

INCREASING CONSUMER LOYALTY THROUGH THE IMPLEMENTATION OF RELATIONSHIP MARKETING AND PERCEIVED QUALITY

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ABSTRACT

The aim of this research is to conduct an analysis of the influence of relationship marketing and perceived quality on increasing consumer loyalty at one of the frozen shrimp processing companies located in East Java. The type of research used in this research uses a quantitative associative research method, namely that the research carried out aims to determine the influence or relationship between the independent variable and the dependent variable. The data source used in this research uses primary data obtained through observation and the results of answers to questionnaires that have been filled in by consumers who have purchased frozen shrimp products produced by PT. XY more than once. The population used in this research is composed of consumers who have purchased frozen shrimp products produced by PT. XY with a sample size of 100 people. Data analysis in this study used SPSS software by conducting hypothesis testing consisting of the coefficient of determination (R-square) test and the partial t test. Based on the results of the data analysis that has been carried out on the first hypothesis (H₁), which states that relationship marketing has a positive and significant effect on increasing consumer loyalty, the t-count value is 17,163, which is greater than the t table value, which is 1,661, testing the second hypothesis (H₂), which states that perceived quality has a positive and significant effect on increasing consumer loyalty, we obtained a t-count value of 6,597, which is greater than the t table value of 1,661, which means that relationship marketing and perceived quality have a positive and significant effect on increasing consumer loyalty, while the R-square value obtained was 0.809, which states that the relationship marketing and perceived quality variables have an influence on increasing consumer loyalty by 80.90% and the remaining 19.10% is influenced by other variables.

Keywords: relationship marketing, perceived quality, consumer loyalty

I. INTRODUCTION

The level of business growth in the current era of globalization is experiencing very rapid development (Arrosadi et al., 2022) thus having a significant impact on

business competition (Maskur et al., 2016) which results in the level of business competition becoming increasingly competitive and dynamic (Hidayah, 2019) thus requiring every manufacturer to be able

to produce innovative products (Mutiarra et al., 2021) and create a sustainable competitive advantage so that it can compete with competitors with similar products (Jeany, 2020).

Efforts to increase a company's competitive advantage can be done by implementing strategies that can create consumer loyalty (Kandou et al., 2017) because consumer loyalty is a central concept in the marketing process in the current era of increasingly tight business competition (Annas et al., 2019) and also to eliminate the possibility of consumers switching to competitors (Özkan, 2020) because without consumer loyalty, the company will experience a decline in business which could threaten the company's existence (Wang et al., 2019).

Consumer loyalty is a behavioral response that is expressed over a long period of time and results in consumer commitment to a brand or product produced by a company (Putri and Lili, 2017) based on a positive attitude and reflected in repeated purchases of a product to meet consumer needs (Santoso et al., 2023) although there are many similar products sold on the market (Yolanda et al., 2021).

Loyal consumers are the greatest asset for a company (Anastasia et al., 2023) and can develop business units (Premayani and Yoga, 2019) because loyal consumers will prioritize purchasing certain goods or services (Susnita, 2020) and less sensitive to the price provided by a product (Wieseke et al., 2014) and can provide positive recommendations for a product through word of mouth (Semaranata and Telagawathi,

2022) so it can benefit the company because it can generate new customers and reduce product promotion costs (Zameer et al., 2019) and have an impact on the company's revenue and profits (Li et al., 2012).

Many factors can influence consumer loyalty, one of which is establishing sustainable relationships with consumers, known as relationship marketing (Atmaja and Yulianthini, 2020). Relationship marketing is the creation of value and maintenance of long-term relationships with consumers (Rasyid et al., 2020) which is used to develop consumer commitment and loyalty to a product or service produced by a company (Sivesan, 2012) which can be achieved by establishing good relationships with consumers (Pangastuti et al., 2022) and is an alternative strategy to the marketing mix approach as a way to obtain sustainable competitive advantage (Setiawan et al., 2020) and is the best way to retain existing consumers (Wahyuni and Hadi, 2017).

