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The Influence Of Relationship Marketing On Consumer Loyalty With Commitment As A Moderating Variable

Agnes Alvionita^{1✉}, Gatot Wijayanto², Eva Yuniarti Utami³, Wanda Laksniyunita⁴, Robby Tanod
Mamusung⁵

(1), (2) Universitas Riau, Indonesia

(3) Universitas Sebelas Maret, Indonesia

(4) Universitas Kebangsaan Republik Indonesia

(5) Politeknik Negeri Manado, Indonesia

Email: agnes.alvionita@lecturer.unri.ac.id^{1✉}

Abstrak

Hubungan yang baik dengan konsumen dapat membuat konsumen tertarik sehingga pada akhirnya konsumen merasa puas, percaya diri dan setia terhadap produk yang ditawarkan produsen. Apalagi hubungan baik ini juga dibarengi dengan komitmen kuat konsumen untuk hanya berbelanja di satu toko saja. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh pemasaran relasional terhadap loyalitas konsumen dengan komitmen sebagai variabel moderasi. Penelitian ini merupakan penelitian kuantitatif dengan pendekatan eksplanatori yang menjadikan penelitian terdahulu sebagai sumber yang informatif dan mendesak. Data yang peneliti gunakan yaitu data primer yang diperoleh dari metode kuesioner yang disebar secara online kepada 50 karyawan dan 250 konsumen Mr. DIY yang tersebar di seluruh Indonesia. Data yang digunakan peneliti tergolong data primer. Hasil dalam penelitian ini menunjukkan bahwa hubungan baik perusahaan dengan konsumen dapat menimbulkan loyalitas konsumen karena hubungan tersebut dapat meningkatkan kepercayaan, kepuasan, dan lain sebagainya yang berujung pada loyalitas konsumen. Hal ini dikarenakan dari hasil baris pertama tabel 3 efisiensi jalur pada penelitian ini menunjukkan bahwa P-Values mempunyai arah hubungan yang positif dan pengaruh yang signifikan dibawah tingkat signifikansi 0,05 yaitu 0,032. Dengan demikian hipotesis pertama yang diasumsikan peneliti dalam penelitian ini mengenai variabel Relationship Marketing dapat mempunyai arah hubungan positif dan pengaruh signifikan terhadap Loyalitas Konsumen dapat diterima dan dibuktikan. Selain itu, keyakinan kedua peneliti mengenai variabel Komitmen memoderasi/memperkuat hubungan antara variabel Relationship Marketing dengan Loyalitas Konsumen yang juga merupakan asumsi peneliti juga berjalan beriringan

dengan hipotesis peneliti pertama. Pada baris kedua tabel 3 koefisien jalur terlihat bahwa P-Values mempunyai arah hubungan positif dan mempunyai pengaruh signifikan terhadap Loyalitas Konsumen yaitu sebesar 0,000 lebih kecil dari tingkat signifikansi 0,05. Bahkan lebih kecil dibandingkan dengan P-Values hasil pengujian langsung variabel Relationship Marketing terhadap Loyalitas Konsumen yaitu sebesar 0,032. Hal ini dikarenakan komitmen yang tinggi dari konsumen dapat menimbulkan/memperkuat hubungan karyawan yang baik yang pada akhirnya meningkatkan loyalitas konsumen. Perpaduan antara komitmen yang kuat dan hubungan baik perusahaan dengan konsumen merupakan kombinasi yang tepat untuk mempengaruhi loyalitas konsumen. Berdasarkan penjelasan menyeluruh di atas, maka dapat disimpulkan bahwa hipotesis pertama dan kedua yang diajukan dalam penelitian ini dapat dibuktikan dan diterima.

