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The Effect of Customer Relationship Marketing Commitment, Communication, and Satisfaction on Customer Loyalty Case Study on Scarlett Whitening in the city of South Tangerang

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Abstract

This research is motivated by low communication in the retail business in terms of service from employees to customers. This affects the decline in customer satisfaction and causes customer loyalty is at a very low level. The research aims to find out and analyze how significant the influence of Commitment (X1) , Communication (X2), and Satisfaction (X3) on Customer P Loyalty (Y) . The research was conducted in October - November 20 22 in the city of South Tangerang. The research method used in This research is quantitative using a questionnaire filled in directly by Scarlett Whitening users with a total population of 19,920 people and a sample of 111 people calculated using descriptive (demographic) test , data instrument test , validity and reliability test , classical assumption test , normality test, multicollinearity , multiple linear analysis , hypothesis test , coefficient of determination test (R-square - adjusted R-square), F test (anova), t test (coeffients) were performed in this study using data processed using the SPSS (Statistical Product and Service Solution) version 16.0. The results of this study indicate that Commitment has significant influence on Customer Loyalty , Communication has influence significantly on Customer Loyalty , and Satisfaction have a significant influence . Thus, this study shows that Communication, Commitment , and Satisfaction have a significant effect on Customer Loyalty .

Keywords: Communication , Commitment , and Satisfaction , Customer Loyalty .

1. Introduction

In this increasingly difficult economic environment, there is intense competition at various levels of society, including business. Industry, trade and service companies, particularly banks, are encouraged to expand their business due to intense competition. competition for market share. The highly competitive banking industry thrives when it can attract new customers and retain old ones. The state of the banking sector in Indonesia has improved significantly and many new banks have opened, so the competition between them has increased. As a result, banks have had to shift their focus from the product or service they offer to the needs of their customers. Businesses can use a variety of tactics to increase customer loyalty.

In marketing, customer loyalty is very important for managers to keep customers alive. In a competitive environment, customer relations become an important determining factor for realizing competitive advantage. Customer retention is absolutely necessary for businesses to survive and compete with other businesses. Building customer loyalty requires companies to continue to strive to provide the best quality in each product or service, so that a strong sense of quality is formed in the minds of consumers.

According to Hayat i , RN (2022), relationship marketing is defined as getting to know each customer through creating two-way communication through managing mutually beneficial relationships between customers and companies. The new paradigm of marketing strategy has evolved from customer relationship marketing. The attraction that arises from the concept of customer relationship marketing is a way to attract attention by increasing marketing engagement, communication and customer retention satisfaction. In 2021, it is likely that Indonesians will increasingly rely on local products to sustain themselves. According to Scarlett Whitening's sales data, this brand is firmly at the top of sales with a market share of 57 percent. Vaseline came in second with 15%, followed by Lifebuoy with 8%. It is interesting to note that Scarlett, a local face and body care brand that was just launched in 2017, has outperformed its international brands. Scarlett's total product sales exceeded Rp. 7 billion in less than two weeks. According to Nielsen (2013), an increase in cosmetic consumption is inseparable from consumers' desire to try one or more different brands. Therefore, beauty clinic companies must maintain their reputation and retain customers. In the world of marketing, it is better known as Customer Relationship Marketing which consists of engagement, communication and satisfaction. Several factors that can be used to measure relationship marketing implemented by companies are engagement, communication and satisfaction. Given that commitment, communication and satisfaction can affect customer loyalty, it is deemed necessary to conduct research with the title:

The Influence of Customer Relationship Marketing Engagement, Communication and Satisfaction on Customer Loyalty (Case Study of Scarlett Whitening in South Tangerang City). The researchgap. Abdullah Baror's research on the effect of satisfaction on loyalty demonstrates that satisfaction has a significant influence on loyalty. This contradicts the findings of Zenda Damara's study, which indicate that satisfaction has no influence on loyalty.