According to (Putri and Heriyanto, 2017) states that relationship marketing is the process of shifting from a single transaction focus to an effort to build relationships with consumers in the long term which can be measured through four dimensions, namely trust, commitment, communication and conflict resolution (Indahsari and Tri, 2020). The benefit of implementing a relationship marketing strategy for companies is to retain customers in the long term (Nurbakti et al., 2022) and prevent customer loss (Rini and Irmayanti, 2022).

Based on the results of research on the influence of relationship marketing on De' Kampung Café customer loyalty, which was

carried out by (Rahmi and Nora, 2023) stated that relationship marketing has a positive and significant effect on De' Kampung Café customer loyalty which means that by increasing relationship marketing, it will increase De' Kampung Café customer loyalty. Meanwhile, the results of research on the influence of relationship marketing on customer loyalty in Social Bella (Sociolla), which was carried out by (Arsanti and Kristina, 2023) which states that relationship marketing has a positive and significant effect on Sociolla customer loyalty.

Another factor that influences consumer loyalty is perceived quality (Yunaji and Jojok, 2023) which is the consumer response and consumer perception of what they feel is related to the quality of the services or products produced (Aprillia and Deandra, 2022) compared to alternative products (Dib and Alhaddad, 2014) in relation to meeting needs and creating satisfaction for consumers (Zeithaml *et al.*, 2013) and is a means of consumer evaluation of the superiority of a service or product produced as a whole (Kataria and Saini, 2020).

Perceived quality is an indicator in marketing a service or product produced by a company because it will result in differentiation of the service or product being marketed (Konuk, 2018) and will become one of the competitive advantages of a company (Eliasari and Sukaatmadja, 2017) so that consumer assessments of positive perceived quality will encourage the creation of consumer loyalty towards a product (Meilani and Madiawati, 2020).

Based on the results of research on the influence of perceived quality on customer loyalty at the UKM Roti Gulung Wisnu Jember, which was carried out by (Junaidi *et al.*, 2023) stated that perceived quality has a positive and significant effect on customer loyalty at the UKM Roti Gulung Wisnu Jember, while the results of research on the influence of perceived quality on customer loyalty have been carried out by (Agustin *et al.*, 2023) states that perceived quality has a positive and significant effect on customer loyalty to the bakery Mr. Ong Bakery.

Increasing consumer loyalty is needed by every company for the continuity of its business units and to minimize the decline in company existence. One of the frozen shrimp processing companies located in East Java is experiencing problems with product sales levels, which are decreasing, which indicates that consumer loyalty to frozen shrimp products is still low, which has an impact on production process activities that are not optimal.

In order to solve this issue, So in this research, an analysis of the influence of relationship marketing and perceived quality on increasing consumer loyalty at one of the frozen shrimp processing companies located in East Java will be carried out. The results of this research can be used as a consideration for companies to determine sales strategies to increase consumer loyalty.

II. RESEARCH METHODS

2.1 Basic Research Framework

The type of research used in this research uses a quantitative associative research method, namely research carried out

to determine the influence or relationship between the independent variable and the dependent variable (Sugiyono, 2017). The data source used in this research uses primary data obtained through observation and the results of answers to questionnaires that have been filled out by consumers who have purchased frozen shrimp products.

The independent variables used in this research are relationship marketing (X_1) and perceived quality (X_2), while the dependent variable in this research is consumer loyalty (Y). So by carrying out this research, it can be seen whether relationship marketing factors and perceived quality can influence consumer loyalty. The basic framework for this research is:

2.2 Population and Sample

Population is a collection of all elements consisting of products, people, or events that are used to make several conclusions regarding the hypothesis taken (Herdalena, 2019). The population used in this research is consumers who have purchased frozen shrimp products produced by PT. XY.

A sample is a part or representative of a population that is used as an object in the research process to determine the truth of the hypothesis. The samples used in this research were consumers who had purchased frozen shrimp products produced by PT. XY more than once, with a sample size of 100 people.

2.3 Instrument Test

2.3.1 Validity test

The validity test is used to measure whether each statement used in the

questionnaire is valid or not by correlating the score of the statement items with the total score, if the value is positive and the calculated r-count value is greater than the r-table value then the statement item can be said to be valid (Priyatno, 2018).

