

THE EFFECTS OF RELATIONSHIP MARKETING ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AT PT. MULTI POWER TECHNOLOGY ARCHIPELAGO

Siti Aisyah^{1*}

^{*1}Faculty of Economics and Business
Muhammadiyah University of North Sumatra
^{*1}email: sitiaisyahputri2508@gmail.com

Abstract: The main objective of this research is to examine the impact of Relationship Marketing on customer loyalty, with customer happiness as a mediating factor, in the context of PT. Multipower Teknologi Nusantara is a company operating in the technology sector in Indonesia. Both directly and indirectly. This research uses quantitative methodology and statistical analysis, namely the use of partial least squares structural equation models (PLS-SEM) to carry out route analysis, including latent variables. Research findings show that Relationship Marketing has a statistically significant and beneficial impact on customer loyalty in the PT industry. Multipower Teknologi Nusantara The impact of Relationship Marketing on PT Multidaya customer satisfaction Teknologi Nusantara is profitable and statistically significant. The impact of customer satisfaction on customer loyalty among PT Multidaya customers Teknologi Nusantara is positive and strong. There is no visible mediating or moderating effect of customer satisfaction on the relationship between Relationship Marketing and customer loyalty. The resulting corrected R-square value for the customer satisfaction variable is 0.375. This means that Relationship Marketing accounts for 52.5% of the variation in client loyalty. Therefore, the model is categorized as moderate .

Keywords: Relationship Marketing, Customer Loyalty, Customer Satisfaction

Introduction

In the context of globalization, companies that carry out their operations face increasing levels of business competitiveness. In addition, it is important for companies to have the ability to select and implement the right strategic approach. Customers are a valuable resource within a company and play an important role in ensuring the continuity of operations and sustainability of the company. The marketing discipline has experienced significant progress along with the times, especially in the business sector. Starting a corporate venture is a challenging endeavor that requires substantial financial resources. In addition, the level of economic expansion has a significant impact on sales performance, while selecting a profitable location is an important factor that must be taken into account (Rahmi & Nainggolan, 2023).

Companies seek to identify optimal strategies to effectively address competitive forces. A company's competitive advantage depends on the superiority of its tactics compared to the tactics used by competing companies. Typically, companies want clients who demonstrate long-term loyalty, as they are seen as important assets to the company. Keeping

this in mind, one viable approach for companies to ensure their continued existence is to prioritize Relationship Marketing as a means of fostering client loyalty and happiness.

The sustainability of a business is very dependent on the presence of loyal consumers, therefore emphasizing the importance of customer loyalty in ensuring the long-term survival of the company (Rahmi & Nainggolan, 2023). Recognition of customer loyalty has great significance for marketers as it allows them to ascertain the methods necessary for market penetration, expansion and survival. According to Nasution, customer loyalty can be categorized two types namely brand loyalty and store loyalty .

Customer loyalty is a mutually beneficial relationship characterized by a commitment to engage in ongoing transactions with a service provider, driven by the customer's intention to make consistent purchases and the supplier's dedication to ensuring customer delight. The concept of loyalty has great significance in the field of commercial operations because it serves as a means of ensuring awareness of the services provided by the service provider. As a result, loyal clients tend to try harder to obtain the same or various goods continuously (Nurbakti et al ., 2022). Client happiness is a significant determinant of client loyalty. A mutually beneficial relationship between a company and its customers is a prerequisite for the company's effectiveness in providing customer satisfaction. A company's ability to build mutually beneficial relationships with its consumers is based on its ability to guarantee customer satisfaction. In addition to building client loyalty and profitable word-of-mouth referrals, it plays an important role in encouraging repeat or casual purchases (Toriman, 2016). Customer satisfaction is a metric used to assess the extent to which a company's offerings meet customer expectations (Nasution & Nasution, 2021). Customer satisfaction refers to the assessment made by customers of the quality and performance of a particular product or service. According to Santoso and Japarlanto (2015), it is important to assess whether the product or service meets consumer requirements and expectations. Relationship Marketing is a significant determinant of consumer loyalty.

Relationship Marketing refers to a collection of tactics and techniques used with the aim of growing and fostering positive relationships to fulfill and maintain consumer loyalty (Santoso & Japarlanto, 2015). Relationship Marketing is a strategic approach used by companies to foster long-lasting and profitable relationships with customers, with the ultimate goal of growing consumer loyalty (Nurbakti et al ., 2022). Relationship Marketing is a strategic approach in the field of marketing that seeks to grow customer loyalty and secure the survival of an organization. Fulfilling client expectations is an important aspect in implementing Relationship Marketing , because this serves as a foundation for building and maintaining long-term consumer loyalty. (Mulyaningtiyas et al ., 2020).