	Research result	Researcher
	There is an influence between relationship marketing on loyalty	Dian Nurani Lestari
The Effect of Marketing Commitment on Satisfaction	There is no influence of relationship marketing on loyalty	Chusnul Khotimah, et al.

The effect of satisfaction on loyalty studied by Abdullah Bar ori shows that satisfaction has a significant effect on loyalty. This is different from the results of Zenda Damara's research which shows that satisfaction has no effect on loyalty.

2. Theoretical Background

Definition of Marketing Management

The term management is based on the term management (English), derived from the term "to manage" which is to manage or organize or implement. So that management can be interpreted as how the manager (the person) manages, guides and leads all the people who act as assistants so that the business being worked on can achieve the goals that have been previously set. Furthermore, the essence of marketing (marketing) is identifying and meeting human and social needs. One good and short definition of marketing is "meeting needs in a profitable manner." The America Marketing Association (AMA) provides the following formal definition: marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing interactions in ways that benefit the organization and its stakeholders Asyari, MY, (2022). Customer Relation Management CRM is an acronym based on Customer Relationship Management. Today CRM generally refers to a sensory CRM application that acts as a single repository to unify your sales, marketing, and customer support activities, and streamline your processes, policies, and employees on a single platform. Maintaining good interactions with clients, consumers or customers is one of the obligations in a business. Because the business will develop thanks to the presence of clients or consumers, or customers. The existence of consumers or clients as so important. Therefore, every business person should always have good interactions by forming good communication, in order to bind consumers so they can make repeat purchases. It is important to note that every business person does not have to focus solely on product discovery. Although that was the important part.

Customer Commitment

Commitment is a key factor in establishing & maintaining interactions with other parties (Cater and Zabkar, 2014). Commitment represents implied as well as explicit collateral based on the service provider. refers to the willingness to develop and maintain positive exchange interactions. According to Moorman & Despande (2012) commitment is an interaction between behavior towards physical evidence, processes & employees using the quality of connectedness, and their role in causing repurchase intention & loyalty. Commitment is believed to be the main element that can affect the desire to establish long- term interactions with the company. Customer commitment to a company has an impact on their behavioral intentions in the future. Commitment is a behavior that is the intention to maintain a long-term relationship because the interaction is felt to be valuable and beneficial.

Communication

According to Everett (Mulyana, 2015) communication is a process in which an idea is transferred based on the origin of a recipient; in an idea, the transfer is based on the origin of one or more recipients, with the aim of being able to change their behavior. Meanwhile, from Cooley, communication is a process through which a person (communicator) discusses stimulus in general in the form of terms with the aim of replacing or creating the behavior of other people (audience) (Cangara, 2016). Communication is a process of conveying information, ideas, emotions, skills, & others. Through the use of symbols such as terms, pictures, numbers, & others. Resurch (Mulyana, 2015) defines communication as a process that connects one part with another part of life. With communication, humans can meet their needs and achieve their life goals because communicating is a fundamental need, for example Raymond (Mulyana 2015: 69) states that communication is a process of sorting, determining

and sending symbols in such a way that it can help listeners generate meaning or response based on thoughts that are almost the same as that intended by the communicator.

Satisfaction _

Mowen & Minor (in Yuniarti, 2015) defines consumer satisfaction as the behavior shown by consumers for goods and services after consumers buy and use them. This is due to the post-election evaluative evaluation elicited by the specific purchasing selection and experience of using or consuming the good or service. According to Brown (in Yuniarti, 2015) consumer satisfaction is a condition for fulfilling consumer needs, aspirations, and hopes for a product or service. Consumers who are satisfied with consuming this product will encourage consumers to make repurchase intentions for this product in the future and be happy to promote the product.

