The Effect of Relationship Marketing Dimensions on Satisfaction (Case of ASN in Pemda KBB)

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ABSTRACT

The marketing strategy that involves companies and customers continuing to experience development and is relevant to the current business situation is the Relationship Marketing strategy, a marketing strategy that seeks to foster closer relationships with customers. This strategy aims to create, maintain and improve reciprocal relationships with customers and interested parties. In this study, the researchers chose BJB Bandung because, for now, many people choose the bank to conduct all kinds of financial transactions. Thus, it needs to be analyzed to what extent customers are satisfied with relationship marketing given by BJB Bandung bank. This study's population is the Government employees (ASN) in the Regional Government of West Bandung Regency (KBB Regional Government), totaling 100 people. Sampling was done by implementing the total sampling technique. This research uses a quantitative method. Using the structural equation method model - partial least square SEM - PLS. Research shows that the five variables from the relationship marketing dimensions, which are trust, commitment, communication, competence, and conflict handling, influence customer satisfaction.

Keywords: relationship marketing dimensions, customer satisfaction, commitment, communication , competence, conflict handling.

1. INTRODUCTION

Making consumers feel satisfied is the goal of every marketing, both satisfied with the services provided and satisfied with the use of the products we market. Satisfied consumers are precious to sellers because, with that satisfaction, consumers may return to buy products or use our services again in the future.

Traditionally, consumers' satisfaction or dissatisfaction is the difference between hope (expectation) and perception or perceived performance (perceived performance). Satisfaction is one of the goals of marketing. The purpose of marketing is to "meet and satisfy the needs and desires of target customers and be better than their rivals [1]. Satisfaction will be formed if expectations and performance have the same high value. In realizing satisfaction with consumers, it is necessary to implement strategies that can trigger such satisfaction.

A marketing strategy that involves companies and customers that are constantly developing and relevant to the current business situation is the Relationship Marketing strategy. This marketing strategy seeks to foster closer relationships with customers and manage a long-term mutually beneficial relationship [2].

Relationship marketing is a marketing approach whose emphasis is on building long-term relationships with consumers. " It aims to build trust, commitment

and ultimately foster loyalty towards the company. Relationship marketing is a form of a strong desire between the two parties (seller and buyer). This makes the concept of relationship marketing an essential topic of discussion in the modern business world [3]. This strategy aims to create, maintain and improve reciprocal relationships with customers and interested parties.

The results of the study [4] tested customer satisfaction in sound system service companies. Dimensions studied consisted of trust, commitment, communication, and conflict resolution. The results showed that the four dimensions, which are relationship marketing, can influence user satisfaction. Subsequent research by [5] in Turkey on customer satisfaction is also influenced by relationship marketing with five dimensions: trust, commitment, communication, competence, and conflict Handling.

Previous research has stated that the relationship marketing variable, which consists of bonding, empathy, reciprocity, and trust, has a partial and simultaneous effect on customer satisfaction [6]. Furthermore, the second comes from research conducted by [7]. This study aims to analyze using 3 (three) dimensions: the financial dimension, the social dimension, and the structural dimension. The results of the research that has been done show that the three dimensions are stated to have a significant effect on customer satisfaction.

Several studies conducted in Indonesia by [8] and [9] on banking companies said that customer satisfaction could be influenced by relationship marketing only focusing on its impact without analyzing its dimensions.

In this study, the researchers chose BJB Bandung because, for the time being, many people choose the bank to conduct all kinds of financial transactions. Thus, it needs to be analyzed to what extent customers are satisfied with relationship marketing given by BJB Bandung bank.

Based on the description above, the author wants to conduct further research with the title "Effect of Relationship Marketing Dimensions on Customer Satisfaction of Bank Jabar Banten (Case of ASN in Pemda KBB)".

1.1. Customer satisfaction

Satisfaction is one of the goals of marketing. Reference [10] state that marketing aims to "meet and satisfy the needs and desires of target customers and be better than their rivals". Until now, there is no standard definition of customer satisfaction. However, some experts have tried to interpret the term customer satisfaction.

One way to determine a customer's satisfaction is the "survey method" [10]. This can be done by submitting a statement related to the customer's possibility to make a repeat purchase, the customer's tendency to tell the goodness about the product he bought to others, and the customer does not complain or does not complain to the company. This is based on reference [10] explanation, which states that satisfied customers will most likely repurchase the product and tend to share the goodness about the product they bought with others. Dissatisfied customers will likely discard or return the product they have bought and complain to the company.

