicate that customer trust and service quality have a significant impact on customer satisfaction, which in turn enhances customer loyalty in the	Pakistan

No	Title	Author	Year	Research Objectives	Research Findings	Location Research
	telecommunication industry in pakistan				telecommunications industry.	

**Source:** Data Processed, 2026

An analysis of 37 scientific articles summarized in Table 1 shows that research on customer behavior in the service and banking sectors has evolved through various conceptual approaches that emphasize the relationship between service quality, customer trust, customer experience, and customer satisfaction in shaping customer loyalty. Most studies found that customer loyalty is not influenced by a single factor but is shaped through the interaction of various variables such as service quality, customer satisfaction, customer experience, customer trust, corporate social responsibility, digital banking services, and customer relationship management. These findings indicate that customer loyalty in the modern banking industry is evolving toward a more comprehensive approach that integrates service, technology, and customer relationship management. Therefore, further analysis is needed to understand how the relationships between these concepts are formed within the broader structure of the scientific literature. This analysis was conducted using a bibliometric approach, visualized in Figures 7 through 11, to identify patterns of author collaboration, research keyword associations, conceptual network structures, the evolution of research themes, and the density of research topics in studies regarding financial performance, customer trust, and customer loyalty within the Islamic banking sector.

## Discussion

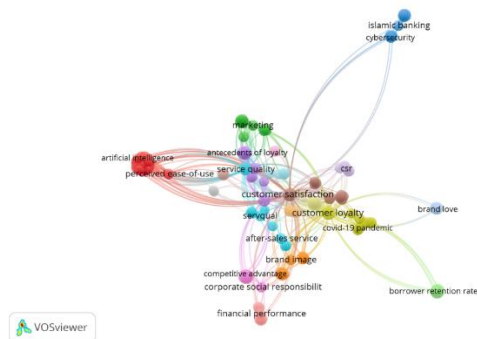


**Figure 7. Linked Co-Authorship of Peer-Reviewed Articles**

Source: Data Processed by the Researchers, 2026

An interpretation of Figure 7 regarding the linked co-authorship of peer-reviewed articles shows that the collaboration patterns among authors in the 37 articles still form a network dispersed into several small clusters with relatively low connectivity. Quantitatively, according to (Andriyati et al., 2024), this structure indicates that most authors appear in only one publication, while only a few authors have repeated contributions and form stronger collaborative relationships. This is demonstrated by findings such as author

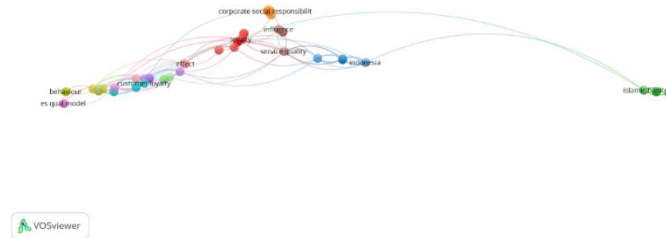
pairs appearing in more than one article within the themes of customer experience, e-CRM, and customer loyalty. This relatively low network density indicates that research on financial performance, customer trust, and customer loyalty in the Islamic banking sector is still developing in a fragmented manner among research groups, not yet consolidated into a dominant global scientific community. On the other hand, the presence of several interconnected nodes across publications indicates that collaboration is beginning to focus on strengthening specific themes, particularly in studies of digital banking, service quality, and post-merger customer loyalty. Thus, this co-authorship map confirms that the research landscape remains in the phase of an emerging collaboration network. Consequently, opportunities for forming international networks across countries and institutions remain wide open to enhance the depth and bibliometric impact of future research.



**Figure 8. Co-occurrence of the Reviewed Articles**

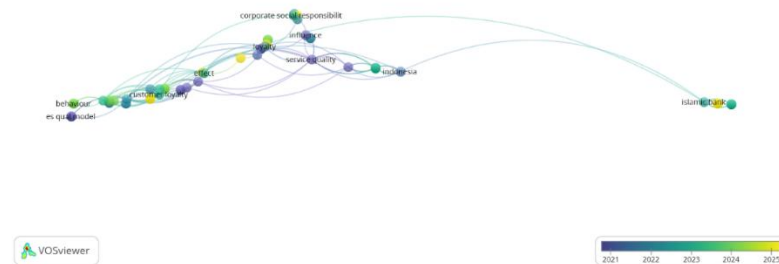
Source: Data Processed by the Researcher, 2026

The co-occurrence of keywords from the reviewed articles in Figure 8 indicates that the research theme structure across the 37 articles forms a strong conceptual network pattern, with several core keywords serving as the network's central nodes. Keywords such as customer loyalty, service quality, customer satisfaction, and customer trust appear with the highest frequency and possess a high total link strength, thereby occupying central positions in the VOSviewer map. The dominance of these keywords confirms that most articles still focus on the causal pathway from service quality to satisfaction, ultimately leading to customer loyalty. At the same time, keywords such as sharia banking, digital banking, CSR, and customer experience form interconnected subthemes, expanding the research direction toward the context of modern Islamic banking. The density of relationships between keywords also indicates that customer loyalty is emerging as a multidimensional construct influenced by relational factors, technological factors, and institutional reputation (Ryndiatama Adidha F & Astuti, 2018). Bibliometrically, this pattern suggests that research focus has shifted from traditional service approaches toward the integration of trust-related aspects and digital transformation. These findings reinforce the position of this research topic as a rapidly growing field with significant potential for the development of new conceptual models in the international literature