PT. Multidaya Teknologi Nusantara is a corporate entity involved in developing technical solutions aimed at increasing the efficacy and practicality of aquaculture practices. PT. Multidaya Teknologi Nusantara aims to meet global food needs through the application of aquaculture practices. Additionally, the company seeks to offer cost-effective technological solutions to address fundamental challenges in the aquaculture industry. Next PT. Multidaya Teknologi Nusantara aims to contribute to reducing social and economic disparities by encouraging an inclusive digital economy. Providing high quality services is inherently linked to Relationship Marketing, as it plays a vital role in ensuring client loyalty and satisfaction is achieved effectively.

Based on the results of initial research conducted by PT. Multidaya Teknologi Nusantara has 5 customers. Of the 5 customers, there is 1 regular customer who buys PT products. Multipower Nusantara technology can be seen from the graph below.

Based on several descriptions and phenomena above , the author is interested in conducting research entitled "The Influence of Relationships Marketing Towards Customer Loyalty Through Customer Satisfaction PT. Multidaya Teknologi Nusantara"

Literature Review

Customer loyalty

The formation of consumer loyalty is an important determinant of sustainable competitiveness for companies (Muhammad et al ., 2018). Customer loyalty is a mutually beneficial association characterized by a promise of steadfastness that stems from an intention to enter into long-term transactions with a service provider, who reciprocates by demonstrating a commitment to ensuring customer satisfaction. The concept of loyalty has an important meaning in the field of business processes, because it allows understanding of the existence of the services offered by the service provider. This understanding allows loyal consumers to exert more effort in purchasing the same or new goods consistently (Nurbakti et al ., 2022).

Customer satisfaction

Customer satisfaction refers to consumers' evaluative reactions regarding the perceived difference between their initial level of interest and the actual performance experienced after use of a product or service (Rismayanti, 2021). To maintain company success, a large number of retailers strive to ensure client happiness as a means of customer retention (Woen & Santoso, 2021). Customer satisfaction refers to the evaluation of customer expectations and experiences with respect to a particular product, thereby forming a comparative analysis. When customers feel that a product's performance is equal to or above their initial expectations, this indicates a state of satisfaction .

Relationship Marketing

Relationship Marketing refers to strategic initiatives undertaken by companies to foster lasting and mutually beneficial relationships with their consumers, with the aim of growing customer loyalty (Nurbakti et al ., 2022). Relationship Marketing is a strategic approach in the marketing discipline that aims to grow and maintain client loyalty, thereby ensuring the company's survival and success in the long term. In implementing Relationship Marketing , it is important to meet client needs and aspirations effectively to grow and maintain long-term consumer loyalty (Mulyaningtiyas et al ., 2020).

Method

This research uses four variables, namely Relationship Marketing (X1) as the independent variable , customer loyalty (Y) as the dependent variable, and customer happiness (Z) as the intervening variable. The methodology used in this research involves the use of associative techniques. According to Juliandi et al . (2015), associative techniques are a research methodology used by researchers to test the existence of a relationship between a certain variable and other variables. This research uses quantitative methodology and uses route analysis. This text discusses the description and summary of various contexts, scenarios, and variables, with route analysis often known as a second generation approach in multivariate analysis. The data analysis process is largely quantitative and statistical in nature, with the primary goal of testing a predetermined hypothesis .

Structural Model Analysis (Inner Model)

Table 1. R-Square Table

	R-Square	R-Square Adjusted
Satisfaction Customers (Z)	0.382	0.375
Loyalty Customer (Y)	0.535	0.525

Findings indicated that the Adjusted R-Square for the route model including intervening factors, when examining Customer Satisfaction, was 0.375. This means that the Relationship Marketing variable contributes 37.5% to the variant of Customer Satisfaction. Therefore, the model is categorized as weak (poor). The Adjusted R-Square value for the route model which includes intervening variables, especially Customer Loyalty, is 0.525. This implies that Relationship Marketing accounts for 52.5% of the variance in explaining Customer Loyalty. Therefore that , that model categorized as moderate (currently).

