

THE INFLUENCE OF CUSTOMER TRUST AND RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION WHICH HAS AN IMPACT ON CUSTOMER LOYALTY FOR LIQUID SMOKED TUNA PRODUCTS IN AMBON CITY

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ABSTRACT

This research aims to test and analyze the influence of customer trust and relationship marketing on customer satisfaction which has an impact on customer loyalty for liquid smoked tuna products in the city of Ambon. The type of research used is quantitative research using questionnaires and interviews as research instruments. The sampling technique uses a non-probability method with the sampling technique used is a purposive sampling technique. The criteria used for sampling are buyers or customers who have purchased at least more than one purchase. The final sample size in this study was 66 respondents. The research results stated that customer trust had a positive and significant effect on customer satisfaction for smoked tuna products by 83.6%. Relationship marketing has a positive and significant effect on customer satisfaction for liquid smoked tuna products by 89.4%. Customer satisfaction has a positive and significant effect on customer loyalty of 88.5%.

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1. INTRODUCTION

Basically there are many factors that influence consumer behavior in purchasing decisions for goods and services so studying and analyzing consumer behavior in purchasing decisions is important, because with good basic knowledge of consumer behavior you will be able to provide meaningful input for the company. (Salomon, 2002). Consumer behavior reflects why a consumer chooses and buys the product, especially if the product is a new product.

Regarding this new product, the introduction process is substantially risky and usually the most expensive stage is the introduction and development process of the new product, so that the introduction and development stage of the new product will be the most dominant factor in determining the success of the product with new consumers. (Djati & Darmawan, 2005a). Progressive studies report that on average, buyers reject about 65 to 70 percent of all products provided to them (McLaughlin & Rao, 1991). There are two main reasons why there is resistance to this new product. First, the risk of a relatively high failure rate of the new product and the uncertainty of potential demand for the new product (Desai, 2000).

This will basically be experienced by all new products launched on the market, as is the case with liquid smoked tuna products. This liquid smoked tuna product is produced by Ambon City small business groups. This business group consists of housewives (fishermen's wives) under the guidance of the Ambon City Maritime and Fisheries Service and IFAD (International Fund for Agricultural Development), an institution designed to develop the economy in poor areas which has been running for 4 years in Ambon City.

The potential or opportunity for developing liquid smoked fish is quite open (Tuhuteru, 2013). People's purchasing power is still high for fresh and fresh processed fish, technological approaches; The raw material for liquid smoke is available (Pattimura Ambon University), already marketed in supermarkets. The challenge that will be faced is that it requires a large investment to develop processing facilities and especially that the product is not yet well known.

This development potential is strengthened by several external factors, namely; The characteristics of Maluku Province are that 90% of its territory is ocean and in which there is a potential for fisheries resources of 1,640,160 tons/year, up to 2011 resulting in fish production of 368,132.3 tons (Department of

Maritime Affairs and Fisheries, Maluku Province, 2011) and the establishment of Maluku Province as the National Fish Barn (LIN) in 2015. Another factor is the support of government regulations through Presidential Instruction (Inpres) Number 7 of 2016 concerning the Acceleration of the National Fisheries Industry, one of whose commodities is tuna.

(Semuel, 2012) think that One of the strategies used to improve services to consumers is by implementing customer relationship marketing, through a commitment to service, communication with customers and handling consumer complaints as a focus in building good relationships with consumers. (Ndubisi, 2007). This statement is in line with opinion (Pi & Huang, 2011) that relationship marketing has a direct marketing aspect to create a more effective and efficient way to connect with consumers.