**Figure 9. Network Visualization of the Reviewed Articles**  
 Source: Data Processed by the Researchers, 2026

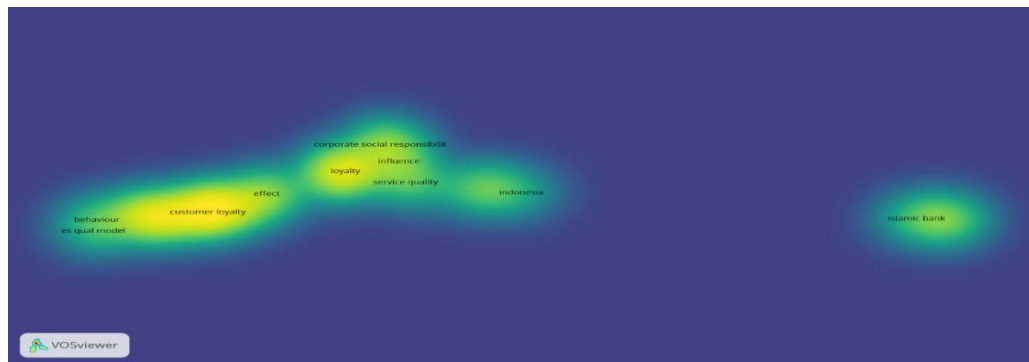
The network visualization of the reviewed articles in Figure 9 shows that the 37 articles analyzed form an intellectual structure organized into several major thematic clusters with strong connectivity. Each cluster represents a group of concepts that have consistently emerged in the literature, such as customer loyalty, service quality, customer trust, customer experience, and institutional financial performance. The largest nodes appear to center on the themes of customer loyalty and customer trust, which exhibit the highest frequency of occurrence as well as the broadest connections with other nodes in the network. This indicates that these two concepts serve as the primary axes in the development of the research. The dense network among nodes also reveals that the relationship between service quality, satisfaction, and loyalty remains the most dominant conceptual pathway (Ramandita et al., 2019). On the other hand, the emergence of nodes such as sharia banking, mergers, digital banking, and financial performance expands the research focus toward more contextually relevant strategic issues. From a bibliometric perspective, this pattern confirms that the research landscape has evolved from classical service marketing models toward the integration of relational, financial, and digital transformation dimensions. These findings suggest that the field still has significant room for the development of more comprehensive cross-cluster conceptual models in future international publications.



**Figure 10. Visualization of the Timeliness of the Reviewed Articles**  
 Source: Data Processed by the Researcher, 2026

Figure 10, which visualizes the recency of the reviewed articles, shows that the evolution of themes across the 37 articles shifts from classical focuses toward more contemporary and strategic issues. Quantitatively, lighter overlay colors represent keywords with the most recent average publication year and appear concentrated on themes such as

digital banking, customer experience, CSR, e-CRM, and sharia banking mergers. This pattern indicates that recent research over the past two to three years has increasingly focused on the integration of digital transformation, customer experience, and changes in customer behavior following mergers. Conversely, nodes with darker colors remain dominated by themes such as service quality, customer satisfaction, and customer loyalty, which formed the foundational basis of the literature's development from 2018 to 2021. The shift in color from the central area toward newer nodes indicates a transition in the research agenda from traditional loyalty models toward a more adaptive approach to technology and the institutional dynamics of Islamic banks (Ummah, 2023). From a bibliometric perspective, this pattern of novelty confirms that the research field is entering a phase of accelerated conceptual innovation with significant opportunities for developing models that link financial performance, customer trust, and loyalty within the context of digital services and the consolidation of the Islamic banking industry



**Figure 11. Density Visualization of Peer-Reviewed Articles**

Source: Data processed by the researcher, 2026

The researchers interpreted Figure 11, which visualizes the density of the reviewed articles, showing the density of research themes across 37 articles centered around a number of dominant keywords. The lightest-colored areas indicate that the themes of customer loyalty, service quality, customer satisfaction, and customer trust have the highest frequency of occurrence as well as the greatest connectivity intensity within the entire bibliometric network. The high density in these core areas confirms that most of the literature still focuses on a customer behavior approach based on service quality and trust as the primary determinants of loyalty. Meanwhile, areas with darker colors represent themes that are still rarely explored, such as financial performance, post-merger banking, sharia banking consolidation, and digital trust. This distribution of intensity indicates that the knowledge structure in this field still relies on established themes, whereas issues linking a bank's financial health to customer loyalty through psychological mechanisms have not yet developed optimally (Hakim et al., 2020). Bibliometrically, this density pattern indicates a clear research gap regarding strategic financial themes within the context of Islamic banking.

These findings provide a strong basis for directing future research toward low-intensity areas to generate higher novelty and more significant international contributions.

#### 4. CONCLUSION

The conclusions of this study confirm that research on the relationship between financial performance, customer trust, and customer loyalty in the Islamic banking sector has developed significantly and demonstrates a maturing literature trend based on an analysis of 37 Scopus articles from 2018 to 2025. The main academic findings indicate that customer loyalty is formed through multidimensional interactions between service quality, satisfaction, trust, customer experience, and digital transformation, while the theme of financial performance remains in a relatively low-density area, thus presenting a significant research gap. In the long term, these results offer a direction for developing a new conceptual model that integrates bank financial performance, customer trust, and loyalty within the digital ecosystem of Islamic banking as well as the context of post-merger industry consolidation. Additionally, the innovation map indicates that issues such as digital trust, e-CRM, and customer experience have the potential to become future research focal points with high theoretical and practical implications for strengthening the global competitiveness of Sharia banks. Therefore, future researchers need to focus their studies on low-intensity themes through cross-country empirical approaches, mixed-methods research, and the integration of advanced bibliometric analysis to generate more significant novelty.

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