2.3.2 Reliability Test

Reliability testing is a way to measure the consistency of research instruments and to determine the extent to which the research instruments can be trusted and relied upon in conducting research. The reliability test of a research instrument can be determined from the results of the cronbach's alpha (α) statistical test, a research instrument is said to be reliable if it produces a cronbach's alpha (α) value greater than 0.60 (Siregar, 2013).

2.4 Classic Assumption Test

2.4.1 Heteroscedasticity Test

The heteroscedasticity test is carried out to determine whether in a regression model there is an inequality in the variance of the residuals from one observation to another. In this research, the heteroscedasticity test uses the scatter plot method, namely by looking at the pattern of regression scatter plot dots, if the points on the scatter plot spread in an irregular pattern above and below zero on the Y axis, then there is no heteroscedasticity problem (Riwukore et al., 2021).

2.5 Hypothesis Test

2.5.1 Coefficient of Determination Test (R^2)

The coefficient of determination test functions to determine the extent to which all independent variables can explain the

dependent variable. The coefficient of determination value is expressed in a percentage ranging from $0 < R^2 < 1$, if the R^2 value obtained is close to 1, it means that the ability of the independent variables to explain the dependent variable is very strong (Mulyani and Saputri, 2019).

2.5.2 t-Test

The t test is used to determine the effect of independent variables on the dependent variable partially by comparing the t-count with the t-table with a significance level of 0.05 (Sujarweni, 2015). If the t-count obtained has a value greater than the t-table and the significance value is smaller than 0.05

then reject H_0 and accept H_a , which means that the independent variable has a positive and significant effect on the dependent variable (Lussy, 2018).

III. RESULTS AND DISCUSSION

3.1 Instrument Test Results

3.1.1 Validity Test Results

The validity test is used to measure whether each statement used in the questionnaire is valid or not by correlating the score of the statement items with the total score, if the value is positive and the calculated r-count value is greater than the r-table value then the statement item can be said to be valid (Priyatno, 2018).

Table 1. Validity Test Results

Variable	Inquiry Code	Corrected Item-Total Correlation	r Table	Information
Relationship Marketing	X _{1,1}	0.736	0.196	Valid
	X _{1,2}	0.829	0.196	Valid
	X _{1,3}	0.712	0.196	Valid
	X _{1,4}	0.770	0.196	Valid
	X _{1,5}	0.817	0.196	Valid
Perceived Quality	X _{2,1}	0.814	0.196	Valid
	X _{2,2}	0.750	0.196	Valid
	X _{2,3}	0.514	0.196	Valid
	X _{2,4}	0.764	0.196	Valid
Consumer Loyalty	Y _{1,1}	0.723	0.196	Valid
	Y _{1,2}	0.687	0.196	Valid
	Y _{1,3}	0.708	0.196	Valid
	Y _{1,4}	0.656	0.196	Valid

Based on Table 1, it can be seen the results of the validity test of each variable, including the relationship marketing variable with 5 statements which has an r-count value between 0.712 to 0.829, which is greater than the r-table value, which is 0.196, the

perceived quality variable with 4 statements has an r-count value between 0.514 to 0.814 which is greater than the r-table value which is 0.196, and the consumer loyalty variable with 4 statements has an r-count value between 0.656 to 0.723, which is greater than

the r-table value, which is 0.196. So that all statement items in this research variable can be said to be valid because they have an r-count value greater than the r-table value and all statement items in this research variable can be used.

3.1.2 Reliability Test Results

Reliability testing is a way to measure the consistency of research instruments and to

determine the extent to which the research instruments can be trusted and relied upon in conducting research. The reliability test of a research instrument can be determined from the results of the cronbach's alpha (α) statistical test, a research instrument is said to be reliable if it produces a cronbach's alpha (α) value greater than 0.60 (Siregar, 2013).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha Standard	Decision
Relationship Marketing	0.827	0.60	Reliable
Perceived Quality	0.671	0.60	Reliable
Consumer Loyalty	0.714	0.60	Reliable

Based on Table 2, reliability test results were obtained for each variable and cronbach's alpha (α) value was obtained for each variable, namely the relationship marketing variable is 0.827, the perceived quality variable is 0.671 and the consumer loyalty variable is 0.714. The cronbach's alpha (α) value obtained from each research

variable is greater than the comparison cronbach's alpha (α) value, which is greater than 0.60, so that all variables used in this study have good measurement consistency.