Customer loyalty

Businessmen and entrepreneurs have often heard the term loyalty. Loyalty is a term that is easy to talk about in everyday life, but it becomes difficult to analyze its meaning. According to Usmara (2014: 122), Loyalty is a deep commitment to buy or patronize selected products or services in the future by repeatedly buying the same brand, even though situational influences and marketing efforts can cause behavior changes. Kotler and Keller (2013: 149) state that now It has become clear that customer satisfaction is no longer the most important key to company success, but customer loyalty is the dominant key to company success. Customer loyalty is defined as a customer who is satisfied with a company's product or service and becomes an enthusiastic word-of-mouth advertiser. In addition, extending loyalty not only to products or services, but to the entire product and service portfolio of the company as part of a lifetime, or in other words brand loyalty forever.

Research Hypothesis About Relationships Between Variables

Based on the formulation of the problem and the empirical studies that have been done previously, the hypotheses put forward in this study are:

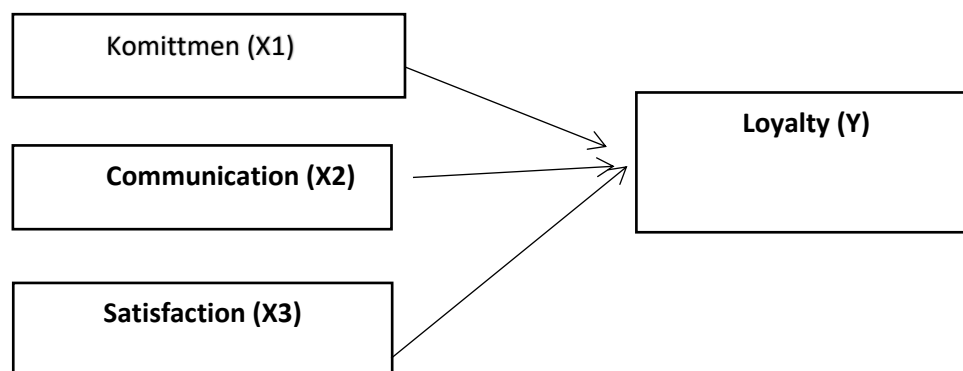
Ha1 : Customer communication has a significant influence on customer loyalty

Ha2 : Customer commitment has a significant influence on customer loyalty

Ha3 : Satisfaction has a significant effect on customer loyalty

Ha4: Customer communication, customer commitment and satisfaction have a significant simultaneous effect on customer loyalty.

CONCEPTUAL FRAMEWORK



3. Methods

a. Research Design

In this study, researchers attempted to comprehensively analyze Felicya Angelista's personal branding on customer loyalty to Scarlett Whitening products using a quantitative approach. The quantitative method is a research method based on the philosophy of positivism, used to study certain populations or samples and is carried out randomly or randomly (Yudhiantika, 2019). Based on the title and the problems studied, this study has 2 variables namely. H. X and Y variables to show the relationship between the variables and the test used. This research also uses a questionnaire or questionnaire data collection. Sugiyono defines surveys as a data collection technique that is carried out by asking written questions to respondents (Josephine and Harjanti, 2017). The population and samples taken by the researchers came from Scarlett Whitening's Instagram as many as 100 respondents. The researcher asked respondents to find out whether Felicya Angelista's personal brand had an impact on customer loyalty to Scarlett Whitening products. Sugiyono defines the population itself as an object or subject that has the appropriate characteristics and characteristics determined by the researcher and then conclusions are drawn that must be studied (Wahyuningtias et al., 2014). Similarly, according to Sekaran, the sample is a group or part of the population. Researchers can also draw conclusions by examining samples (Waspodo et al., 2013). In this study the independent variable is commitment. communication and satisfaction, while the dependent variable is customer loyalty.

b. Operational definitions of variables

The variables used in this study are:

Independent Variable

After (Sugiyono, 2015: 96) "Independent variables are variables that affect or cause a change or occurrence of a dependent (dependent) variable".

