

The Effect of Relationship Marketing Implementation on Customer Loyalty

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Abstract. One approach taken to create customers by creating a value proposition or value proposition is either in the form of goods, services or both. Business growth at this time is getting faster and requires companies to make changes that occur, the main problem facing companies today is how companies can find customers and retain them. The marketing process can be done so that the company can survive and develop. A good parameter for the development and profit of a business process is the continuation of customer satisfaction. New customer loyalty is harder to get than retaining existing customers, so customer loyalty is very important for the success of a company's business. The purpose of this study is to be able to contribute to policy making related to efforts to build good relationships with customers. this study used a quantitative approach and questionnaire survey was used to collect data from customer in BPR Bandung. In the implementation of this research will be used descriptive-causal research method. The conclusion from the results of this study on the company being researched is the coefficient of determination obtained $K_d = 69.9\%$, this means that Relationship Marketing has an influence / contribution to Customer Loyalty in the company.

I. Introduction

Service companies are required to apply innovative marketing concepts to increase the number of customers. An organization must satisfy the needs and desires of customers in order to be profitable, the company must be able to maintain and maintain market share in the midst of increasingly fierce competition^[4]. Relationship marketing business strategy has involvement with customer satisfaction and loyalty. The attitude of satisfaction and loyalty that exists in customers is formed from Relationship marketing. In addition to good marketing, the company's financial performance also affects customer loyalty^[5]. Service companies are deemed necessary to pay attention to the concept of relationship marketing in the face of business competition^[8]. Environmental and social influences that occur change according to consumer behavior in business. But consumer behavior continues to exist for companies such as loyalty^[15]. Customers are the most important thing in the business of a service company. Loyalty means that customers continue to make purchases on a regular basis. In general, customer loyalty can be interpreted as someone's pleasure for a product, both goods and certain services^[7].

There are studies that have been conducted on the effect of relationship marketing on customer loyalty, such as Ratnasari and Gumanti^[12], Synathra and Sunarti^[14], Hasan^[9], Solangi, Talpur, Shaikh, Mushatque, and Channa^[13], and Boateng^[2] which concludes that relationship marketing has a positive and significant effect on customer loyalty. This research was conducted at BPR, Relationship Marketing at BPR is interesting to study because this bank is a branch that

does not have a unit, so this bank only focuses on profits or keeping customers satisfied with the services of Rural Banks. properly engage customers. One of the strategies used by this company to maintain customer loyalty is Relationship Marketing. Relationship Marketing explained that customer loyalty can be built by making the customer the core of marketing activities ^[10]. Satisfied customers are customers who are loyal to a company with the products provided so that customers are happy to introduce them to anyone they know ^[3]. Relationship Marketing is a long-term approach, which is different from the transactional marketing approach which is a short-term approach ^[11].

The main goal in transactional marketing is to get customers only, while the main goal of Relationship Marketing is to get and keep customers. So with the Relationship Marketing strategy, it seeks to extend the life time of customers as individuals who transact and also maintain customer loyalty ^[16]. there are several studies that discuss the relationship between customer satisfaction and loyalty, including showing the influence of a significant variable satisfaction on customer loyalty ^[5]. Based on literature and journal references, research related to service quality is very important to enrich knowledge about customer service strategies, especially in BPR. Therefore, the authors are interested in conducting a study with the title " The Effect of Relationship Marketing Implementation on Customer Loyalty".

2. Method

In the implementation of this research will be used descriptive-causal research method. Descriptive method is a method of checking status, groups of people, objects, and thinking systems or classes of events in the present ^[6]. Causal research aims to find the relationship between cause and effect, namely knowing the variables that are the cause and effect and knowing the relationship or relationship between these variables. The study uses validity test analysis, stating that the validity test is a measure that determines the levels of validity of a research instrument ^[1]. And Test Reliability Test, Reliability test is also a statistical testing procedure that is considered relevant to measure the extent to which the consistency of the research data produced.

2.1 Koefisien Determinasi

To determine the effect of the implementation of Relationship marketing on consumer loyalty, the coefficient of determination (D) is used with the formula 1^[6]:

$$Kd = r^2 \times 100\%$$

r = Product Moment correlation

2.2 Determination of the Correlation Significance Test (t_{count})

To determine the significant correlation test (t_{count}) using the equation ^[6]:

Formula 2

$$(t_{count}) = \frac{\sqrt{n-2}}{\sqrt{1-r^2}}$$

t = Correlation value

r = Product Moment correlation

n = amount of data

If (t_{count}) > (t_{table}) then the measuring instrument used is valid

If (t_{count}) < (t_{table}) then the measuring instrument used is invalid

3. Results And Discussion

Testing and measuring the relationship between Relationship Marketing and Customer Loyalty at PT. BPR was conducted by distributing questionnaires to 40 respondents to obtain answers to a number of statements regarding Relationship Marketing and Customer Loyalty. The general

analysis of respondents is intended to determine the characteristics and responses of respondents to the question items in the questionnaire. The general description of the respondents was obtained from the personal data contained in the questionnaire on the respondent's identity which included: age, gender, and type of work.

3.1 Long time being a customer

To measure loyalty, which is determined by how long you have been a customer at the company.

Characteristics of Research Respondents Based on Length of Being a Customer can be seen in table 1.