3.2 Classic Assumption Test Results

3.2.1 Heteroscedasticity Test Results

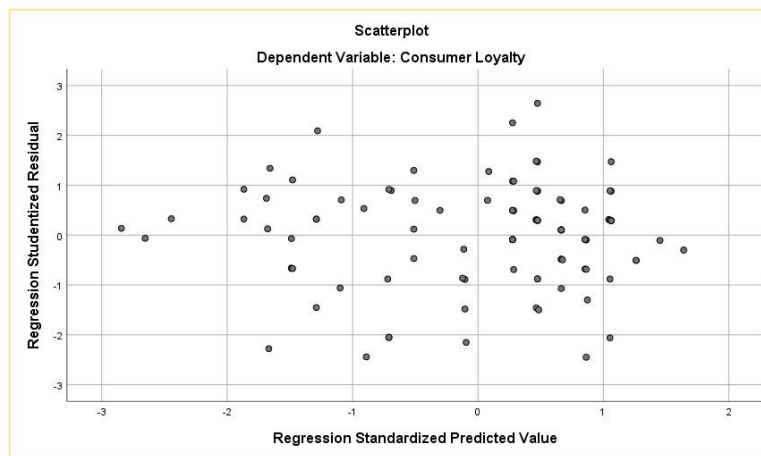


Figure 1. Heteroscedasticity Results

Based on Figure 1, shows that the points on the scatter plot graph spread randomly with an irregular pattern above and below zero on the Y axis. This shows that heteroscedasticity does not occur in the regression model.

3.3 Hypothesis Test Results

3.3.1 Coefficient of Determination Test Results (R^2)

Table 3. Coefficient of Determination Test Results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.900 ^a	0.809	0.804	0.063

Based on Table 3, the results of the coefficient of determination test (R^2) obtained an R-square value of 0.809 which means that the variability of the independent variable can explain the dependent variable by 80.90% or this value states that the relationship marketing and perceived quality variables have an influence on increasing consumer loyalty by 80.90% and the

The coefficient of determination test functions to determine the extent to which all independent variables can explain the dependent variable. The coefficient of determination value is expressed in a percentage ranging from $0 < R^2 < 1$, if the R^2 value obtained is close to 1, it means that the ability of the independent variables to explain the dependent variable is very strong (Mulyani and Saputri, 2019).

remaining 19.10% is influenced by other variables.

3.3.2 t-Test Results

Hypothesis testing with the t test is used to find out which partial hypothesis is accepted. The first hypothesis (H_1) states that relationship marketing has a positive and significant effect on increasing consumer loyalty.

Table 4. The Results of the Hypothesis Test of Relationship Marketing on the Increasing Consumer Loyalty.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.354	.663		3.552	.000
	Relationship Marketing (X_1)	.688	.040	.895	17.163	.000

Based on Table 4, it can be seen that the results of the first hypothesis test (H_1) show that the t-count value is 17,163, which is

greater than the t-table value, which is 1,661. Thus, the first hypothesis proposed can be accepted, namely that relationship marketing

has a positive and significant effect on increasing consumer loyalty. This is in accordance with the results of the coefficient of determination (R^2) test that has been carried out, where 80.90% of the increase in

consumer loyalty is influenced by relationship marketing and perceived quality.

The second hypothesis (H_2) states that perceived quality has a positive and significant effect on increasing consumer loyalty.