As far as this study is concerned, the independent variables are:

- a. Commitment (X1)
- b. Communication (X2)
- c. Satisfaction (X3)

Commitment (X1)

According to Moorman and Despande (2012), commitment is the relationship between physical evidence, processes, and people towards the quality of connections and their role in generating repurchase intentions and loyalty. It is believed that commitment is the most important factor that can influence the desire to establish a long-term relationship with a company. Customer loyalty to the company influences their future behavioral intentions. Commitment is an attitude aimed at maintaining long-term relationships because these relationships are seen as valuable and beneficial.

Communication (X2)

According to Everett (Mulyana, 2015), communication is a process of conveying ideas from a source to recipients based on an idea conveyed by a source to one or more recipients with the aim of changing their behavior.

Satisfaction (X3)

Mowen and Minor (in Yuniarti, 2015) define consumer satisfaction as the attitude shown by consumers towards goods and services after consumers buy and use them. This is due to post-evaluation of choices resulting from certain purchasing decisions and experiences of using or consuming goods or services.

After (Sugiyono, 2015:97) "The dependent variable is a variable that is influenced by, or is the result of, the independent variable". The dependent variable in this study is Customer Loyalty (Y).

According to Usmara (2014: 122), Loyalty is a deep commitment to buy or patronize selected products or services in the future by repeatedly buying the same brand, even though situational influences and marketing efforts can cause behavior changes.

c. Examination Place and Time

This research was conducted at Scarlett Beauty Lounge. Data collection was carried out at Scarlett Beauty Lounge, I. Menteng Raya No.27, RT.003/RW.002, Jurang Mangu Barat, Kec. Aren Pastor, South Tangerang City, Banten 15222 November 2022 to December 2022.

The data analysis technique used in this study used SPSS software. Things to be tested in SPSS are validity test, reliability test, classical assumption test (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression analysis, F test, and t test.

4. RESULTS AND DISCUSSION

Overview of Research Objects This study collected data using a questionnaire. Of the 111 respondents, it was known that the characteristics of the respondents were based on gender, age, occupation, income, and whether or not they had used Scarlett products. There were 44 female respondents who filled out this questionnaire with a percentage of 39.6%, and 67 male respondents with a percentage of 50,960.4%. It can be seen that the number of female and male enthusiasts who use Scarlett products is more women. Judging from the age characteristics, the age range that uses the most Scarlett products is the age of 20-29 years. Respondents who are students are 82 people with a percentage of 73.9% and as many as 29 respondents with a percentage of 26.1% are employed. With an average income of respondents with a percentage of 31.5%. are 28 respondents with income < Rp. 500,000 with a percentage of 44.6%, which earns Rp. 500,000 -Rp. 2,000,000 are 35 respondents with a percentage of 25.2%, respondents with an income of Rp. 2,000,000 -Rp. 3,500,000, namely 17 respondents with a percentage of 15.3%, and those who earn Rp. 3,501,000 - Rp. 5,000,000 > IDR 5,000,000 as many as 13 respondents with a percentage of 11.7%. And income > Rp. 5,000,000 are as many as 18 respondents with a percentage of 16.2%. Out of a total of 111 respondents, there were 52 respondents with a percentage of 46.8% who bought Lotion and 36% as many as 40 respondents bought Skincare, and 11.7% with 13 respondents bought Bodywash. With an average purchase of < Rp. 100,000 is 49.5% with 55 respondents, and Rp. 101,000 - Rp. 300,000n . as much as 41.4% as many as 46 respondents, and Rp. 301,000 - Rp. 500,000 with a percentage of 9% for 10 respondents. With a purchase frequency of 44.1%, 49 respondents once a month, and 30.6%, 36 respondents every 2 months, and 18.9%, 21 respondents 3 months.

Validity test

Validity test is a test used to measure the validity or invalidity of each statement in the questionnaire. Validity test is done by comparing r count with r table for degree of freedom (df) = n – 2, in this case n is the number of respondents as many as 100 respondents, then the amount of df can be calculated 100 – 2 = 98. With df = 100 and alpha = 0.05, we get r table = 0.196 (by looking at the r table at df = 98 with a two-way test). If the value of r count > r table and is positive, then the question item or indicator is declared valid.

