

Relations with the Implementation of Relationship Marketing on Customer Loyalty: A Study on Café Resto Blackpepper Bandung

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ABSTRACT

This study aims to determine whether the implementation of relationship marketing has a relationship with customer loyalty at Blackpepper Resto and Café Bandung. The factors tested in this study are the implementation of relationship marketing as an independent variable, while customer loyalty as the dependent variable. The research method used in this study is the verification method. The population in this study were consumers or customers at Blackpepper Resto and Café Bandung. The sampling technique used in this study is non-probability sampling with the incidental sampling method, the number of samples in this study was 100 respondents. The data analysis used in this study was the Spearman Rank correlation analysis using the Statistic Program for Social Science (SPSS) software. The results showed that the implementation of relationship marketing and customer loyalty at Blackpepper Resto and Café Bandung was in a good category. In addition, the research results also indicate that the implementation of relationship marketing has a relationship with customer loyalty at Blackpepper Resto and Café Bandung.

Keywords

Implementation of relationship marketing, customer loyalty

Introduction

In the era of globalization, it seems that currently world competition is developing in the world of life. Especially in the business world, the development of the business world is currently experiencing very rapid growth, both businesses engaged in manufacturing and services. All economic developments accompanied by technological and scientific developments have created increasingly fierce and sharp competition, both in the domestic market and in the international market. According to Kotler and Keller (2016) are: "Marketing is meeting the needs of profitability". Meanwhile, the formal definition put forward by the American Marketing Association (AMA) cited by Kotler and Keller (2016) is as follows: "Marketing is an activity, a set of institutions, and a process for creating, communicating, delivering, and exchanging offers that have value. for customers, clients, partners and the wider community. "In line with this definition, the UK Chartered Institute of Marketing quoted by Tjiptono and Anastasia (2016) argues that: "Marketing is a management process that identifies, anticipates, and delivers what customers want in an efficient and profitable way. "In essence, marketing is an activity carried out by a company that is related to the direct relationship that exists between the company and

consumers. Another definition of marketing is also put forward by Wilian J. Shultz as quoted by Buchari Alma (2016): "Marketing is business or activities that distribute goods and services from consumer producers".

In its current development, the city of Bandung is a tourism area. Therefore, many tourists always come, especially on weekends or holidays. From foreign tourists to domestic tourists all want to have this leg in Bandung. With the emergence of these tourists, the need for food is very high. Therefore, business in the food sector, especially food, will be a promising prospect. The head of PHRI Bandung, Momon Abdurochman, was quoted as saying by the Shanghai Daily, Tuesday (21/8/2012). No exception to service companies, companies are required to carry out good relations with their customers so that customers become loyal. As a result, these business actors are competing to win the hearts of consumers, even consumers who visit the restaurant or seeds. To get consumers, a restaurant or cafe must excel in competing, for example, having good quality products and services. As a business actor in the culinary sector, it must be adhered to that consumers have a sense of comfort and trust in the restaurant or café. The restaurant data are in the city of Bandung with an increase every year, as follows:

Table 1. Number of restaurants in the city of Bandung years 2010-2012

No.	Description	2010	2011	2012
1.	Type of Restaurant Business	133	156	195
2.	Typical Culinary Business	17	20	24
	Types			
	Total	150	176	219

Source: Department of Culture and Tourism Bandung Year 2012

With the increasing number of competitors, the company must be able to maintain its customers who started to increase the number of customers. What is happening is that there is a tight competition in the city of Bandung with an increase in the number of restaurants and culinary entrepreneurs. A phenomenon that occurs when the culinary business is rampant, Blackpepper Resto and Café Bandung often collaborates with banks through the discount program for credit card holders on the condition and provisions that apply to attract more consumers. As a result, this strategy also succeeded in bringing in abundant consumers, but with limited space because consumers came out of the number of tables available, long queues from consumers (waiting list) also occurred. Relationship marketing is a strategic concept of marketing that seeks to establish a long-term relationship with the customer, namely maintaining a strong and mutually beneficial relationship between service providers and customers who can build repeat transactions and create customer loyalty (Saputra & Ariningsih, 2014).

Literature Review

Implementation of Relationship Marketing

Relationship marketing is a very important concept to attract and retain customers in an organization. In the modern business world, the focus of marketing reflects the movement of change from transactional marketing to relationship marketing. Build, maintain, and always improve customer relationships are important aspects of business. The concept of relationship marketing is widely understood, both academically and professionally, where the goal is to increase strong relationships and make indifferent customers become loyal (Sivesan, 2012).

Customer Loyalty

Loyalty is defined as an attitude addressed by consumers towards the provision of products or services. A consumer will show his loyalty if a company is able to provide satisfaction to its consumers. Loyalty is a consumer behavior that will be known if consumers have made purchases of products offered in the market. Consumers are loyal are those who are highly committed to repurchasing and subscribing to a product or service consistently in the future, so that it can cause repeat purchases of the same brand. According to customer loyalty is customer commitment to a product or service that is reflected in the attitude that very positive and the form of repurchase behavior were conducted by the customer consistently over a long period of time (Tjiptono and Candra in Priansa, 2017; Saudi, 2018).