Table 5. The Results of the Hypothesis Test of Perceived Quality on the Increasing Consumer Loyalty.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.652	.507		2.424	.000
	Perceived Quality (X_2)	.842	.128	.611	6.597	.000

Based on Table 5, it can be seen that the results of the second hypothesis test (H_2) show that the t-count value is 6,597, which is greater than the t-table value, which is 1,661. Thus, the second hypothesis proposed can be accepted, namely that perceived quality has a positive and significant effect on increasing consumer loyalty. This is in accordance with the results of the coefficient of determination (R^2) test that has been carried out, where 80.90% of the increase in consumer loyalty is influenced by relationship marketing and perceived quality.

3.4 Discussion

3.4.1 The Influence of Relationship Marketing on Consumer Loyalty

Based on the results of the first hypothesis test (H_1), which states that relationship marketing has a positive and significant effect on consumer loyalty, the t-count value is 17.163, which is greater than the t-table value, which is 1.661, and the obtained significance value of 0.000 is smaller than the determined significance value of 0.05, so the first hypothesis (H_1) in

this research can be accepted, which means that relationship marketing has a positive and significant effect on increasing consumer loyalty. Relationship marketing is one of the efforts made by a company to create good relationships with consumers over a long period of time so that this good relationship can foster consumer loyalty towards a product or service produced by the company (Nurbakti et al., 2022) and relationship marketing is an alternative strategy to the marketing mix approach as a way to obtain a sustainable competitive advantage (Setiawan et al., 2020). Based on primary data obtained during research through observation and the results of answers to questionnaires that have been filled in by consumers who have purchased frozen shrimp products produced by PT. XY, it has been stated on more than one purchase that with this relationship marketing, consumers can communicate with the company and get complaints handled for every problem faced by consumers. The results of this research are in line with the results of research conducted by (Rahmi and Nora, 2023) which states that relationship marketing has a positive and significant effect

on De' Kampung Café customer loyalty, the same thing was also stated by (Arsanti and Kristina, 2023) which states that relationship marketing has a positive and significant effect on Sociolla customer loyalty.

3.4.2 The Influence of Perceived Quality on Consumer Loyalty

Based on the results of the second hypothesis test (H_2), which states that perceived quality has a positive and significant effect on consumer loyalty, a t-count value of 6,597 is obtained, which is greater than the t-table value of 1,661, and the obtained significance value of 0.000 is smaller than the determined significance value of 0.05, so the second hypothesis (H_2) in this research can be accepted, which means that perceived quality has a positive and significant effect on increasing consumer loyalty. Perceived quality is a consumer response and consumer perception of what they feel is related to the quality of the services or products produced (Aprillia and Deandra, 2022). Based on primary data obtained during research through observation and the results of answers to questionnaires that have been filled in by consumers who have purchased frozen shrimp products produced by PT. XY who have made more than one purchase, it is stated that perceived quality is an indicator in marketing a service or product produced by the company because it will produce differentiation of the service or product being marketed (Konuk, 2018) so that consumer assessments of positive perceived quality will encourage the creation of consumer loyalty towards a product (Meilani and Madiawati, 2020). The results of this research are in line with the results of research conducted by (Junaidi et al., 2023) which states that perceived quality has a positive and significant effect on customer loyalty at the UKM Roti Gulung Wisnu Jember, the same thing was also stated by

(Agustin et al., 2023) which states that perceived quality has a positive and significant effect on customer loyalty to the bakery Mr. Ong Bakery.

IV. CONCLUSION

The research that has been carried out aims to analyze the influence of relationship marketing and perceived quality on increasing consumer loyalty. Based on the results of the research that has been carried out, the following conclusions can be drawn:

1. Based on the results of the data analysis that has been carried out in the first hypothesis (H_1), the t-count value is 17,163, which is greater than the t-table value, which is 1,661 and the significance value obtained is less than 0.05 and in the second hypothesis (H_2), the t-count value is 6.597 is greater than the t table value of 1.661 and the significance value obtained is less than 0.05 which means that the relationship marketing and perceived quality have a positive and significant effect on increased consumer loyalty.
2. The R-square value obtained is 0.809, which states that the relationship marketing and perceived quality variables have an influence on increasing consumer loyalty by 80.90% and the remaining 19.10% is influenced by other variables.

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