



The Influence of Implementation Relationship Marketing Toward Customer Loyalty Nissan Mlati Yogyakarta

^{1st} Muhammad Fikry Januar 1 * ^{2nd} Rosena Shintabella 2 * ^{3rd} Zulfikar Fauzi 3 *

^{1st} Politeknik Mardira Indonesia * ^{2nd} Politeknik Mardira Indonesia * ^{3rd} Politeknik Mardira Indonesia *

The research was to determine the effect of trust, commitment, and communication as a key factor of relationship marketing either partially or simultaneously on customer loyalty Nissan Mlati Yogyakarta. In this study used non-probability sampling method with a sampling technique using purposive sampling and obtained a valid sample of 70. To find out how much the dependent variable changes in the independent variables used multiple linear regression analysis. Test instrument used in this study is to test the validity and reliability testing. As for the hypothesis test used the F test and t test. From the results of the hypothesis the variable trust, commitment, and communication significantly affect simultaneously on customer loyalty. Commitment and communication partially significant effect on customer loyalty while partial trust no significant effect on customer loyalty This suggests that customer loyalty will increase if the Nissan Mlati Yogyakarta improve relationship marketing variables, that include trust, commitment, and communication.

Keywords: Relationship Marketing; Customer Loyalty

Penelitian ini bertujuan untuk mengetahui pengaruh kepercayaan, komitmen, dan komunikasi sebagai faktor kunci relationship marketing baik secara parsial maupun simultan terhadap loyalitas konsumen Nissan Mlati Yogyakarta. Pada penelitian ini digunakan metode non probability sampling dengan teknik penentuan sampel menggunakan purposive sampling dan diperoleh sampel yang valid sebanyak 70. Untuk mengetahui seberapa besar perubahan variabel dependen terhadap variabel independennya digunakan analisis regresi linier berganda. Uji instrument penelitian yang digunakan adalah uji validitas dan uji reliabilitas. Sedangkan untuk uji hipotesis digunakan uji F dan uji t. Dari hasil hipotesis diketahui bahwa variabel kepercayaan, komitmen, dan komunikasi secara simultan berpengaruh signifikan terhadap loyalitas konsumen. Komitmen dan komunikasi secara parsial berpengaruh signifikan terhadap loyalitas konsumen sedangkan kepercayaan secara parsial tidak berpengaruh signifikan terhadap loyalitas konsumen. Hal ini menunjukkan bahwa loyalitas konsumen akan semakin meningkat jika Nissan Mlati Yogyakarta meningkatkan variabel-variabel relationship marketingnya yaitu kepercayaan, komitmen, dan komunikasi.

Kata Kunci: Relationship Marketing; Loyalitas Konsumen

INTRODUCTION

Currently, competition in the business world is getting tighter, this can also be felt in Indonesia. This fact can be seen from the many marketing efforts made by each company to get the highest sales results, get new customers, and retain existing customers. In addition, market conditions are also increasingly fragmented, product life cycles are getting shorter, and changes in consumer behavior make marketing increasingly important. With this tight competition environment, consumers have a very wide opportunity to get products that suit their desires and needs so that the concentration of marketing is no longer only how the product can reach consumers but more focused on whether the product has been able to meet the demand that suits the needs and desires of consumers. Customer Relationship Marketing is a business approach based on managing relationships or relationships with customers. CRM focuses more on what customers value rather than on the products that the company wants to sell. Through the implementation of CRM, companies are expected to be able to build good communication and relationships with their consumers so that in producing a product the company not only sells and markets a product with good quality or competitive prices but can also answer the desires and needs of consumers. Loyalty is the result of establishing good long-term relationships with customers. Running a business requires a relationship-based approach, in order to gain an understanding of what customers need and want and view customers as long-term assets Barnes (2003). Loyalty is essential for companies to remain competitive and survive amidst the tight competition in the automotive industry. Satisfied and loyal consumers are a great opportunity for companies to attract new consumers. Based on the theory expressed by Kotler (2009) consumers are increasingly intelligent, more price conscious, more demanding, less forgiving, and approached by more companies with the same or even better offers.