Table 1. Validity Test Commitment

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.765	0.30	VALID
2	Q2	0.693	0.30	VALID

Number	Statement	Person Correlation	Critical Value	Explanation
3	Q3	0.783	0.30	VALID
4	Q4	0.702	0.30	VALID
5	Q5	0.672	0.30	VALID

Table 2. Validity Test Communication

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.649	0.30	VALID
2	Q2	0.704	0.30	VALID
3	Q3	0.707	0.30	VALID
4	Q4	0.762	0.30	VALID
5	Q5	0.738	0.30	VALID
6	Q6	0.701	0.30	VALID
7	Q7	0.800	0.30	VALID

Table 3. Validity Test Satisfaction

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.759	0.30	VALID
2	Q2	0.809	0.30	VALID
3	Q3	0.826	0.30	VALID
4	Q4	0.806	0.30	VALID
5	Q5	0.863	0.30	VALID

Table 4. Validity Test Loyalty

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.703	0.30	VALID
2	Q2	0.625	0.30	VALID
3	Q3	0.814	0.30	VALID
4	Q4	0.771	0.30	VALID
5	Q5	0.787	0.30	VALID
6	Q6	0.752	0.30	VALID

Reliability Test

Reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. To find the reliability value, the writer will use the Cronbach Alpha technique. with Cronbach's alpha test. A variable is said to be reliable if it gives a Cronbach's alpha value ≥ 0.60 .

Table 5. Reability Test

Number	Variabel	Cronbach's Alpha	Critical Value	Explanation
1	Commitment	0.772	0.60	Realibel
2	Communication	0.848	0.60	Realibel
3	Satisfaction	0.871	0.60	Realibel
4	Loyalty	0.829	0.60	Realibel

Multicollinearity Test

This test aims to determine whether there are symptoms of multicollinearity in the regression model. There are 2 ways to make a decision on the multicollinearity test, namely by looking at the tolerance value and the VIF (Variance Inflation Factor) value. If the tolerance value is ≥ 0.1 and the VIF value is ≤ 10 , then multicollinearity does not occur.

Table 7. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Commitment	0.543	1.841
Communication	0.465	2.151
Satisfaction	0.605	1.654

Based on the results of the multicollinearity test in the table above, the results of the Multicollinearity Test show that the tolerance value of the three independent variables is > 0.1 and the VIF value is < 10 , that it can be concluded that there are no symptoms of multicollinearity Multiple Linear Regression Test Multiple linear regression tests are used to determine the effect of two or more independent variables on one dependent variable.

Table 8. Multiple Regression Analysis

Model	R	R Square	Adjusted R Square
1	0.713	0.508	0.494

T Test and F Test

The t test is used to determine the effect of each independent variable on the variable dependent. The t test in this study uses a significance value of 0.05 and compares t count with t table, if the significance value is < 0.05 and t count $> t$ table, then the variable is partially independent have influence significant to variables dependent.

Table 9. T test

Model	Sig
Commitment	0.000
Communication	0.124
Satisfaction	0.002

Based on the table above, the results of the analysis are as follows:

1. Commitment Variable

The t-count value is 7.074 with a significance value of 0.000, so the t-count value is 7.074 $> t$ -table, which is 1.984, and the sig value is 0.000 < 0.05 , signifying that the hypothesis is accepted and that commitment influences loyalty.

2. Communication Variables

The t-count value is 1.551 with a significance value of 0.124, so the t-count value is 1.551 $< t$ -table, which is 1.984, and the sig value is 0.124 > 0.05 , which means that the hypothesis is rejected and there is no effect of communication on loyalty.

3. Satisfaction Variable

The t-count value is 3.222 with a significance value of 0.002, so the t-count value is 3.222 $> t$ -table, which is 1.984, and the sig value is 0.002 < 0.05 , indicating that the hypothesis is accepted and that satisfaction affects customer loyalty.

