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# The Influence of Relationship Marketing, Service Quality, and Customer Satisfaction on Customer Loyalty Over B2B Companies

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Customer loyalty is very important in a company to retain customers with customer loyalty function to reduce competition between competitors and reduce marketing costs. Customer loyalty can be affected by relationship marketing, service quality, and customer satisfaction. This study aims to find out how the influence of relationship marketing, service quality and customer satisfaction toward customer loyalty at PT. Alam Neur Nusapermai. In this study, we used a questionnaire which was distributed to 145 customers at PT. Nusapermai Neur, Nature of the data processed using SPSS 23 and AMOS 23. Here, we use secondary and primary data also data analysis using the SEM method. The result indicates that relationship marketing does not affect customer satisfaction, quality services to customer satisfaction, but satisfaction does not influence toward customer loyalty, relationship marketing does not have an effect on customer loyalty and service quality does not affect customer loyalty.

**Keywords:** Customer satisfaction, Customer loyalty, Relationship marketing, and Service quality.

## 1. INTRODUCTION

The benefits of customer loyalty are decline in influence from a competitor company not only by competition in terms of product but also the competition in terms of perception. In addition, the loyal customers can be encourage the development of the company by giving ideas or suggestions to the company to improve the quality of the product. The company goal to provide long-term value to customers, and measure its success is long-term customer satisfaction. The correlation marketing to customer satisfaction is prefer to build a relationship with a company that is able to provide quality service, customer satisfaction, and the specific benefit it's greater than the sacrifice a customer. When the company is be able to consistently deliver value from the customer's point of view, one of the benefit it's will be felt more clearly with customers that will encourage them to maintain the relationship. The assessment of quality service is determined by the service user. Here, service users will be given a rating by comparing services that

they will receive with which they expect. For that service quality can be determined through an attempt to meet the needs and expectations of users of the service. Customers are often not loyal is caused by the presence of a bad service or quality of services declined from expected customers. Fulfill customer satisfaction is a thing that should be done continuously by a single company. This is a result of the development of businesses that continue to run rapidly. As if the company were forced to able to read human needs (customers). If it can be done, the company will be able to compete and even become a business leader. However, if otherwise, then the company gradually will not be able to survive in the business. Customer satisfaction is also a feeling of consumer response to products or services that have been consumed, customers feel satisfied if all his needs always served him well. When the customer is satisfied, then the customer will make purchases on a regular basis, recommend it to others, buying outside of product lines or services and are not easily swayed or attracted by the

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offer of another product or service, companies can be use competitive advantages of service quality which is considered quite effective in the process of customer relationship management, in an effort to improve the quality of service excellence to build customer satisfaction and loyalty. Customer loyalty is one of the core goals attempted in modern marketing. This is because with loyalty expected the company will benefit over the long-term relationship mutualism entwined in a certain period of time. However, the variable quality of service has a very significant influence towards customer loyalty.

## 2. METHODOLOGY

### A. Relationship Marketing

Understanding the relational marketing is the introduction of every customer are closer to creating two-way communication by managing a relationship of mutual benefit between the customers and the company [1, 2, 3]. Relationship marketing is seen as the main concept in designing marketing strategies for that purpose, either in industrial marketing and consumer product marketing and Little [4]. The primary purpose of relational marketing is to build and maintain the customers that the commit's advantageous for the company and at the same time minimize the time and effort expended to customers the less profitable [5]. The dimension of the relationship marketing consists of four things: Trust, commitment, communication and conflict handling [6, 7, 8].

### B. Quality Of Service

Quality of service is the totality of characteristics of the goods and services that demonstrate its ability to satisfy the needs of customers, both of which appear to be obvious or hidden [8, 9]. A quality is defined as "the dynamic conditions relating to a product, service, human resources, processes, and an environment that meet or exceed expectations". Ministry or service be construed as an activity or benefit that can be offered by one party to the other party [10]. These services include serving speed, comfort, convenience of location, reasonable price and compete [11]. The serve customers in Prime we are required to provide a service that is definitely reliable, fast and complete with an attractive appearance and empathy. The dimensions of service quality are consistent of five parts, namely: reveals the five dimensions for measuring service quality: reliability, Tangibles, responsiveness, assurance, empathy [11].