Another factor that influences consumer loyalty is the level of consumer satisfaction and trust. (Anderson & Narus, 1990) emphasizes that trust occurs when one party believes that the other party's actions will provide positive results for him. This implies that product and service quality through relational marketing can have a positive effect on trust and satisfaction, then trust and satisfaction will have an important role in influencing customer loyalty. (Gundlach & Murphy, 1993); (Oliver, 1999); (Nyadzayo & Khajehzadeh, 2016)

Furthermore, the results of a study on the influence of trust on loyalty were also presented by (Djati & Darmawan, 2005b) through the results of his research stated that Customer trust has a significant effect on customer loyalty. This opinion was then supported by research results by; (Maharsi & Fenny, 2006), (Hadyan, 2015), (Chen & Quester, 2015) And (Marakanon & Panjakajornsak, 2017). Even (Castaldo et al., 2016) states that trust has a direct and indirect effect on satisfaction and loyalty and (Semuel, 2012) shows that customer trust is an intervening variable that connects relationship marketing and customer loyalty.

Contradictions in research results are certainly a research gap (Agusty, 2006) which encourages researchers to develop it into a research problem which will then be studied in depth with the topic of antecedents of consumer satisfaction and trust and the consequences for consumer loyalty of liquid smoked tuna products in Ambon City.

2. METHOD

Types of research

The approach in this research is included in quantitative research, the research model is a survey model using a questionnaire instrument with the aim of obtaining data on individual respondents' opinions.

Population and Sample

The population in this study is all consumers of liquid smoked tuna products in Ambon City. Because the population size cannot be known with certainty, the sampling method can be determined using a non-probability sampling method with the sampling technique used is purposive sampling technique. The criteria used for sampling are buyers who have made at least one purchase. The final sample size in this study was 66 respondents

Operational Definitions and Variables

The research variables become the research objectives and are selected directly by the researcher on all matters related to the research, and the information obtained is then studied and summarized. (Sugiyono, 2019). There are two variables used in this research, namely the dependent variable and the independent variable.

Dependent Variable

The dependent variable or in other words the dependent variable becomes the dependent variable on the independent variable, and becomes the influence of changes in the independent variable (Sugiyono, 2019). This research uses one variable, namely customer loyalty.

Independent Variable

The independent variable or in other words the independent variable becomes a variable that does not depend on the dependent variable, and becomes the cause of changes in the dependent variable (Sugiyono, 2019). This research has three independent variables, namely trust, relationship marketing, and satisfaction.

Data analysis technique

The inferential statistical method aims to test the influence between relationship marketing, satisfaction, trust and consumer loyalty and to test the hypotheses that have been formulated in this research. The analysis model used is path analysis using SPSS (Statistical Package for Social Science) software version 21.0.

Validity test

The validity test shows the extent to which the measuring instrument is effective in carrying out measurements (Agusty, 2006). The validity test in this research uses the Product Moment Person correlation formula, where whether the instrument is valid or not can be determined by comparing the Product Moment Person correlation index with a significance of 5%. This means that if the probability of the correlation result is smaller than 0.05 then the instrument is declared invalid and vice versa, if the correlation result is greater than 0.05 then the instrument is declared valid.

Reliability Test

According to (Arikunto, 2002) The formula is used to find the reliability of instruments whose scores are not 1 and 0, for example questionnaires or essay questions. With the following formula;

$$r_{11} = \left(\frac{k}{k-1} \right) \left(1 - \frac{\sum \delta b^2}{\delta 1^2 t} \right)$$

Information :

r_{11} = Instrument reliability

k = the number of statement items or the number of questions

$\sum \sigma^2 b$ = number of item variances

$\sigma 1^2$ = varians total

An instrument can be said to be reliable if it has a reliability coefficient value greater than or equal to 0.6, meaning that if $\alpha = 0.6$ then the instrument can be said to be reliable.

Hypothesis test

Hypothesis testing in this study uses the t test with a significance level of 5%. The test criteria are; if $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted, meaning that there is an influence of relationship marketing variables, satisfaction and trust on consumer loyalty. Another hypothesis test used in this research is also to compare the value of ρ probability (sig), where if the value of ρ is probability (sig) < 0.05 (level of significance) then H_0 is rejected and H_a is accepted, this shows that there is an influence of relationship marketing variables, consumer satisfaction and trust on consumer loyalty.