Table 1. Length of Being a Customer

Characteristics	AMOUNT	Percentage
Long Time Being a customer		
Less than 5 years	10	25%
Between 6 – 10 years	24	60%
More than 10 years	6	15%
AMOUNT	40	100%

Based on table 1, it can be seen that from 40 respondents, 25% or 10 of the old respondents became customers of less than 5 as many as 10 people (25%) between 6-10 years, as many as 24 people (60%) 6 respondents more than 10 years (15 %).

3.2 Research Instrument Test

3.2.1 Uji Validitas

Validity test is used to determine whether the questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire ^[6].

Summary of item validity of Relationship Marketing variables can be seen in table 2.

Table 2. Summary of item validity of Relationship Marketing variables

No	Item correlation to total score	r kritis table ($v = n-2$)	description
1.	0.749	0,406	Valid
2.	0.574	0,406	Valid
3.	0.762	0,406	Valid
4.	0.869	0,406	Valid
5.	0.801	0,406	Valid
6.	0.869	0,406	Valid
7.	0.702	0,406	Valid
8.	0.746	0,406	Valid
9.	0.624	0,406	Valid

10.	0.801	0,406	Valid
11.	0.768	0,406	Valid
12.	0.772	0,406	Valid
13.	0.869	0,406	Valid
14.	0.702	0,406	Valid
15.	0.665	0,406	Valid
16.	0.869	0,406	Valid

Based on table 2, Questionnaire declared valid if the statement on the questionnaire can bereveal something that will be measured by the questionnaire ^[6]. From table 5 it can be concluded that all statements are valid, namely the value of $r \text{ count} > r \text{ table} = 0.406$.

Summary of item validity of Customer Loyalty variables can be seen in table 3.

Table 3 Summary of the validity of the items on the Customer Loyalty variable

No	Item correlation to total score	r kritis table ($v = n-2$)	description
1.	0.862	0,669	Valid
2.	0.862	0,669	Valid
3.	0.710	0,669	Valid
4.	0.867	0,669	Valid
5.	0.710	0,669	Valid
6.	0.844	0,669	Valid
7.	0.844	0,669	Valid

Based on table 3, Questionnaire declared valid if the statement on the questionnaire can bereveal something that will be measured by the questionnaire [6]. From table 5 it can be concluded that all statements are valid, namely the value of $r \text{ count} > r \text{ table} = 0.669$

3.2.2 Reliability Test

Reliability test is also a statistical testing procedure that is considered relevant to measure the consistency of the research data produced. To find out the relationship between Relationship Marketing and Customer Loyalty at PT. BPR in Bandung quantitatively through the analysis of the Spearman Rank correlation coefficient. From the scores obtained through the respondents' answers to the statements in the questionnaire given, then tabulations were made on the scores for each respondent. The complete results of the score tabulation can be seen in the appendix of this study.

Correlations test result can be seen in table 4.

Table 4 Koefisien Korelasi Rank Spearman Correlations

			Relationship Marketing	Customer Loyalty
Spearman's rho	Relationship Marketing	Correlation Coefficient	1.000	.836**
		Sig. (1-tailed)	.	.000
		N	40	40
	Loyalitas Nasabah	Correlation Coefficient	.836**	1.000
		Sig. (1-tailed)	.000	.
		N	40	40

Based on table 4, Correlation is significant at the 0.01 level (1-tailed).

- a. There is a positive and very strong relationship between Relationship Marketing and Customer Loyalty at PT. BPR in Bandung.
 - b. Relationship Marketing with Customer Loyalty is positive, which means that if Relationship Marketing can be improved, it will be followed by an increase in Customer Loyalty.
1. Effect of variable X on variable Y

Through the analysis of the coefficient of determination it can be seen how much influence Relationship Marketing has on Customer Loyalty . Furthermore, to determine the magnitude of the influence of Relationship Marketing on Customer Loyalty is calculated by the coefficient of determination as follows

Formula 3 :

$$\begin{aligned}
 Kd &= R^2 \times 100 \% \\
 Kd &= 0,836^2 \times 100 \% \\
 Kd &= 0,699 \times 100 \% \\
 Kd &= 69,9 \%
 \end{aligned}$$

From the calculation results above, the value of Kd = 69.9% is obtained, this means that Relationship Marketing has an influence or contribution to Customer Loyalty PT. BPR.

2. Hypothesis Test

To determine the level of significance of the influence of Relationship Marketing on Customer Loyalty at BPR In Bandung, the t-test was carried out with the result that the t_{value} was obtained:

$$\begin{aligned}
 &\text{Formula 4} \\
 t &= r \sqrt{\frac{(n-2)}{(1-r^2)}} = 0,836 \sqrt{\frac{(40-2)}{(1-0,836^2)}} = 9,3
 \end{aligned}$$

$$t_{value} = 9,39$$

$$t_{table} = 1,6859 \quad df = n - 2 = 40 - 2 = 38 \quad \text{with } \alpha = 0,05$$

Because $t_{value} > t_{table}$, the accepted hypothesis or Relationship Marketing has a significant effect on Customer Loyalty at BPR in Bandung.

4. Conclusion

From the results of research that has been done by the author with the title The Effect of Relationship Marketing Implementation on Customer Loyalty at PT. BPR Mitra Kanaka Santosa In Bandung, it can be concluded several things as follows: Relationship Marketing at BPR in Bandung has shown a very good category. Customer Loyalty at PT. BPR Mitra Kanaka Santosa in Bandung has shown a very good category. From the calculation of the coefficient of determination obtained $K_d = 69.9\%$, this means that Relationship Marketing has an influence/contribution to Customer Loyalty at BPR in Bandung by 69.9%.

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