The F test is used to determine whether the independent variables affect the dependent variable jointly or simultaneously. In this study, the F test uses a significance value of 0.05 and compares F count with F table to determine whether all independent variables have a jointly significant effect on the dependent variable if the significance value is less than 0.05 and F count is greater than F table.

Table 10. F Test

Model	F	Sig.
Regression	130,787	0.000

Based on the results of the F test, the calculated f value is 130,787 and a significance value of 0.000. f value count $> f$ table (130,787 > 2.69) and a significance of 0.000 < 0.05 , which

means the hypothesis is accepted, Commitment, Communication, and Satisfaction on Customer Loyalty.

Customer Commitment

Commitment is a key factor in establishing & maintaining interactions with other parties (Cater and Zabkar, 2014). Commitment represents implied as well as explicit collateral based on the service provider. refers to the willingness to develop and maintain positive exchange interactions. According to Moorman & Deshpande (2012) commitment is an interaction between behavior towards physical evidence, processes & employees using the quality of connectedness, and their role in causing repurchase intention & loyalty. Commitment is believed to be the main element that can affect the desire to establish long-term interactions with the company. Customer commitment to a company has an impact on their behavioral intentions in the future. Commitment is a behavior that is the intention to maintain a long-term relationship because the interaction is felt to be valuable and beneficial.

Communication

According to Everett (Mulyana, 2015) communication is a process in which an idea is transferred based on the origin of a recipient; in an idea, the transfer is based on the origin of one or more recipients, with the aim of being able to change their behavior. Meanwhile, from Cooley, communication is a process through which a person (communicator) discusses stimulus in general in the form of terms with the aim of replacing or creating the behavior of other people (audience) (Cangara, 2016). Communication is a process of conveying information, ideas, emotions, skills, & others. Through the use of symbols such as terms, pictures, numbers, & others. Resurch (Mulyana, 2015) defines communication as a process that connects one part with another part of life. With communication, human can meet their needs and achieve their life goals because communicating is a fundamental need, for example Raymond (Mulyana 2015: 69) states that communication is a process of sorting, determining and sending symbols in such a way that it can help listeners generate meaning or response based on thoughts that are almost the same as that intended by the communicator.

Satisfaction

Mowen & Minor (as cited in Yuniarti, 2015) define consumer satisfaction as the behavior exhibited by consumers regarding goods and services after purchase and use. This is a result of the post-selection evaluation prompted by the specific purchasing decision and the experience of utilizing or consuming the product or service. According to Brown (quoted in Yuniarti, 2015), consumer satisfaction is a prerequisite for meeting the needs, desires, and expectations of consumers for a product or service. Consumers who are pleased with this product will encourage others to intend to repurchase it in the future and will enthusiastically promote it.

Customer loyalty

The term "loyalty" is familiar to business professionals and entrepreneurs. It is simple to use the term loyalty in everyday conversation, but it is difficult to analyze its meaning. Usmara (2014:122) defines loyalty as a profound commitment to purchase or patronize selected products or services in the future by repeatedly purchasing the same brand, despite the fact that situational influences and marketing efforts can cause behavior changes. Kotler and Keller (2013) state at present that It is now evident that customer satisfaction is no longer the most crucial factor in a company's success; rather, customer loyalty is the most crucial factor. Customer loyalty is defined as a satisfied customer who enthusiastically promotes a company's product or service through word-of-mouth. Additionally, extending loyalty not only to products or services, but to the entire product and service portfolio of the company over the course of a lifetime, or brand loyalty forever.

4. Conclusion

From the results of the research and discussion above, it can be concluded that Commitment, Communication, and Positive Satisfaction are significant after Scarlett Whitening's Customer Loyalty. So that the results of this study show significant and influential results on consumers' desire to buy products from Scarlett Whitening. For future researchers who wish to develop this research, it can be suggested to expand the object of research not only in the field of beauty but also in the field of fashion and other products related to Commitment, Communication and Satisfaction.

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