### C. Customer Satisfaction

Consumer satisfaction is the extent to which a product perceived benefit it's (perceived) in accordance with what is expected [12]. Consumer satisfaction is the level of one's feelings after comparing performance between products which he feels with his expectations [13]. The satisfaction is an attitude which was decided on the basis of the experience acquired [14].

### D. Customer Loyalty

Customer loyalty (customer loyalty) can be defined as the response is closely related to pledge or promise to hold steadfast commitment that underlie sustainability partnership, and usually reflected in the purchase a consistent restart [14]. Customer loyalty is a loyal customers always perform a restart purchases, which in turn guarantee a revenue stream for the company, it has the tendency of buying more, want to pay with a more expensive price, which will have an impact directly to the profit of the company [15]. Thus, the customer loyalty is a customers who simply don't buy the goods and services of a birthday for example by recommending others to buy. There are two dimensions of customer loyalty such as research establishes a two-dimensional customer loyalty that is attitudinal positions loyalty and behavioral loyalty.

### E. The relationship between Relationship Marketing and customer satisfaction

A significant relationship between relationship marketing by customer satisfaction study also revealed there is a significant between the influence of trust with customer satisfaction, long-term relationships will be creating the customers trust and also increase customer satisfaction. To maintain positive relationships with their customers, CRM (customer relationship management) Program is helping companies in satisfying customers. Previous research results from the explanation above, the authors make the following hypothesis:

Hypothesis 1: Effect relationship marketing on customer satisfaction.

### F. The relationship between service quality and customer satisfaction

The product knowledge, responsiveness, ability to solve problems, prompt service, and efforts to reduce the time has a positive impact on customer satisfaction [16]. Time service to caring employees and customers with billing accuracy, proper communication about the time granting service, timeliness and service, the willingness of employees to help customers [17]. Previous research results from the explanation above, the authors make the following hypothesis:

Hypothesis 2: Effect service quality on customer satisfaction.

### G. The relationship between customer satisfaction and loyalty

Customer satisfaction is an important for the company to include customer satisfaction into their management portfolio [18]. This is the goal that must be achieved in the face of competitive globalization. Important aspect which should be note by the company based on our

research is timely service, caring employees to customers, billing accuracy, proper communication about the time of the granting of service, timeliness and willingness of employees to help customers will relate directly to the satisfaction of the customer, customers who are satisfied with will be loyal. Previous research results from the explanation above, the authors make the following hypothesis:

Hypothesis 3: Effect customer satisfaction on customer loyalty.

*H. The relationship between Relationship Marketing and customer loyalty*

The company providing the service is good, then the company will benefit greatly. Because an educated community doesn't choose the product or service. If a bank wants to achieve a high level of customer loyalty, then the relationship marketing strategies should be considered [18]. Similarly, the study also warned of the company's strategy to build a better relationship marketing to create loyal customers. Customer loyalty can be created, reinforced and defended by a marketing plan aimed to create trusted reason and creating customer loyalty with the four main construction relationship marketing such as trust, commitment, communication and conflict handling. Previous research results from the explanation above, the authors make the following hypothesis:

Hypothesis 4: Relationship marketing effect on customer loyalty.

*I. The relationship between service quality and customer loyalty*

The influence of quality against customer loyalty among customers allows the organization doing the savings by reducing marketing cost's the use of related products increased, the referral market will also be going to happen. Customers who are evaluating the quality of service and more loyal. Customers who have not registered as a member will assess the quality of services but customers who have become a member will consider the company as a premier choice [19]. Previous research results from the explanation above, the authors make the following hypothesis

Hypothesis 5: Effect service quality on customer loyalty.

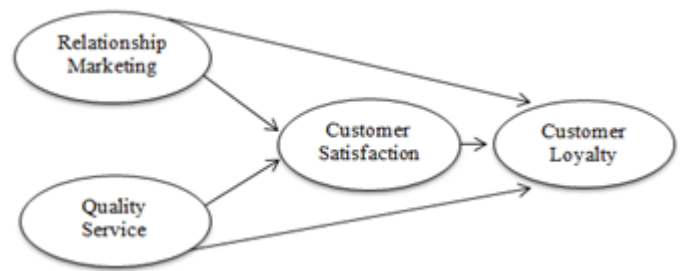


Figure 1. Conceptual Framework Model

Based on many problems that will be discussed in this research, we proposed the research design is the design of causal. Here, research design taken from causal research with analyzing the relationship between one variable with another variable. This research uses a quantitative approach with Primary data collection using the survey method also collecting data by spreading a questionnaire to 145 respondents.