Kata Kunci: *Relationship Marketing, Loyalitas Konsumen, Komitmen*

Abstract

A good relationship with consumers can make consumers interested so that in the end consumers feel satisfied, confident and loyal to the products the manufacturer offers. Moreover, this good relationship is accompanied by a strong commitment on the part of consumers to only shop at one figure. Therefore, this research aims to analyze the influence of relationship marketing on consumer loyalty with commitment as a moderating variable. This research is quantitative research with an explanatory approach which makes previous research an informative and urgent source for. The data that the researchers used, namely primary data, was obtained from a questionnaire method distributed online to 50 employees and 250 consumers of Mr. DIY is spread throughout Indonesia . The data used by researchers is classified as primary data. The result in this research show that good company relationship with consumers can lead to consumer loyalty because this relationship can increase trust, satisfaction, and so on, which leads to consumer loyalty. This is because the results of the first row of table 3 of path efficiency in this study show that P-Values has a positive relationship direction and a significant influence below the 0.05 significance level, namely 0.032.. Thus, the first hypothesis assumed by researchers in this research regarding Relationship Marketing variables can have a positive relationship direction and a significant influence on Consumer Loyalty can be accepted and proven. Apart from that, the beliefs of the two researchers regarding the Commitment variable moderate/strengthen the relationship between the Relationship Marketing variable and Consumer Loyalty, which is also the researcher's assumption, which also runs side by side with the first researcher's hypothesis. The second row of table 3 path coefficients shows that the P-Values have a positive relationship direction and have a significant influence on Consumer Loyalty, namely 0.000, which is smaller than the significance level of 0.05. It is even smaller than the P-Values results of direct testing of Relationship Marketing variables on Consumer Loyalty, namely 0.032. This is because high commitment from consumers can give rise to/strengthen good employee relations which ultimately increases consumer loyalty. The combination of strong commitment and good company relationships with consumers is the perfect combination to influence consumer loyalty.

Based on the comprehensive explanation above, it can be concluded that the first and second hypotheses proposed in this research can be proven and accepted.

Keywords: *Relationship Marketing, Consumer Loyalty, Commitment*

INTRODUCTION

Having loyal customers is the ultimate goal of the company, because customer loyalty can guarantee the company's continuity in the long term. Basically, customer loyalty can be interpreted as someone's loyalty to something. The term customer loyalty according to (Tjiptono, 2016b), truly loyal customers can not only be word of mouth advertisers, but also loyal to the company's product and service portfolio for many years. Another opinion according to Sheth and Mittal in (Tjiptono, 2016a) is customer loyalty. is a customer's commitment to a brand, store and supplier based on a positive attitude and is reflected through consistent repeat purchases. (Alrubaiee, L., 2010) describe loyalty as a function of customer satisfaction. Loyal customers may not always be satisfied, but satisfied customers are loyal customers. From the definitions above, it can be concluded that customer loyalty is a result obtained from customer satisfaction with a product or service. This loyalty has a positive impact on the company, such as loyal customers making repeated purchases of the company's products.

Trust is the foundation of relationships. Du Toit et al., (2023) indicate that trust is considered a cornerstone of strategic partnerships, and appears to be a mediating or intermediary element in provider-customer relationships. It is considered a key element in building long-term relationships with customers and maintaining a company's market share. Research findings confirm the fact that trust is one of the predictors of loyalty and is recognized as a key construct in relationship marketing modeling (Deloitte. 2021). Trust is defined as confidence or belief about the intentions of another party in a relationship. In the context of relationship marketing, trust is defined as a dimension of business relationships that determines the degree to which each party feels they can rely on the integrity of the promises offered by the other (Boonlertvanich, 2019).

(Istiqomawati, 2017) states that loyal customers are consumers who are always loyal to the company even though other people tell bad stories about the company. According to (Griffin, 2010) customer loyalty is a more reliable measure for predicting a company's sales and financial growth. A loyal customer has specific prejudices about what to buy and from whom. Two important conditions related to loyalty are customer retention and total customer share. Many companies operate with the mistaken assumption that customers who stay automatically become loyal customers.

There are several things that can influence customer loyalty, including relationship marketing. (Keller, 2016) define relationship marketing as a marketing relationship that aims to build long-term, mutually satisfying relationships with several keys to getting and maintaining their business. Another goal of relationship marketing is to place greater emphasis on customer retention activities. The concept of relationship marketing is how to manage and improve good relationships with customers so that companies not only get customers but also retain more loyal customers. (Sivesan, 2012) said that relationship marketing is a very important concept for attracting and retaining customers in an organization. In the modern business world, the marketing focus reflects the changing movement from transactional marketing to relationship marketing. Build, maintain, and continually improve customer relationships. is an important aspect of business. According to (Saputra, 2014), relationship marketing is a marketing strategy concept that seeks to establish long-term relationships with customers, namely maintaining a strong and mutually beneficial relationship between service providers and customers that can build repeat transactions and create customer loyalty.

