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The Role of Relationship Marketing on Student Loyalty in Using Marketplace Applications

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ABSTRAK

The development of e-commerce in Indonesia is increasingly rapid. This development has an impact on very tight competition not only in almost all industries in the Indonesian economy, including the Micro, Small and Medium Enterprises (MSME) sector which sells products or services online, but also competition between companies providing marketplace platforms or applications. . The aim of this research is to assess the impact of customer satisfaction and increasing customer satisfaction on loyalty. This research is quantitative. Sampling was based on certain criteria, namely students in Yogyakarta who used marketplace applications. The sample size was taken using the Cochran formula. So a sample of 350 students was obtained. Data collection through questionnaires accommodated via Google Form. The data that has been collected is then subjected to initial testing, namely validity, reliability, basic assumption test and classical assumption test. After the data is deemed appropriate, the research hypothesis is then tested using a multiple regression test. The result is that customer satisfaction influences student loyalty in using marketplace applications by looking at a significance value of less than 0.05. Increasing customer satisfaction influences student loyalty in using the Marketpalace application as evidenced by a significance value of less than 0.05. The coefficient of determination test result is 0.566, meaning that customer satisfaction and increasing customer satisfaction can have an impact on loyalty of 56.6%. The researcher's suggestion for further research is to look for other variables that have a big influence on loyalty.

Keywords: Customer Satisfaction, Increased Satisfaction, Loyalty

INTRODUCTION

Current advances in information technology have penetrated all aspects of human life. The economy and trade are sectors that are experiencing a very significant transformation with the presence of information technology, especially digital products based on the use of internet technology. Economic activities are made easier by the speed of access for producers to reach markets, speed of communication and ease of market access to products.

E-commerce or electronic commerce, which is a business model that allows sellers and buyers to sell and buy goods via the internet, continues to grow. And part of e-commerce which continues to be a mainstay in the world of commerce to this day is the marketplace, namely a digital platform that accommodates many sellers of various products or services together on one platform or application to offer their products or services to the market or public. . Marketplaces have been proven to have a very positive impact on companies or producers both in reaching the market and of course generating bigger and faster income and profits and have been utilized optimally by almost all companies from various industries in Indonesia. Marketplaces also provide benefits to the community or market because it makes it easier to find the desired product or service simply by using an electronic device (computer or smartphone) without having to spend a lot of time, energy and money visiting the shop directly.

Currently, the millennial generation or generation Y (2023 aged 29 to 42 years), generation Z (2023 aged 13 to 28 years), and the alpha generation (2023 aged under 13 years) occupy the highest percentages. Indonesia has the largest population and active internet users (Digital Literacy Survey Data, 2022) (Siti et al., 2022).(Siti et al., 2022).