Therefore, consumer loyalty will be the ultimate goal of every company, because with customer loyalty will guarantee the continuity of a company in the long term

METHODOLOGY

Based on the type of data and its analysis, this study is included in the type of quantitative method research. Sugiyono (2008) explains that the quantitative method is a research method based on the philosophy of positivism, used to research a certain population or sample. The type of data used by the author in this study is primary data. According to Sugiyono (2009) Primary data is a data source that directly provides data to data collectors. Explanatory research is research that explains the causal relationship between variables through testing previously formulated hypotheses, so that it can determine how much the independent variables contribute to the dependent variable and the magnitude of the direction of the relationship that occurs. The sampling technique in this study uses a non-probability sampling approach. In this sampling, the author uses the Purposive Sampling method. In this study, the criteria are consumers who have serviced their cars more than 3 times in the last one and a half years at Nissan Mlati Yogyakarta. Ferdinand (2006) states that if the sample size is too large, the model becomes very sensitive so that it is difficult to get good goodness of fit. For that reason, it is suggested that the sample size is 5-10 times the number of manifest variables (indicators) of all latent variables. In this study, the number of research indicators is 14 items, so the minimum sample size is 5 times the number of indicators or $5 \times 14 = 70$ and the maximum sample size is $10 \times 14 = 140$, for that reason this study uses a sample size of 70.

RESULT AND DISCUSSION

Multiple Regression Analysis

The process of processing multiple linear regression data is carried out in several stages to find the relationship between independent variables, consisting of trust (X1), commitment (X2), and communication (X3) with the dependent variable, namely consumer loyalty Nissan Mlati Yogyakarta (Y). The author uses the results used for the beta coefficient, namely using the results of the Standardized Beta Coefficient with the consideration that the results have been standardized. Based on the results of data processing using the SPSS 16.0 program, a summary of the multiple linear regression analysis is obtained as follows:

Table 1

Model	Unstandardized Coefficients		Standardized Coefficients	t-statistik	Sig.
	Beta	Std. Error	Beta		
Constant	2,393	2,082		1,149	0,255
Trust	0,178	0,156	0,149	1,143	0,257
Commitment	0,494	0,168	0,358	2,949	0,004
Communication	0,363	0,179	0,264	2,035	0,046
N : 70					
Dependent Variable : Customer Loyalty (Y)					

First Hypothesis Test (Anova Test / F test)

Simultaneous testing is carried out to show whether all variables used in the regression model together have a significant effect on Y. All variables are tested using the F-test or ANOVA.

Table 2

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	96,366	3	32,122	17,933	,000 ^b
Residual	118,220	66	1,791		
Total	214,586	69			

From the results of the model test with the F test, a significant value of $0.000 < \alpha < 0.05$ was obtained, meaning that trust, commitment, and communication together have a positive and significant effect on consumer loyalty, which can be seen from the significance and F test. The indication is the significant value of $0.000 < \alpha < 0.05$.

Second Hypothesis Test (Partial Test / t test)

Partial regression model testing is used to determine whether each independent variable forming the regression model has a significant influence individually on Nissan Mlati Yogyakarta consumer loyalty or not. To test the relationship, a t-test is used, namely by comparing the calculated t value with the t table. The independent variables forming the regression model are said to

have a significant effect if the calculated $t > t$ table or significant $< \alpha = 0.05$. Partial regression model testing will be described as follows:

Table 3

Model	Unstandardized Coefficients		Standardized Coefficients	t-statistik	Sig.
	Beta	Std. Error	Beta		
Constant	2,393	2,082		1,149	0,255
Trust	0,178	0,156	0,149	1,143	0,257
Commitment	0,494	0,168	0,358	2,949	0,004
Communication	0,363	0,179	0,264	2,035	0,046
N : 70					
Variabel Dependen : Costumer Loyalty (Y)					

a. The influence of trust on consumer loyalty

Based on the results of data processing, it can be seen in table 4.9 that trust has a sig. value of 0.257 or a probability greater than the specified significance level, which is $< \alpha 0.05$ and a t count of 1.143 is obtained. Based on this, it can be explained that partially, trust does not have a significant effect on consumer loyalty. So the first hypothesis (H2) in this study is rejected.