People have often heard the word relationship. Relationship marketing aims to build good and sustainable relationships. The use of relationships is not only used within the scope of business but is also used in a wider scope and in order to survive and struggle in a competitive zone, a good relationship is needed between one party and another. This is what is called relationship marketing. Currently, relationships are the main topic in business activities. Most companies, financially, aim to get maximum profit from the results of their operations by maximizing the value of their shares. On the other hand, in marketing, customer loyalty and customer satisfaction are the goals of every company. So here the company considers consumers as partners. Companies must maintain good long-term relationships with consumers. Relationship marketing here emphasizes maintaining and always improving relationships with existing customers rather than looking for new customers (Morgan, 1994).

According to (Kotler, 2009), the concept of relationship marketing is necessary to better understand its development, it is necessary to know the various types of consumers faced, namely: 1. Suspects, namely people who will buy the product 2. Prospects, namely people who will buy the product. people who have a stronger interest in the product or service and have purchasing power 3. Disqualified prospects, namely people who cannot be expected to buy 4. First Time Customers, namely people who are expected to buy the product or service the first time 5. Repeat Customers, namely people who, after trying to buy for the first time, are expected to want to buy again for the next opportunity 6. Clients,

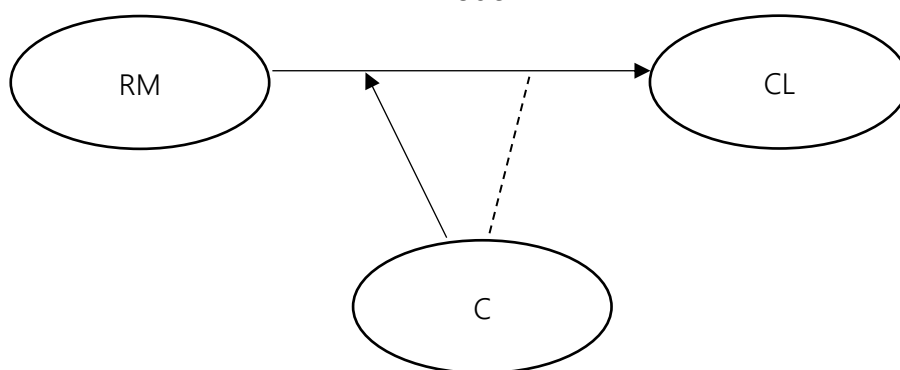
namely people who already have experience with the products offered 7. Members, namely people who receive profits or benefits from the company 8. Advocate , namely a group of people who will invite other people to use the company's products 9. Partners, namely loyal customers who together with the company actively work together to advance the company

There are a number of studies that show (Gultom & Rohman, 2022); (HERDIAN & WIDYASTUTI, 2018); (Sukati & Rustam, 2023); (Susanto & Samuel, 2013) & (Handayani & Syarifudin, 2022) show a positive relationship and significant influence on Customer Loyalty. In contrast to a number of previous studies, this study adds the Commitment variable as a moderating variable which the researchers believe can strengthen the influence of the variable. Relationship Marketing on Consumer Loyalty.

METOH D

A good relationship with consumers can make consumers interested so that in the end consumers feel satisfied, confident and loyal to the products the manufacturer offers. Moreover, this good relationship is accompanied by a strong commitment on the part of consumers to only shop at one figure (Hair, 2010). Therefore, this research aims to analyze the influence of relationship marketing on consumer loyalty with commitment as a moderating variable (Supriyanto, 2019). This research is quantitative research with an explanatory approach which makes previous research an informative and urgent source for. The data that the researchers used, namely primary data, was obtained from a questionnaire method distributed online to 50 employees and 250 consumers of Mr. DIY is spread throughout Indonesia(Susiawan & Muhid, 2015) . The data used by researchers is classified as primary data (Abdurahman, 2016). These data were analyzed using the smart PLS 4.0 analysis tool:

Figure 1
Model



Noted:

RM: Relationship Marketing

CL: Consumer Loyalty

C: Commitment

Hypothesis:

H1: The Influence of Relationship Marketing on Commitment

H2: Commitment Can Moderates The Influence of Relationship Marketing on Commitment

RESULT AND DISCUSSION

Validity Test

To ensure that the researcher's belief regarding the influence variable of Relationship Marketing can have a positive relationship direction and a significant influence on Consumer Loyalty, the first stage that must be passed is validating the 14 question items in this research. This question item can be said to be valid if the loading factor value is above 0.70. The following are the results of the validity test in this research (Gujarati, 2013):

Table 1
Validity Test

Variable	Question Item	Loading Factor
Relationship Marketing (X1)	Good relationships with employees can increase demand	0.810
	Good relationships with employees can make employees satisfied	0.808
	Good employee relations can increase consumer loyalty	0.801
	Good employee relationships are the key to the success of a company	0.819
	Good relationships with employees are something that a company must maintain	0.817
	Good relationships with	0.819

	employees can increase employee commitment	
Consumer Loyalty (Y)	Consumer loyalty can be influenced by good relationships with the company	0.834
	Consumer loyalty can be influenced by the commitment of an employee and the company	0.829
	Consumer loyalty can arise from good company service	0.831
	Consumer loyalty can arise from consumer satisfaction	0.835
Commitment (Z)	Commitment can influence good relationships with employees	0.844
	Commitment can influence consumer loyalty	0.845
	Commitment can strengthen consumer loyalty due to good relationships with employees	0.851
	Commitment can strengthen consumer loyalty due to satisfaction that arises from within employees	0.859

Valid > 0.70

Reliability Test

50 producers and 250 consumers of Mr. DIY which has answered the questionnaire

submitted by researchers consisting of 6 question items for the Relationship Marketing variable, 4 question items for the Consumer Loyalty variable, and 4 question items for the Commitment variable have been declared valid because the loading factor value is above 0.70. The next stage that must be passed is the reliability test by knowing the Composite Reliability value and the Cronbach Alpha value. The variables Relationship Marketing, Consumer Loyalty and Commitment can be declared reliable if the value is above 0.70 with the following results (Ghozali, 2016):

Table 2
Reliability Test

Variable	Composite Reliability	Cronbach Alfa
Relationship Marketing	0.845	0.804
Consumer Loyalty	0.889	0.848
Commitment	0.965	0.915

Reliable > 0.70

Path Coefisien

250 consumers and 50 employees Mr. DIY has answered 14 question items asked by consumers consisting of 6 question items for the Relationship Marketing variable, 4 question items for the Consumer Loyalty variable, and 4 question items for the Commitment variable. Running side by side with this, the Composite Reliability and Cronbach Alpha values used in this research were also declared Reliable because each question item had a loading factor value above 0.70. Apart from that, the Composite Reliability and Cronbahch Alfa values are above 0.700. The final stage that must be passed to prove the researcher's hypothesis and beliefs is knowing the P-Values on the path coefficient with the following statistical results (Sarstedt et al., 2014):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	RM->CL	0.032	Acceptable
Indirect Influence	C*RM->CL	0.000	Acceptable

Significant Level < 0.05

The results of table 3 of the path efficiency above show results that are in line with the researchers' assumptions and beliefs, namely that a good company relationship with consumers can lead to consumer loyalty because this relationship can increase trust, satisfaction, and so on, which

leads to consumer loyalty. This is because the results of the first row of table 3 of path efficiency in this study show that P-Values has a positive relationship direction and a significant influence below the 0.05 significance level, namely 0.032. These results are in line with research show (Gultom & Rohman, 2022); (HERDIAN & WIDYASTUTI, 2018); (Sukati & Rustam, 2023); (Susanto & Samuel, 2013) & (Handayani & Syarifudin, 2022). Thus, the first hypothesis assumed by researchers in this research regarding Relationship Marketing variables can have a positive relationship direction and a significant influence on Consumer Loyalty can be accepted and proven.

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CONCLUSION

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