Table 2. F-Square

	Discriminant Validity		
	Satisfaction Customer (Z)	Loyalty Customer (Y)	Relationships Marketing (X)
Satisfaction Customer (Z)		0.397	
Loyalty Customer (Y)			
Relationship Marketing (X)	0.618	0.086	

F-Square test analysis in the table provided show that variable Satisfaction Customers and Loyalty Customer show F2 value is 0.397. The influence of exogenous factors on endogenous variables is quite large. The Relationship Marketing variable on Customer Satisfaction is measured with a value of F2 = 0.618. The influence of exogenous factors on endogenous variables is quite large. The Relationship Marketing variable on Customer Loyalty is measured with a value of F2 = 0.086. Exogenous variables have a light influence on endogenous variables .

Table 3. Direct Effects

	Original Samples (O)	Samples Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P-Value
Satisfaction Customer (Z) -> Loyalty Customer (Y)	0.546	0.548	0.078	6,937	0,000
Relationship Marketing (X1) Satisfaction Customer (Z)	0.618	0.623	0.051	11,918	0,000
Relationship Marketing (X1) -> Loyalty	0.254	0.253	0.099	2,556	0.012

Conclusion i from i value i direct i effect i on i table i in i above i is i as i following :

1. variable i Satisfaction i Customer i against i Loyalty i Customer i have i value i coefficient I line i 0.546 i and i P -Value i 0.000 i (<0.05), i means i have i influence i that i is positive i and i is significant .
2. Variable i Relationships against i Satisfaction i Customer i have i value i coefficient i line i 0.618 i and i P -Value i 0.000 i (<0.05), i means i have i influence i that i is positive i and i is significant .
3. variable Relationships against Loyalty Customer have value coefficient line 0.254 and i P -Value 0.012 (>0.05), means have influence that ipositive and I don't isignificant .

Table 4. Indirect Effect

	Original Samples (O)	Samples Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P-Value
Relationship Marketing (X1) -> Satisfaction Customer (Z) -> Loyalty Customer (Y)	0.337	0.342	0.060	5,615	0,000

Conclusion regarding mark impact No directly shown in the table above is as following : Variable Relationship Marketing has influence No direct to Loyalty Customer through Satisfaction Customer , with coefficient of 0.337 and a significant P-Value in a way statistics of 0.000, which shows that Satisfaction Customer Act as an internal mediator connection Relationship Marketing and Loyalty Customer .

Table 5. Total Effect

	Original Samples (O)	Samples Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STERR)	P-Value
Satisfaction Customer (Z) ->	0.546	0.548	0.078	6,937	0,000
Relationship Marketing (X1) Satisfaction Customer (Z)	0.618	0.623	0.051	11,918	0,000
Relationship Marketing (X1) -> Loyalty Customer (Y)	0.592	0.595	0.073	8,042	0,000

Based on the data in the table above, the conclusion of the overall influence value can be summarized as follows: The direct impact of relationship marketing on customer loyalty, represented by a coefficient of 0.254, combined with the indirect influence of relationship marketing on customers. loyalty through customer satisfaction, represented by a coefficient of 0.337, produces a total effect of 0.592. The results produced by SmartPLS show a value of 0.592. This shows that the overall influence of Marketing connections on Customer Loyalty which is mediated by Customer Satisfaction is 0.592 .

Discussion

Influence Relationship Marketing Against Loyalty Customer

In the direct influence hypothesis analysis, it is concluded that Relationship Marketing has a significant positive impact on Customer Loyalty. This is confirmed by the direct influence coefficient value of 0.546 with a statistical significance level of 0.000 ($p < 0.05$). The findings from this research show that there is a statistically significant relationship between Relationship Marketing and Customer Loyalty at PT. Multidaya Teknologi Nusantara.

Relationship Marketing is a strategic approach to marketing that aims to increase customer loyalty and ensure long-term business continuity. Effective implementation of Relationship Marketing meets customer needs optimally to build and maintain long-term loyalty. Thus, Relationship Marketing is considered a key factor in increasing consumer loyalty.

The findings of this research are in line with several previous studies. Rahmi and Nainggolan (2023) also found that Relationship Marketing has a limited impact on consumer loyalty. Another study by Nurbakti et al . (2022) shows that Relationship Marketing partially has an impact that is worth noting in the context of this research. In addition, the research results of Momuat et al . (2021) supports the view that Relationship Marketing has a significant impact on customer loyalty.

Influence Relationship Marketing Against Satisfaction Customer

In the hypothesis analysis of the direct influence on Customer Satisfaction, it shows that there is a substantial relationship between Relationship Marketing and Customer Satisfaction. This finding is supported by a direct effect coefficient of 0.618 which is statistically significant with a P value of 0.000 (lower than the conventional threshold of 0.05). The research results show that there is a statistically significant relationship between Relationship Marketing and Customer Satisfaction at PT. Multidaya Teknologi Nusantara.