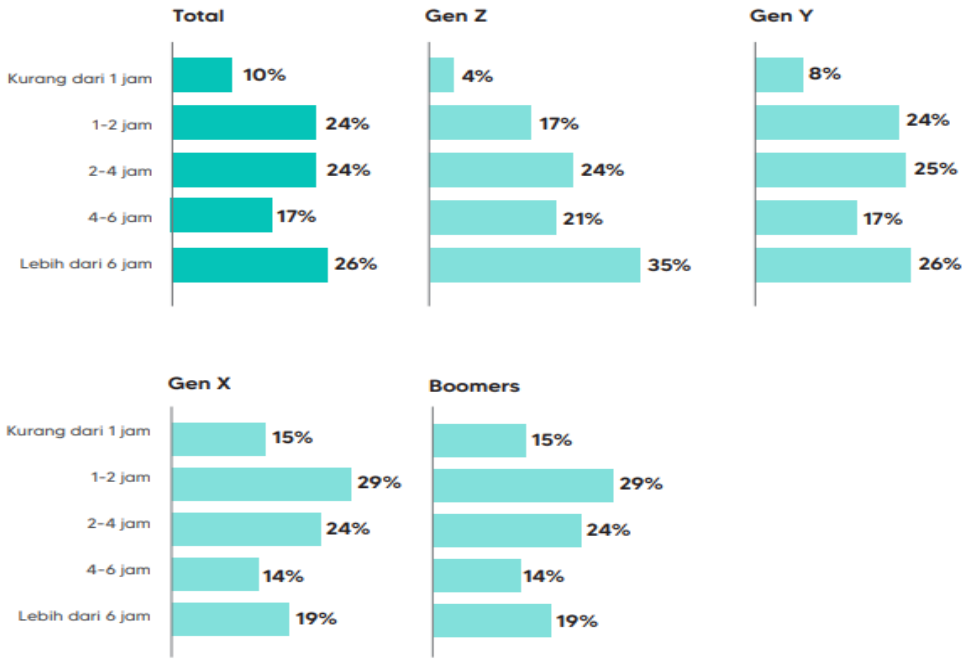


Image 1.
Internet Users in Indonesia

The millennial generation, generation Z and generation alpha are active internet users in their lives, even the youngest generation has been familiar with gadgets and the internet from an early age (pre-school). The composition and data show that the marketplace has huge market potential and prospects in Indonesia, especially for products that have a market segment for young people and millennials.

Companies producing retail products and services must ultimately adapt to market needs that require convenience and speed, namely online marketing or utilizing the internet. Marketplace is a marketing strategy as well as a distribution channel that must be implemented. This condition has the impact of very tight competition not only in almost all industries in the Indonesian economy, including in the Micro, Small and Medium Enterprises (MSME) sector that sell products or services online, but also competition between companies providing marketplace platforms or applications.

Customer loyalty is a fixed price for companies to maintain and develop their business in the long term, including for start-up companies that focus on providing marketplace platforms or applications. Increasingly tight competition requires companies to have the right strategy to reach market targets. Marketplaces must not only be able to provide the best and most attractive benefits for consumers or customers who shop through the applications provided, but also must create customer satisfaction in transactions where in the long term consumer satisfaction will be the starting point for realizing customer loyalty. customer). Customer Relationship Marketing is one of the steps and strategies that is suitable for companies to use in realizing customer loyalty.

This research will prove the role of relationship marketing which consists of efforts to create customer satisfaction and improve relationships with influential customers in creating customer loyalty which in the future will provide benefits for the company in achieving long-term sales targets. Customer loyalty is a very important factor for companies to be able to survive amidst increasingly fierce competition with competitors. This research will focus on the influence of relationship marketing in creating student loyalty towards marketplace platforms. Students were chosen as respondents because they represent a generation that actively uses the internet in their lives, has needs that can potentially be obtained by shopping online through the marketplace, actively makes transactions through the marketplace and has purchasing power or trust. his parents shopped themselves to meet his needs. Meanwhile, the choice of the city where respondents live in the Special Region of Yogyakarta Province, because this city is a city with a large number of students and good economic growth, is expected to represent the opinions of respondents in other cities in Indonesia.

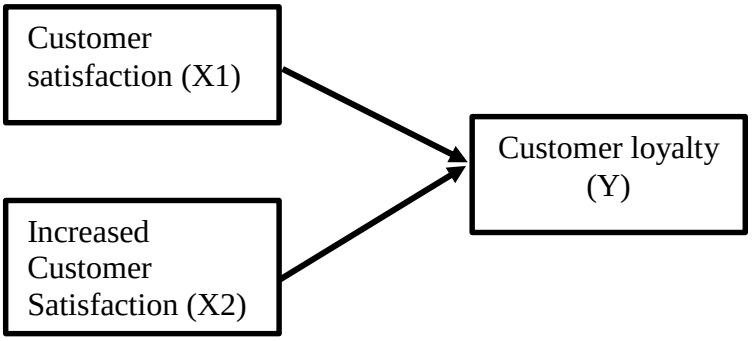
Looking at the background that has been explained, problem solving is used by analyzing:

a. The influence of customer satisfaction on customer loyalty.

b. The effect of increasing customer satisfaction on customer loyalty

The Relationship Marketing variable is assessed through customer satisfaction and increasing customer satisfaction.

Research Framework and Hypothesis



H1: Customer satisfaction has a positive and significant effect on customer loyalty Increased Customer Satisfaction

H2: Increasing customer satisfaction has a positive and significant effect on loyalty