Methodology

The research methods used by the authors are descriptive and verification methods. Descriptive giving according to Sugiyono (2012) is a method that functions to describe or give an overview of the object that is being studied through data or samples that have been collected as it is, without analyzing and making conclusions that are generally accepted. Meanwhile, the verification research methods according to Sugiyono (2016) are: "The verification approach is a research method that aims to find out the quality relationship between variables through a test through a statistical calculation that shows the hypothesis is rejected or accepted." In this study, verification methods are used to determine the effect of managerial ownership, institutional ownership, and corporate social responsibility (CSR) on company value

Results and Discussion

In this study, the researchers obtained the research results after analyzing the data from the questionnaire and using multiple linear regression methods. With this, the following calculation results are obtained.

Validity Test

According to Sukardi (2013) are as follows: a degree that indicates where a test measures what that will be measured. The all item questionnaire that is used to measure the implementation of relationship marketing and customer loyalty will be tested for its validity. The value of the validity of each question item can be seen on the value of the correlated item-total correlation of each question item. With r_{table} for respondents, based on the SPSS calculation data, the correlation coefficient (r) is known that all correlations for variable X items are greater than r_{table} or 0.1614, the instrument is declared valid So anyway for variable Y, if the variable Y is greater than r_{table} or 0.1620 then the instrument is declared invalid.

Validity testing is used to measure / valid or at least the results of the questionnaire. A linked questionnaire is valid if the questions are able to reveal something that will be measured. Measurement of the level of validity can be done in the following ways:

Look for the correlation between the question item score and the total construct score. In measuring the correlation of each item score, the question is with the total items for variable X and variable Y with the hypothesis:

H_0 = question grain score positively correlated with the total construct score.

H_a = the question item score is not positively correlated with the total construct score.

In determining the significance or non-significance by comparing the calculated r value with the r value table degree of freedom = nk , and the test area with alpha 0.05. If r counts each question item is positive and is greater for r tables (see corrected item-total correlation) then the question item is said to be valid.

Relationship Marketing Implementation Factors

Table 2. Operational variable x

Variable	Concept Variable	Indicator	Scale
Relationship Marketing (Variable X)	Relationship marketing is a very important concept to attract and retain customers in an organization. In the modern business world, the focus of marketing reflects the shift from transactional marketing to relationship marketing. Build, maintain, and always improve customer relationships are important aspects of business. The concept of relationship marketing is widely understood, both academically and professionally, where the goal is to promote strong relationships and make indifferent customers loyal.	1. Product is a whole concept or process that provides a number of value to consumers. Need to pay attention to the product is that the consumer does not only buy the physicals of the product, but buying the benefits and value of the product is called "the offer". Communicate or support the role of the service.	Ordinal
		2. Price is a number of sacrifices that must be paid by consumers to get products or services.	Ordinal
		3. Place relates to where the company is headquartered and carries out operations or activities. Place also explains how the delivery methods will be applied.	Ordinal
		4. Promotion is the activities of a company to communicate the benefits of the product and as a tool to influence consumers in purchasing activities or the use of services according to their	Ordinal

(Sivesan, 2012)

wants and needs.

5. People are who are directly involved in and influence each other in the exchange process of products or services. In relation to the marketing of services, then the people who function as service providers greatly affect the quality of the services offered.

6. Process is a combination of all activities, generally consisting of procedures, work schedules, mechanisms, activities, and the routine where services are generated.

7. Physical evidence / Environment the physical environment of the company where services are created as a place for service providers and consumers to interact, plus any tangible elements used to communicate or support the role of the service.

Lupiyadi (2013)

Customer Loyalty Factor

Table 3. Variable Y

Variable	Concept Variable	Indicator	Scale
Loyalty (Variable Y)	Customer loyalty is a customer's commitment to a product or service that is reflected in a very positive attitude and re-purchase behavior were conducted by the customer consistently over the old period. (Tjiptono and Candra in Priansa, 2017)	1. Satisfaction: Stay with the company as long as expectations are met	Ordinal
		2. Repeat purchase: Return to the company to buy again	Ordinal
		3. Word of Mouth / Buzz: Putting on his reputation to tell the other about the company.	Ordinal
		1. Evangelism: Convincing the other to buy company products	Ordinal
		2. Ownership: Feeling responsible for the sustainable success of a company.	Ordinal
		Kotler and Keller (2016)	

Conclusion

Based on the results of research and discussion of the analysis of the relationship marketing implementation with customer loyalty Blackpepper Resto and Café Bandung, it can be concluded:

1. The implementation of relationship marketing at Blackpepper Resto and Café Bandung according to the results of the questionnaire that has been distributed is considered well by respondents with an overall average of 4.06 which is in the interval from 3.40 to 4.19. Based on the data of data that is obtained, it can be seen that most of the respondents stated

that the implementation of relationship marketing is in accordance with customer desires.

2. Based on the data obtained from the results of the questionnaire about customer loyalty in Blackpepper Resto and Café Bandung, it can be concluded that customer loyalty that visited is good, this can be indicated by the average result of 3.83 which is the interval from 3.40 to 4.19.
3. Relationship marketing relationship implementation with customer loyalty.

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