b. The influence of commitment on consumer loyalty

Based on the results of data processing, it can be seen in table 4.9 that commitment has a sig. value of 0.004 or a probability smaller than the specified significance level, which is $< \alpha 0.05$ and a t count of 2.949 is obtained. Based on this, it can be explained that partially commitment has a significant effect on consumer loyalty. So the second hypothesis (H3) in this study is accepted.

c. The influence of communication on consumer loyalty

Based on the results of data processing, it can be seen in table 4.9 that communication has a sig. value. 0.046 or probability is greater than the specified significance level, which is $< \alpha 0.05$ and the calculated t is 2.035. Based on this, it can be explained that communication partially influences consumer loyalty. So the third hypothesis (H4) in this study is accepted.

Coefficient of Determination Test

Table 4

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,670	0,449	0,424	1,338

This analysis aims to measure the percentage of the influence of independent variables together on the dependent variable. The results of the analysis in Table 4.7 regression results obtained the coefficient of determination (R2) value by looking at the Adjusted R Square value of 0.424. This means that the variation of the dependent variable in the model, namely Consumer Loyalty (Y), can be explained by the independent variables, namely trust (X1), commitment (X2), and communication (X3) by 42.4%, while the remaining 57.6% is explained by other variables outside this research model. The amount of Adjusted R2 is between 0 and 1, the greater the Adjusted R2 value of a regression equation, the greater the influence of the independent variable on the dependent variable (Ghozali, 2006).

CONCLUSIONS AND SUGGESTIONS

Based on the research that has been conducted on "The Effect of Relationship Marketing Implementation on Consumer Loyalty", it can be concluded that the results of the model test (F Test) show that the relationship marketing variables measured through trust, commitment, and communication together have a positive and significant effect on Nissan Mlati Yogyakarta consumer loyalty so that the first hypothesis is accepted. This shows that relationship marketing provided to Nissan Mlati Yogyakarta service consumers will affect the level of consumer loyalty. The suggestion from this study is that for the company, Nissan Mlati Yogyakarta should improve the quality of service, especially in the company's relationship marketing considering the fact that the competition in the automotive world is very tight. For the company, Nissan Mlati Yogyakarta should be able to be faster in informing the latest services and the latest products because in fact sometimes many consumers do not know the latest services or products when the author distributes questionnaires to the field. Meanwhile, for further researchers, further research needs to be conducted using a larger sample and adding several research variables in order to get more representative results.

BIBLIOGRAPHY

Ah, K.K. and Wan, Y.L. (2006). *The effect of service recovery on customer satisfaction*. *Journal of Service Marketing*, vol 20, no. 2, pp. 101-111. Retrieved 2006, from ABI/INFORM (Proquest) database.

Anderson, J.C. & Narus, J.A (1990). *A Model Of Distributor Firm And Manufacturer Firm Working Partnerships*. *Journal of Marketing*, vol. 54, pp. 42-58, Retrieved January, from ABI/INFORM (Proquest) database.