LITERATURE REVIEW

Relationship Marketing

Customer Relationship Management (customer relationship management) as a strategy produces a positive impact on the sustainability of the company, namely marketing. Customer relationship management must be accompanied by a marketing strategy that is also based on relationships with customers, because in principle the company does not only target sales, but wants them to become loyal customers. The concept of Relationship Marketing emerged in the 90s as a result of industrial developments. Relationship Marketing answers conditions that occur in the business world, including the existence of interactions and network approaches in industrial marketing, the birth of marketing concepts and strategies in the service sector and interest in customer relationship-based economic concepts. Relationship Marketing is a method or method that has the aim of creating interactions with consumers with an emphasis on consumer satisfaction and needs (Haryanto, 2023). Some of the elements that underlie Relationship Marketing include:

a. Promise concept. Companies that can survive and achieve profits in the long term are companies that are able to achieve customer satisfaction because customer satisfaction is the key to repeat purchases in the future. The company will gain financial benefits in the long term as consumer satisfaction can be realized.
b. Consumer trust makes them willing to rely on the company because they believe that the company can be trusted. Consumer confidence is based on their experience while using the company's products or services, which includes the quality of the products and services provided by the company.

   (Tamtama, Setiawan, & Wajdi, 2017) stated that Relationship Marketing has an influence on Customer Loyalty. Relationship marketing consists of creating customer relationships, and improving customer relationships can be carried out with programs or activities to achieve customer satisfaction. The influence of the variables of customer relationship satisfaction and improving customer relationships has been proven by research entitled The Role of Relationship Marketing in Creating Customer Loyalty for Advertisers in Print Media Publishing Companies. The results of this research prove that efforts to achieve customer satisfaction and increase customer satisfaction have an effect on customer loyalty.

Customer satisfaction

Customer satisfaction is related to the customer's experience after consuming or using a product or service. Customer satisfaction is subjectively felt by customers after they make a purchase and feel the benefits of the product or service, by comparing the benefits they feel from the product or service they purchased with their expectations of the benefits of the product or service, apart from that, customers also consider comments from relatives who have purchased the same product or service and promises and information about the product or service conveyed by the marketer (Yuliantri, Nurvi, & Kus, 2019). Customer satisfaction is a customer's feeling of happiness or disappointment that arises after they consume or use a product or service and compare the product's performance with what was expected (Kotler & Armstrong, 2018). The importance of relationship marketing carried out by companies is not only to gain momentary profits, but also to create mutually satisfying relationships between the company and customers. The results of research conducted by (Sari & Lestariningsih, 2021) results if customer satisfaction has an influence on customer loyalty of Shopee application users. Customers can gain the value of having loyalty to certain products or services, if the customer is satisfied. Satisfied customers can be seen through their characteristics, namely making regular purchases, providing recommendations to other parties and not buying products or services from other manufacturers (Bunga Pertiwi, Ali, & Franciscus Dwikotjo Sri Sumantyo, 2022).

H1: Customer satisfaction has a positive and significant effect on customer loyalty.
After being able to achieve customer satisfaction, companies need to improve and maximize customer satisfaction. Increasing and maximizing customer satisfaction means developing relationships with customers for the long term. A company must be able to survive amidst competition in order to remain viable and support the human resources that depend on it for their livelihood. Companies must adapt to all conditions and changes, with one big goal, namely maintaining good relationships with customers (Philip & Kevin, 2016).
The importance of improving customer relationships in the form of increasing satisfaction. Improving customer relations is an effort made by a company to increase customers' feelings of pleasure because they assess that the company's products have met or exceeded their expectations or hopes (Leverin & Liljander, 2006). Relationship marketing (customer Relationship Marketing) with the application of customer relationship management (customer relationship management) in the perspective of Customer Equity Driver (factors that encourage the achievement of Customer Equity), namely the expected income flow from customers in the present and future which will also increase customer satisfaction and company relationships with customers (Kim, 2012).
H2: Increasing customer satisfaction has a positive and significant effect on loyalty.
High loyalty also functions as a market guarantee that determines the company's future. Guarantee that there is a market that has large potential to buy a product or service because it has high loyalty to a brand. Loyalty is the level of customer attachment to a product or service which is shown by the extent to which customers continue to repeatedly use the product or service and do not switch to competing products. Based on (Philip & Kevin, 2016), Loyalty is a commitment that buyers have to continue to buy or use a product or service in the future even though there are external influences in the form of offers of similar products or marketing efforts from competitors which aim to get them to switch to competing products or services. Loyalty at the customer level arises not because of coercion but rather the customer's full awareness of the experiences they have had in the past. Customer loyalty emphasizes customer behavior in purchasing which includes the frequency or amount of purchases and attitudes or opinions towards the product based on previous experience in using the product or service. Based on this definition, it can be concluded that customer loyalty is an attitude and motivation that encourages customers to buy products or services by including the customer's feelings or emotions. This customer attitude and motivation is not only related to frequency or repeat purchases, but also commitment to the company to continue using its products in the long term.