3. RESULTS AND DISCUSSION

Test the Validity of Research Instruments

Validity testing in this study uses Product Moment Person correlation, where whether the instrument is valid or not can be known with comparing the Product Moment Person correlation index with a significant 5%. This means that if the probability of the correlation result is smaller than 0.05 then the instrument is declared invalid and vice versa, if the correlation result is greater than 0.05 then the instrument is declared valid. The following are the results of validity testing which are displayed in Table 1 below;

Table.1
Research Instrument Validity Test Results

Variable	Indicator	Items	Product Moment Correlation(r)		
			r	sig	Information
Customer trust (X1)	Promise reliable products and services	X2.1	0.837	0,000	Valid
		X2.2	0.802	0,000	Valid
	Consistent in providing quality products	X2.3	0.798	0,000	Valid
		X2.4	0.831	0,000	Valid
	Show respect for customers	X2.5	0.785	0,000	Valid
		X2.6	0.809	0,000	Valid
Relationship marketing(X2)	Commitment	X1.1	0.701	0,000	Valid
		X1.2	0.529	0,000	Valid
		X1.3	0.661	0,000	Valid

	Communication	X1.4	0.688	0,000	Valid
		X1.5	0.777	0,000	Valid
		X1.6	0.807	0,000	Valid
	Complaint handling	X1.7	0.860	0,000	Valid
		X1.8	0.714	0,000	Valid
		X1.9	0.738	0,000	Valid
Customer satisfaction (X3)	Accuracy of promises	X3.1	0.745	0,000	Valid
		X3.2	0.737	0,000	Valid
	Ability to help consumers	X3.3	0.768	0,000	Valid
		X3.4	0.767	0,000	Valid
	Proximity to the customer's place	X3.5	0.826	0,000	Valid
		X3.6	0.812	0,000	Valid
Customer loyalty (Y)	Affective loyalty	Y1.1	0.746	0,000	Valid
		Y1.2	0.763	0,000	Valid
		Y1.3	0.825	0,000	Valid
	Cognitive loyalty	Y1.4	0.698	0,000	Valid
		Y1.5	0.735	0,000	Valid
	Future loyalty	Y1.6	0.722	0,000	Valid
		Y1.7	0.724	0,000	Valid

SPSS Source: Processed data, (2021)

The results of the validity testing above show that overall this research variable can be said to be valid because the significance level of 0.00 is smaller than 0.05.

Research Instrument Reliability Test

Table.2
Research Instrument Reliability Testing Results

Variable	Alpha Coefficient	Information
CUstomer trust	0.889	Reliable
<i>Relationship marketing</i>	0.882	Reliable
Customer satisfaction	0.865	Reliable
Customer loyalty	0.864	Reliable

Source; Data processed, (2021)

All the variables studied in this study apparently have a correlation coefficient above 0.60 so that all of the research data can be said to be reliable, which means that this data is suitable to be continued at the next stage of data processing.

Linearity Test

Table.3
Linearity Assumption Test Results

Exogenous Variables	Endogenous Variables	F	p-value	Information
CUstomer trust	Customer satisfaction	541,624	0,000	Linear
<i>Relationship marketing</i>	Customer satisfaction	321,473	0,000	Linear
Customer satisfaction	Customer loyalty	258,051	0,000	Linear

Source; Data processed, (2021)

The linearity test results of all paths have a p-value smaller than 0.05. So it can be concluded that the linearity assumption meets the requirements.

Path Analysis

Path Coefficient of Customer Trust on Customer Satisfaction

Table.4
Customer Trust Path Coefficient Test Results on Customer Satisfaction

Variable	Standardized Coefficients	t count	Sig	Information
Constant	3,129			
CUstomer trust	0.593	18,209	0,000	Significant
Adjusted R Square	0.836			
t table	1,669			

Source; Data processed, (2021)

The data above explains the results of testing the influence of customer trust on customer satisfaction. The results of the analysis show that the coefficient of determination is 0.836, which means that there is a significant influence of the customer trust variable on customer satisfaction of 83.6%. The constant value is 3,129 means that if there is no increase in the value of the customer trust variable then the amount of customer satisfaction for liquid smoked tuna products is equal to 3,129.