*J. Research Variables*

The variables involved in this research is relationship marketing, service quality and customer satisfaction as the independent variable, the dependent variable customer loyalty.

*K. Operational Definitions of Variables*

(i) Relationship Marketing, relationship marketing is an effort maintain good relations of mutual benefit with its customers; (ii) Quality Service, is knowable by way of comparing the customer perception of the service that actually they receive with the real service they expect; (iii) Customer Satisfaction, the goal of every company to meet the customer's expectations regarding the product or service that can meet the needs; (iv) Customer loyalty to a product or service will deliver the impact that it's good for the company, customer loyalty was born from the commitment and ability of companies to create good relationships with customers as well as the quality of service that meets customer expectations.

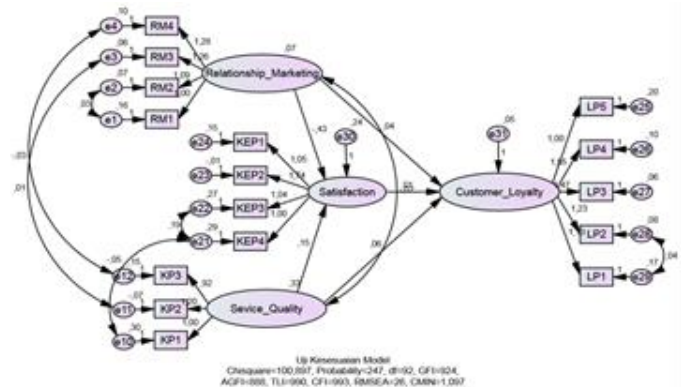


Figure 2. Structural Equation Model

### 3. RESULT AND DISCUSSION

Hypothesis test showed the level of influence and significance between the variable testing. The level of significance is seen through the P Value assuming if P Value  $0.05$  then said significant  $<$  and is said to be not significant if P Value  $\geq 0.05$ . After testing the hypothesis, note that 1 of 5 has a significant positive relationship hypothesis while 4 hypotheses proved to be insignificant. This study refers to previous research and theory that exist. Here are some of the similarities and differences that are described in the following discussion (see table 1).

Table 1. Estimation Results from Final Test

			Estimate	S.E.	C.R.	P
Satisfaction	<-	Relationship	-.429	.194	-2.212	.027
	--	Marketing				
Satisfaction	<-	Service	.155	.066	2.347	.019
	--	Quality				
Customer Loyalty	<-	Relationship	.041	.092	.441	.659
	--	Marketing				
Customer Loyalty	<-	Service	.058	.033	1.743	.081
	--	Quality				
Customer Loyalty	<-	Satisfaction	.012	.041	.302	.763

#### A. Relationship marketing doesn't enhance customer satisfaction.

Based on the results of testing on the hypothesis above, found the results analysis of the data doesn't support the hypotheses H1, relationship marketing to customer satisfaction. Based on this research can be aware that the relationship of proximity with the company isn't required by the customer, the respondents didn't find any problems during a Subscriber so that it doesn't require troubleshooting. Respondents also didn't expect the communication with the company continues as a respondent don't want a commitment from the company, this is because the respondent would be more easily moved to other distributors who offer competitive prices. The results of this research were not in line with relationship marketing will give satisfaction to customers and tend to be increasing customer trust.

#### B. Relationship marketing doesn't enhance customer satisfaction.

The testing results on this hypothesis, found that a analysis support H2 namely quality services to customer satisfaction have a better the quality of service provided by PT Alam Neur Nusapermai. Here, the customer will be the more satisfied. Otherwise, the worse the quality of service provided so customers don't feel satisfied. It's important for a company to know how far the most direct evidence aspect right is still a positive impression of the quality of service provided, but don't cause customer expectations that are too high. Its attributes are the physical facilities, equipment, appearances, and promotional materials. Compared to the other four dimensions, dimension reliability often is perceived is most important to customers and various service industries. It's attributes are handling customer orders data, the provision of the service agreement, service first, the proper handling of the problem's consumers and service providers in a timely manner. Responsiveness is the dimension of the quality of service the most dynamic. Service response is also influenced by the attitude of employees who are directly associated with the customer.