RESEARCH METHODS

The research studied is included in quantitative research methods. This method is used to observe phenomena in certain populations and samples, collecting data through research instruments. The data analysis used is quantitative, which means this analysis aims to test the assumptions that have been made (Sugiyono, 2018). The population in the study were students in Yogyakarta who used Marketplace to shop online. The sampling technique is purposive sampling, which means this research is only intended for students who use the marketplace. Determining the sample size is based on determining the number of samples whose population is unknown. Determining the sample if the population is unknown uses the Cochran formula as follows:

$$\text{Cochran's Formula : } n = \frac{z^2\, pq}{e^2}$$

Where:
n = Number of samples
z = The confidence level required in the sample is 95% with a value of 1.96

p = 50% chance of being correct = 0.5
q = 50% chance of error = 0.5
e = Sample error rate 5%
So, in determining the sample size as follows:

$$n= \frac{1,96^2\ (0,5)(0,5)}{0,05^2}$$

$$n= \frac{3,8416\ (0,5)(0,5)}{0,0025}$$

$$n= \frac{0,9604}{0,0025} = 384,16$$

Through the above calculations, we get a sample size of 384.16 rounded up to 385 samples. So a sample of 385 students in Yogyakarta was obtained. The data collection technique used is through distributing questionnaires related to relationship marketing (customer relationship satisfaction & improving customer relationships) and customer loyalty. The measurement scale used is the Likert scale through the assessment indicators Strongly Agree (SS) score 5, Agree (S) score 4, Neutral (N) score 3, Disagree (TS) score 2 and Strongly Disagree (STS) score 1. Data collected has been collected, then testing the validity of the data is carried out to see whether the data that has been collected is correct data, so that it can produce a good study. Testing the validity of the data through validity tests and reliability tests. The data analysis technique uses multiple regression tests. Before carrying out a multiple regression test, the data will first be tested for basic assumptions consisting of a normality test and linearity test as well as a classic assumption test (Ordinary Least Squares) consisting of a multicollinearity test and a heteroscedasticity test.

Operational Variables

Customer satisfaction is the result of customers' assessment of the benefits they expect by purchasing or consuming products or services. Customer satisfaction is measured through programs carried out by the marketplace to realize the satisfaction felt by student customers who use the marketplace platform or application to shop. Increased customer satisfaction is measured through programs carried out by the marketplace to increase student customer satisfaction which includes improving service quality, improving service features and facilities. Indicators of customer loyalty are measured through Repeat, namely willingness to buy repeatedly, Retention, namely a consistent attitude of surviving external influences including the possibility of switching to another similar product and Referalls, namely the willingness of customers to refer or recommend to other people. others to follow his steps or decision to buy a product.

ANALYSIS AND DISCUSSION

Research Instrument Test Results

The data that has been collected is then tested for the validity of the data to see whether the data collected is correct data, so that it can produce good research. Testing the validity of the data through validity tests and reliability tests. The results of the validity and reliability tests for each variable are as follows:

1. **Validity Test Results**

   Instrument validity testing is carried out to find out whether the instrument used in research is suitable or valid for measuring what it should measure. The validity indicator is that if the calculated r is greater than the table r, it means the instrument is valid, and vice versa (Widarjono, 2018). The validity results of each variable are as follows:

Table. 1 Instrument Validity Test Results

Variable	Instrument	r^{count}	r^{table}	Result
Customer satisfaction (X1)	KP1	0,796	0,113	Valid
	KP2	0,763	0,113	Valid
	KP3	0,786	0,113	Valid
	KP4	0,805	0,113	Valid
	KP5	0,727	0,113	Valid
Increased Customer Satisfaction (X2)	PKP1	0,842	0,113	Valid
	PKP2	0,830	0,113	Valid
	PKP3	0,809	0,113	Valid
	PKP4	0,779	0,113	Valid
Customer loyalty (Y)	LP1	0,705	0,113	Valid
	LP2	0,710	0,113	Valid
	LP3	0,779	0,113	Valid
	LP4	0,748	0,113	Valid
	LP5	0,734	0,113	Valid
	LP6	0,820	0,113	Valid

Source: SPSS Version 20 data processing results

The results of the instrument validity test for the three variables, obtained the r table value N= 385 with a significance level of 5%, namely 0.113, which was declared valid because the calculated r value was greater than the r table.