Relationship Marketing Path Coefficient on Customer Satisfaction

Table.5
Relationship Marketing Path Coefficient Test Results on Customer Satisfaction

Variable	Standardized Coefficients	t count	Sig	Information
Constant	0.263			
Relationship marketing	0.672	23,489	0,000	Significant
Adjusted R Square	0.894			
t table	1,669			

Source; Data processed, (2021)

The data above explains the results of testing the influence of relationship marketing on customer satisfaction. The results of the analysis show that the coefficient of determination is 89.4%, which means that there is a significant influence of the relationship marketing variable on customer satisfaction of 89.4%. The constant value is 0.263 means that if there is no increase in the value of the relationship marketing variable then the amount of customer satisfaction for liquid smoked tuna products is equal to 0.263.

Path Coefficient of Customer Satisfaction on Customer Loyalty

Table.6
Customer Satisfaction Path Coefficient Test Results on Customer Loyalty

Variable	Standardized Coefficients	t count	Sig	Information
Constant	1,866			
Customer satisfaction	0.309	18,745	0,000	Significant
Adjusted R Square	0.885			
t table	1,669			

Source; Data processed, (2021)

The data in Table 4.12 above explains the results of testing the influence of customer satisfaction and customer loyalty. The results of the analysis show that the coefficient of determination is 0.885, which means that there is a significant influence of the customer satisfaction variable on customer loyalty of 88.5%. The constant value is 1,866 means that if there is no increase in the value of the customer satisfaction variable on customer loyalty then the amount of customer loyalty for liquid smoked tuna products is equal to 1,866.

Discussion of Research Results

The influence of customer trust on customer satisfaction

The results of hypothesis testing prove that customer trust has a positive and significant effect on customer satisfaction. This means that encouraging increased customer trust will also encourage increased customer satisfaction with liquid smoked tuna products. Customer trust in products can be interpreted as

one of the assets or capital that every business organization must have. (Doney & Cannon, 1997) states that belief in marketing theory is the basis for policies to develop and maintain long-term relationships.

The influence of relationship marketing on customer satisfaction

The results of the hypothesis test show that relationship marketing has a positive and significant influence on customer satisfaction for liquid smoked tuna products. This means that if the relationship marketing strategy is able to be carried out well (in general) through indicators; Promising reliable products and services, consistently providing quality products and showing respect for customers will encourage increased levels of customer satisfaction and trust in liquid smoked tuna products.

The influence of customer satisfaction on customer loyalty

The results of the hypothesis test state that customer satisfaction has a positive and significant effect on customer loyalty. This means that increasing consumer satisfaction will encourage an increase in the level of customer loyalty towards liquid smoked tuna products. The results of descriptive analysis through the distribution of respondents' answers show that indicators that are relatively better in explaining this variable are indicators; Ability to help consumers whose contribution comes from item X3.4 through the statement "Because it is delicious, long-lasting and halal, I will recommend this product to others". Meanwhile, a better indicator in explaining consumer loyalty is a consistent indicator in providing quality products which is mostly sourced from the contribution of item Y1.3 through the statement "The quality of taste, durability, aroma, halal and packaging provided by liquid smoked tuna products will remain consistent".

4. CONCLUSION

Based on the discussion of the research results described in the previous section, the conclusion of this research study is that customer trust has a positive and significant effect on customer satisfaction with liquid smoked tuna products. The results of this research provide evidence that the better the level of customer trust, the better the level of satisfaction felt by customers towards liquid smoked tuna products. Relationship marketing has a positive and significant effect on customer satisfaction for liquid smoked tuna products. The results of this research provide evidence that the better the implementation of the relationship marketing strategy, the better the level of customer satisfaction with liquid smoked tuna products. Customer satisfaction has a positive and significant effect on customer loyalty for liquid smoked tuna products. The results of this research provide evidence that when customers are satisfied with liquid smoked tuna products, it will have a big impact on the high level of customer loyalty to always buy and consume liquid smoked tuna products..

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