One of them is alacrity and sincerity in answering questions or customer requests. Customer satisfaction in this case often determined through service over the phone. Its attributes are available to respond to customer questions, customer service, delivery time information service, and a willingness to help customers. Guarantee of quality is the dimension that relates to the company's ability and behavior of employees who deal directly with customers in instilling a sense of trust and confidence to customers. Its attributes are the friendliness, competence, reputation, honesty and Empathy as well as despite statutes is the attention personally to the customer. Empathy includes the ease in doing good communication relationships, personal attention, and understands the needs of customers. The research has correlation to explain that service quality dimensions have an impact on customer satisfaction.

#### C. Customer satisfaction doesn't enhance customer loyalty.

Based on the results, we obtain customer satisfaction has no impact on customer loyalty. It means high low customer satisfaction at PT Natural Neur Nusapermai will not affect by customer loyalty. Thus, the respondents didn't have any interest with some indicators of customer satisfaction because of the company's operational efficiency and corporate service system doesn't come into contact directly with customers so that customers don't feel satisfied, as a result of customers don't feel loyal. Even customers will move when the company set a price higher than its competitors, with a price difference is greater than the customers will get a bigger profit. The study explains the influential independent customer satisfaction significantly to customer loyalty. Relationship marketing doesn't enhance customer loyalty. Based on the results, we test all hypothesis and obtain the analysis doesn't support the hypothesis H4, relationship marketing to customer loyalty, relationship marketing conclusion hasn't effect against customer loyalty. As in the previous explanation of relationship marketing isn't increased satisfaction, apply also on its influence with customer loyalty. In some previous research relationship marketing, excellent applied as a marketing strategy to increase customer loyalty. The results are in contrast to previous research company hasn't run a strategy of relationship marketing properly. There is an increasing need to emotionally approach and commitment to maintain a long-term relationship of mutual benefit. The results of this study don't support the research conducted that reveals that there is a strong and significant relationship between relationship marketing with customer loyalty. Thus, to continue their program relationship marketing will create trust and increase customer satisfaction with recruiting and training employees of social oriented and service oriented to create strong relationships with customers.

#### D. The quality of service doesn't enhance customer loyalty.

The results of testing on this hypothesis, found the results of the analysis didn't support the hypothesis H5, service quality to customer satisfaction service quality, meaning that it doesn't affect customer loyalty. Although customer loyalty affects customer satisfaction but don't make customers become loyal. This is because satisfaction isn't

too perceived by customers. Besides that, it also can't loyal customers at a distributor or an agent, a distributor that provides a low price will affect the attitudes of customers, because low prices customers can earn a bigger profit from the difference in price after goods resale. This research was contrary to research conducted that describe the quality of service has a positive influence significantly to customer loyalty. Describes the dimensions of service quality: reliability, assurance and empathy, by exploring the role of service quality against customer loyalty, the findings revealed that the three-dimensional quality of the service, namely: tangibles, reliability, empathy has a significant positive influence toward customer loyalty.

#### *E. Implications Managerial.*

It is expected the company will continue to improve the quality of service to create customer satisfaction, improve the quality of service can be done with a variety of strategies such as. Continue to manage the factors that can increase the quality of service is strongly suggested as improving indicators of the variable dimensions of service quality.

#### 4. CONCLUSIONS

The conclusions in this study from five hypotheses in ask there are four hypotheses were rejected and one hypothesis is the hypothesis that received (Hypothesis 2) the influence of the quality of service to customer satisfaction. The limitations in this study can be a material consideration for further research. This research uses 145 respondents whereas in previous studies using more, respondents in this study using AMOS 23 expected in subsequent research using more sophisticated analysis tools namely LISREL SMART, PLS, and others. The number of questionnaires which causes many respondents are tired of seeing so many questions, finally the respondents don't really mean to answer the questions of the questionnaire gave. The desired information cannot be excavated because the respondent did not seriously to fill in the questionnaire. The limitations of the author to find out the best time respondents to dig information also become a factor of limited information in the get. It's recommended to keep a company continue to improve services on an ongoing basis with equip employees with more knowledge in the paint quality service. Customer satisfaction become a benchmark of the success of the company running the corporate strategy, satisfied customers will be loyal and tell friends, family about his experience using a product or service that was provided to the company. Further research is recommended to try out the variables which are not mentioned in this research.

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