2. Reliability Test Results

Reliability testing was carried out to test the level of confidence in the research instrument. Meanwhile, to see the level of trust through determining the Cronbach's Alpha value. The reliability test indicators are Cronbach's alpha of less than 0.5, the reliability is low, Cronbach's alpha is between 0.5 – 0.7, the reliability is quite high, Cronbach's alpha is between 0.7 – 0.9, the reliability is high and Cronbach's alpha is more than 0.9, the level of reliability very high (Widarjono, 2018).

Table. 2 Instrument Reliability Test Results

Variable	Nilai Cronbach's alpha
Customer satisfaction (X1)	0,800
Increased Customer Satisfaction (X2)	0,820
Customer loyalty (Y)	0,788

Source: SPSS Version 20 data processing results

The Cronbach's alpha value of each variable is between 0.7 - 0.9, so it can be concluded that each variable has high reliability or a high level of trust.

Basic Assumption Test Results and Ordinary Least Squares (OLS) Test Results

Before proceeding to the hypothesis testing stage, the data will be tested through basic assumption testing and the Ordinary Least Squares (OLS) test. The OLS test results are as follows:

1. Normality Test Results

This test is used to see whether the data is normally distributed or not. The indicator of the success of this test is to look at the Kolmogorov-Smirnov Z value compared to a significant value of 0.05. If the Kolmogorov-Smirnov Z value is more than 0.05, it means that the data is normally distributed and vice versa. (Widarjono, 2018). Following are the results of the

normality test:

Table. 3 Normality Test Results

N	Kolmogorov-Smirnov Z	Asymp. Sig. (2-tailed)
385	1,231	0,096

Source: SPSS Version 20 data processing results

The Kolmogorov-Smirnov (K-S) value is 1.231 with Asymp. Sig 0.096 is greater than 0.05, proving that the data is normally distributed.

2. **Linearity Test Results**

Linearity testing aims to see whether or not there is a linear relationship between the variables studied. Indicator of linearity by looking at the significance value. If the significant linearity value is less than 0.05, it can be concluded that there is a linear relationship between variables (Wiyono, 2011).

Table. 4 Linearity Test Results

N	385
Linearity Sig.	0,000

Source: SPSS Version 20 data processing results

The results in the table above show that the linearity significance value is 0.000, less than 0.05, which means that the variables of customer satisfaction, increased customer satisfaction and customer loyalty have a linear relationship.

3. **Multicollinearity Test Results**

This test is used to see whether there is a correlation between the dependent variables. This test is carried out if multiple regression analysis is used. The assessment indicator is that if the VIF value is less than 10 and the tolerance value is close to 1, it means that there is no multicollinearity problem. (Widarjono, 2018).

Table. 5 Multicollinearity Test Results

Variabel	Tolerance	Nilai VIF
Customer satisfaction	0,526	1,902
Increased Customer Satisfaction	0,526	1,902

Source: SPSS Version 20 data processing results

The results of the multicollinearity test produced a VIF value of 1.902 which is less than 10 and a value of 0.526 which is close to 1, resulting in no multicollinearity problems occurring.

4. **Heteroscedasticity Test Results**

The heteroscedasticity test is used to see whether confounding variables have the same variance or not. The heteroscedasticity test in this study uses the Glejser test with an indicator that if the significance value (p value) is more than 0.05, it means that there is no heteroscedasticity problem (Sugiyono, 2018).

Table. 6 Heteroscedasticity Test Results

Variable	t value	Sig
Customer satisfaction	0,991	0,332
Increased Customer Satisfaction	0,296	0,768

Source: SPSS Version 20 data processing results

In the table above, if a p value is more than 0.05, it means that the confounding variables have the same variance so that heteroscedasticity problems do not occur.

Hypothesis Test Results

The hypothesis test used is the multiple regression test. Multiple regression is used if there is more than one independent variable.

$$Y = \beta_{0} + \beta 1X1 + \beta 2X2 + e$$

Where Y= Customer Loyalty, X1= Customer satisfaction and X2= Increased customer satisfaction.

The regression above will find results, namely evaluating how good the regression model is by looking at the results of the coefficient of determination (R^2), evaluate significance to see whether the independent variable affects the dependent variable individually.