The satisfaction indicator in this study refers to [10], which is "customers make repeat purchases, customers tell the best about the products they buy to others, customers do not complain or do not complain to the company".

1.2. Relationship marketing

Lovelock and Wright argue that: "Relationship marketing is an activity within a company that involves the activities of operational and marketing actors in the company to build good relationships with customers through a series of efforts to create mutually beneficial conditions between marketers or companies and customers in the long run.

Customer relationship marketing indicators in this study refer to [11] are: Trust can be interpreted as "willingness to trust others," willingness to be loyal and confident in the company. Trust in the context of relationship marketing becomes "one of the dimensions in determining how far a party feels the integrity and promises offered by other parties" [12]. An element of trust can be a "promise concept" willingness to be loyal and confident in the company. When the promise is fulfilled, it can "increase customer satisfaction, increase repeat purchases and maintain the integrity of a long-term relationship". Trust can be known from several things: "security guarantees, trusted promises, quality service, respectful employees, and fulfillment of obligations" willingness to be loyal and confident in the company.

Commitment can be interpreted as "a strong desire to maintain relationship values". Commitment is "another important element of relationship marketing, and can be a construct for knowing loyalty and can be used as predictions to find out the frequency of purchases in the future". Reference [11] states that commitment can be known from several things including, "the ability of entrepreneurs or producers in adjusting customer desires, personal service offerings, and service flexibility".

Willing to be loyal and confident in the company. Strong trust leads to commitment and a strong relationship between the seller and the customer. Reference [11] defines communication as "the ability to provide precise and reliable information". Communication in the concept of relationship marketing

can be interpreted as maintaining customer value, providing accurate and reliable information, and communicating actively when problems occur. Some things related to communication according to the willingness to be loyal and confident in the company. Strong trust leads to commitment and strong relationships between sellers and customers. Reference [11] including "information provided on time and reliably, delivering notifications when there is the latest information, as well as the existence of accurate information".

Competence is the result of intellect, technical, commercial, and social skills. In this context, competencies are defined as perceptions of buyers of company services, competencies in technology, and other commercial things. Based on this definition, there are four things related to competence: service provider knowledge about the target market, the ability to give a good view of business operations, the ability to assist buyers in planning purchases, and the ability to make effective sales promotions [11].

Conflict Handling can be interpreted as "the ability of providers to avoid potential conflicts, have conflict resolution before conflicts occur, and can find solutions to conflicts openly when problems occur".

1.3. Conceptual framework and hypotheses

Based on the theory and conceptual framework previously stated, the hypothesis can be developed by Fig. 1.
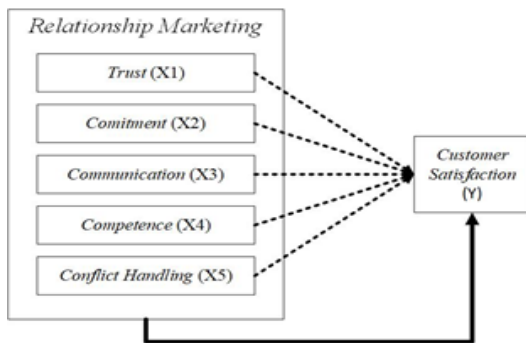
Figure 1. Conceptual framework

H1: Trust affects the customer satisfaction of Bank BJB Bandung

H2: Commitment affects customer satisfaction Bank BJB Bandung

H3 Communication affects the customer satisfaction of Bank BJB Bandung.

H4: Competence affects the customer satisfaction of Bank BJB Bandung

H5: Conflict Handling affects customer satisfaction of Bank BJB Bandung

H6: The relationship marketing dimension simultaneously influences the customer satisfaction of Bank BJB Bandung

2. METHODS

2.1. Population and Sample

According to reference [11], Population is an abstract idea of a large set of cases that researchers take samples, and the results of these samples are generalized. The author determined the population for this study, namely Bandung resident consisting of 409 people, where the respondents consisted of students in the city of Bandung students were used as samples because students were literate in technology, especially in cellular technology, which has recently been popular anywhere and can be used anytime, the student who is taken is random as long as they understand online shopping so they can fill out the questionnaire in this study. [11] outlines that sample is a portion of the respondents from the population selected by the researcher from a large set and will generalize to the population. The sample used in this study is using a probability sampling method, namely simple random sampling.