- Artantie Nadira. Pengaruh Komunikasi, Kepercayaan, Komitmen dan Penyelesaian Masalah terhadap Loyalitas Nasabah (Studi pada Nasabah Debitur PD. BPR Tugu Artha Malang), Jurnal Manajemen.
- Barnes, J. G. (2003). *Secret of Customer Relationship Management* (Rahasia Manajemen Hubungan Pelanggan). Yogyakarta: Andi.
- Barney, J.B., & Hansen, M. H. (1994). *Trustworthiness as a Source of Competitive Advantage*. *Journal of Strategic Management*, vol. 15, pp. 175-190. Retrieved 1994.
- Bowen, J.T. & Shoemaker, S. (1998). *Loyalty: A Strategic Commitment*. *Cornell Hotel and Restaurant Administration Quarterly*, vol. 39, iss. 1, pp. 12-25. From ABI/INFORM (Proquest) database.
- Bowo, N.H. (2003, May). Analisis pengaruh kepercayaan untuk mencapai hubungan jangka panjang . Jurnal *Sains* pemasaran Indonesia. Vol.2. no.1. Retrieved May, 2003, pp.85-92
- Chan, S. (2003). *Relationship Marketing: Inovasi Pemasaran yang Membuat Pelanggan Bertekuk Lutut*. PT. Gramedia Pustaka Utama, Jakarta.
- Dardevian, V.T. 2013. Pengaruh *Implementasi Relationship Marketing* Terhadap Loyalitas Konsumen Pada PT. Auto 2000 A. Yani Surabaya. Jurnal Ilmiah Mahasiswa FEB Vol. 1 No. 2
- Ellena, Frieda. 2011. Analisis Pengaruh Kepercayaan, Komitmen, Komunikasi, dan Penanganan Keluhan terhadap Loyalitas Nasabah (Studi pada Nasabah PT. BRI (Persero) Tbk. Cabang Pemalang), Skripsi Fakultas Ekonomi Universitas Diponegoro Semarang.
- Ghozali, Imam. 2005. Aplikasi Analisis Multivariate dengan program SPSS, Badan Penerbit Universitas Diponegoro, Semarang.
- Griffin, J. (2005). *Customer Loyalty: menumbuhkan dan mempertahankan kesetiaan pelanggan* (Terjemahan). Jakarta: Erlangga.
- Gundlach, G.T. and P. E. Murphy. (1993). *Ethical and legal foundations of relational marketing exchanges*, *Journal of Marketing*, vol. 57.
- Karsono. (2008). Pengaruh *Customer Satisfaction* dan *Trust* terhadap *Customer Loyalty* sebagai Variabel Moderasi. *Jurnal Bisnis dan Manajemen*, vol. 8, no. 1, pp. 1-18. Retrieved 2008, from (Proquest) database.
- Kotler Philip dan Gary Armstrong. 2008. Prinsip-Prinsip Pemasaran Jilid 2 Edisi 12 (*Principles Of Marketing*) terjemahan Bob Sabran. Jakarta : Penerbit Erlangga
- Maulidi dan Ainur Rofiq. 2013. “ Pengaruh Relationship Marketing terhadap loyalitas nasabah”
- Mishra, Karen E. and Li, Cong. 2008. “*Relationship Marketing In The Fortune 500 U.S. And Chinese Websites*,” *Journal Of Relationship Marketing*, 7 (1), 29-43.
- Morgan, R.M. and Hunt, S.D. (1994, July). *The commitment-trust theory of relationship marketing*. *Journal of Marketing*, vol. 58, no. 3, pp 20-38. Retrieved July, 1994, from (Proquest).
- Ndubisi, N.O. (2003b). *Service Quality: Understanding Customer Perception And Reaction, and its impact on Business*, *International Journal of Business*, vol. 5, no.2. pp. 207-219. Retrieved 2003, from ABI/INFORM (Proquest) database
- Ndubisi, N.O. (2007, March). *Relationship marketing and customer loyalty*. *Marketing Intelligence & Planning*, Vol 25, No.1, pp.98-106. Retrieved 2007, from ABI/UNIFORM (Proquest) database
- Samuel, Hatane. 2012. *Customer Relationship Marketing Pengaruhnya Terhadap Kepercayaan Dan Loyalitas Perbankan Nasional*. Jurnal Manajemen Pemasaran, Vol.7, No. 1, April 2012
- Singh, J. & Sirdeshmukh, D. (2000). *Agency and Trust Mechanisms in Customer Satisfaction and Loyalty Judgments*. *Journal of the Academy of Marketing Science*, vol. 28, no.1, pp.150-167. Retrieved 2000, from (Proquest) database.
- Tjiptono, F. (2000). *Perspektif Manajemen dan Pemasaran Kontemporer*. Yogyakarta: Andi.
- Tjiptono, F, 2006, *Pemasaran Jasa*, penerbit: Bayumedia Publishing, Malang
- Winer. (2001). *A Framework for Customer Relationship Marketing*. New York: The Free Press.