Table. 7 Hypothesis Test Results

	B	t	Sig
The influence of customer satisfaction on customer loyalty	0,449	7,139	0,000
The effect of increasing customer satisfaction on customer loyalty	0,756	10,399	0,000

Source: SPSS Version 20 data processing results

H1: Customer satisfaction has a positive and significant effect on customer loyalty.

Increased Customer Satisfaction

Hypothesis 1 (H1) stated that customer satisfaction has a positive effect on customer loyalty of marketplace application users. The test results provide meaning if customer satisfaction influences customer loyalty as evidenced by a significance value or p-value of 0.000, less than 0.05 (0.000 < 0.05). Then the calculated t value of 7.139 shows a positive number, which means customer satisfaction has a positive impact or influence on customer loyalty. So, it can be concluded that H1 which states that customer satisfaction has a positive and significant effect on customer loyalty is acceptable.

H2: Increasing customer satisfaction has a positive and significant effect on loyalty.

Hypothesis 2 (H2) stated that increasing customer satisfaction has a positive effect on customer loyalty. Based on the test results, it was found that the significance value or p-value of 0.000 was less than 0.05 (0.000 < 0.05), meaning that increasing customer satisfaction had an effect on customer loyalty. The calculated t value of 10.399 shows a positive number, so it can be interpreted that increasing customer satisfaction has a positive effect on customer loyalty. Through the test results, we can conclude H2 which states that increasing customer satisfaction has a positive and significant effect on customer loyalty and can be accepted.

Coefficient of Determination Test Results (R^2)

Testing the coefficient of determination (R^2) used to see how much influence the independent variable has on the dependent variable. Following are the results of the coefficient of determination test (R^2).

Table. 8 Coefficient of Determination Test Results (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,752[a]	0,566	0,563	2,509

Source: SPSS Version 20 data processing results

Value of the coefficient of determination (R^2) 0,566 It means that the customer loyalty variable is influenced by the customer satisfaction variable and the increase in customer satisfaction is 0.566 or 56.6%, the remaining 43.4% is influenced by other variables, which were not carried out in this study.

Discussion

The results of the analysis carried out in this study, starting from the research instrument test results, basic assumption test results and Ordinary Least Squares (OLS) test results, prove that the regression used in this study has accuracy in estimates, is unbiased and certain. The results of hypothesis 1 (H1) and hypothesis 2 (H2) were accepted in this study. This study is in line with that carried out by (Karina, 2019) Customer satisfaction will have an impact on customer

loyalty, satisfaction in using the marketplace application can be created through an attractive appearance, ease of use of the marketplace application, completeness of the features provided and security of customer personal data. Customer satisfaction can be a link between the influence of service quality on customer loyalty (Natalia, Dewa, Studi, Teknik, & Atmajaya, 2023). Good service quality will give a good impression to customers, so that it can have an impact on repeat purchases due to a feeling of satisfaction. The amount of someone's satisfaction will have an impact on the amount of loyalty given, so that it can create loyalty and provide certain marketplace recommendations to other people (Afreza & Wiyadi, 2024). Customer satisfaction when using marketplace applications can be realized by providing attractive programs for consumers such as discounts, free shipping, purchasing products using installment programs and so on. Increasing customer satisfaction will have an impact on customer loyalty, this is in accordance with the study conducted (R.A. Nurlinda, 2013) which suggests that over time customers will realize what they should be getting. So, to minimize the decline in satisfaction, companies need to increase satisfaction, for example through improving service, increasing trust, improving features on the market, improving programs that attract consumers and so on. Increasing customer satisfaction can be done through improving service quality, improving service facilities and trust.

CONCLUSION

The results of this study provide the conclusion that customer satisfaction has a positive and significant effect on student customer loyalty in using marketplace applications. Increasing customer satisfaction has a positive and significant effect on customer loyalty. In this study, the customers in question are students who use marketplace applications. This means that the level of customer satisfaction will influence the level of student loyalty in using certain marketplace applications. Increasing customer satisfaction has an influence on student loyalty in using marketplace applications, so it can be concluded that increasing satisfaction needs to be carried out by marketplace platform owners to increase student loyalty. The coefficient of determination test result of 56.6% can be interpreted as if the variables of satisfaction and increasing satisfaction can only influence loyalty by half, the rest is influenced by other variables. So, suggestions for further studies can use other variables that have a big impact on loyalty.

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