Relationship Marketing refers to a collection of techniques and methodologies used to build and maintain beneficial relationships to increase consumer satisfaction. The level of customer satisfaction achieved by a company is very dependent on efforts to establish and maintain close relationships between the company and its consumers. The harmony of the relationship that exists between the company and customers is largely determined by the level of customer happiness which is the company's focus.

This finding is in line with the results of previous research in the field of Relationship Marketing , which has indicated a large and positive impact on customer satisfaction. Research conducted by Mutholib (2016), for example, shows that Relationship Marketing has a significant and positive impact on customer satisfaction, this has also been confirmed by Santoso and Japarlanto (2015). Other findings, such as research by Toriman (2016), show that Relationship Marketing also has a strong and positive impact on customer satisfaction .

The Influence of Customer Satisfaction on Customer Loyalty

In the analysis of the direct influence hypothesis, it is stated that there is a significant correlation between Customer Satisfaction and Customer Loyalty. The direct effect coefficient of 0.254 with a P-Value of 0.012 (> 0.05) provides strong evidence of this phenomenon. The results of this research reveal that there is a statistically strong relationship between Customer Satisfaction and Customer Loyalty in the PT environment. Multidaya Teknologi Nusantara.

In general, customers who are satisfied with their experience tend to be loyal customers. Customers who are satisfied with their experience are more likely to make repeat purchases and show loyalty to the brand. The level of customer satisfaction has a significant impact on consumer loyalty.

Similar findings to Gultom et al . (2020b) is consistent with previous research showing that customer satisfaction plays a key role in building customer loyalty. Santoso and Japarlanto (2015) also support this finding by showing that customer satisfaction has a large and beneficial influence on customer loyalty. Additionally, Prabowo (2008) emphasized that customer satisfaction is positively correlated with customer loyalty.

Influence Relationship Marketing Against Loyalty Customer Through Satisfaction Customer

In the analysis of the indirect influence hypothesis, it states that the relationship between Link Marketing and Customer Loyalty is mediated by Customer Satisfaction. The indirect effect coefficient value was set at 0.337, with a P-Value of 0.000, which is statistically significant at the 0.05 level. The findings of this research provide evidence of the impact of Relationship Marketing on Customer Loyalty, with Customer Satisfaction as a mediating factor.

Based on the results of the hypothesis test, it is proven that the P-value is above the threshold of 0.05. Customer satisfaction refers to an individual's emotional state of satisfaction or dissatisfaction that arises from evaluating the performance of a product in relation to their previous expectations (Mufidah, 2021). Customer satisfaction refers to an individual's subjective experience of satisfaction or dissatisfaction that arises from evaluating the performance or perceived results of a product in relation to their anticipated expectations (Almira, 2021).

According to research conducted by Gultom et al . (2020), it has been proven that there is quite a large and beneficial influence from Relationship Marketing on Customer Loyalty through Customer Satisfaction. According to Santoso and Japarlanto (2015), their research findings show that there is an important and beneficial impact of Relationship Marketing on Customer Loyalty Through Customer Satisfaction .

Conclusion

Based on findings from research regarding the Influence of Relationships Marketing on Customer Loyalty with Customer Satisfaction as an Intervening Variable at PT. Multidaya Teknologi Nusantara, involving 100 respondents, can be concluded as follows: Relationship Marketing has a positive and significant influence on Customer Loyalty at PT. Multidaya Teknologi Nusantara. Apart from that, Relationship Marketing also has a positive and significant effect on Customer Satisfaction at PT. Multidaya Teknologi Nusantara. The existence of Customer Satisfaction also has a positive and significant influence on Customer Loyalty at PT. Multidaya Teknologi Nusantara. However, it is important to note that Customer Satisfaction does not function as a mediator or intermediary in the influence of Relationship Marketing on Customer Loyalty at PT. Multidaya Teknologi Nusantara.

Based on these conclusions, the author provides several suggestions as follows: Companies are expected to pay more attention to the level of customer satisfaction, so that they can encourage customers to make repeat purchases. Apart from that, companies should also consider implementing a Relationship strategy Marketing between customers to strengthen customer trust in the company. Lastly, companies must pay special attention to

efforts to maintain customer loyalty, because loyal customers can make a positive contribution to the company's progress .

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