The type of research in this research is quantitative. The number of samples in this study was 409 people consisting of the resident of the city of Bandung. The sampling technique in this study is that the sample is part of a population that has the same character as the population, where the sampling technique in this study uses a probability sampling technique, which is a sampling technique that provides equal opportunities for any unwanted population as a member of the sample. The analysis technique used in this research is the descriptive analysis technique by describing and interpreting each evaluated component's data. The data collected is then analyzed using a descriptive technique, which can be defined as the meaning of the data from each element to be assessed. When the data is diagnosed that has been collected, steps will be taken: scoring the respondents' answers, adding the total score of each component.

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Assessment of measurement models

After an analysis using SmartPLS, we found that some indicators had an outer loading value of less than 0.7 so that the indicators were removed and the model was retested. After retesting, it was found that all

indicators have an outer loading value of more than 0.7, so that further analysis is performed.

Internal reliability was analyzed using the composite reliability reference, and values obtained from all variables were more than 0.6 so that all variables were stated to be reliable.

Discriminant validity was evaluated using cross-loading values (for indicator levels) and Fornell-Larcker Criteria (for variable levels). The results obained for cross-loading and AVE values meet the criteria so that all variables are declared valid. Fig. 2. Show PLS test result.
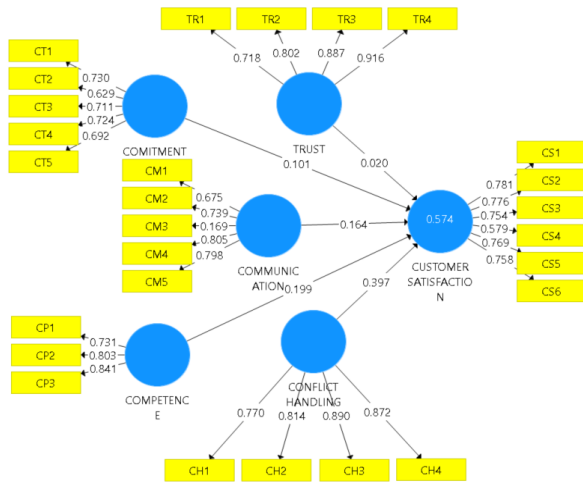

Figure 1. Asesmen model struktural

The coefficient of determination of the model can be seen from adjusted R^2 so that the percentage of the influence of relationship marketing on customer satisfaction of 57.4%. Table 1. Show determination coefficient.

Table 1. Determination Coefficient

Variable	R–square
Trust	-
Commitment	-
Communication	-
Competence	-
Conflict handling	-
Customer satisfaction	0.574

To test the hypothesis analyzed using the rule of thumb, viz (1) if the coefficient or direction of the variable relationship (indicated by the original sam-ple value) matches what was hypothesized, and (2) if the statistical t-value is more significant than 1.703 (one-tailed) and (3) the probability value (p-value) is less than 5%. The results of testing the complete hy-pothesis can be seen in the following Table 2.

Table 2. Hypotheses Test Result

Variable	Path Coefficient	Description
Trust -> Customer satisfaction	0.020	Accepted
Comitment -> Customer satisfaction	0.101	Accepted
Communication -> Customer satisfaction	0.164	Accepted
Competence -> Customer satisfaction	0.199	Accepted
Conflict handling -> Customer satisfaction	0.397	Accepted

3.2. Discussion

It can be seen that tBased on the path coefficient analysis with a probability value (p-value) of less than 0.05 or 5%. This means that Ho was refused, Ha was accepted. Therefore, there is a significant in-fluence between relationship marketing on Bank Jabar Banten customer satisfaction (Case of ASN in Pemda KBB). In other words, the better web design at Bank Jabar Banten, the increasing relationship marketing, in this case, the students of Bank Jabar Banten, Bandung branch. Conversely, if relationship marketing worsens, Bank Jabar Banten's customer satisfaction (Case of ASN in Pemda KBB) will de-crease

4. CONCLUSION

The study results indicate an influence between relationship marketing on customer satisfaction following the research results by [13], who examined the impact of relationship marketing on customer satisfaction in Turkey's banking companies. The results showed a positive and significant effect between relationship marketing on banking customer satisfaction in Turkey. They were strengthened by the research results by [14] which examine the factors that influence relationship marketing to customer satisfaction in the Sound System Service Company with a sample of 220 respondents. The results showed that relationship marketing has a positive and significant effect on customer satisfaction.

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