



The Effect of Customer Relationship Marketing and Trust on Customer Loyalty (Case Study on Jne Nusa Indah Customers Bengkulu City)

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ABSTRACT

This study aims to determine the effect of customer relationship marketing and trust on customer loyalty (case study on JNE Nusa Indah customers in Bengkulu City). This type of research uses quantitative descriptive research methods. The population in this study is customers of JNE Bengkulu City with a total of 110 respondents. The data collection method uses questionnaires and uses analytical techniques using multiple linear regression analysis tests and hypothesis tests, namely t tests and f tests. Based on the results of multiple linear regression, the form of the regression equation $Y = 15.287 + 0.201 (X1) + 0.190 (X2)$ and the results of the t test and f test of this study can be concluded that customer relationship marketing has a significant effect on customer loyalty, this is evidenced by the results of the t test showing the value of $t_{hit} > t_{table}$ ($2.066 > 2.002$) and ($sig \alpha = 0.03 < 0.050$). This means H_0 is rejected and H_a is accepted. Trust has a significant effect on customer loyalty, this is evidenced by the results of the t test showing the value of $t_{hit} > t_{table}$ ($2.055 > 2.002$) and ($sig \alpha = 0.02 < 0.050$) F_table, namely ($50.277 > 2.69$) and ($sig \alpha = 0.000 < 0.050$). This means H_0 is rejected and H_a is accepted.

INTRODUCTION

Business development at this time has grown a lot from just a regular business to a global business, today's modern society has a desire to fulfill its needs both in terms of information and technology, including the need for fast service services, delivery and receipt of goods, services and documents (Irnandha, 2016). The company provides a wide variety in terms of attracting consumers of shipping services, the services provided include delivery between countries in the world, delivery out of cities in Indonesia and some even offer delivery within a certain city or region. This will be the basis for companies to improve service quality by requiring strategies to win the competition and become the first choice of consumers. Loyal customers have several stages of the process, companies must strive to create services for customer satisfaction and result in customer loyalty (Elen & Raymond, 2020).

Customer loyalty can be maintained by developing stronger relationships and loyalty with customers (Kotler, 2008). According to Griffin (in Hurriyati, 2008: 129) "Loyalty is defined as random daytime purchases expressed over time by several decision-making units". Based on this understanding, loyalty refers to the form of behavior of decision-making units to make continuous purchases of goods or services of a selected company. Thus the conclusion is that loyalty is formed due to experience in using a good or service (Normasari, 2013). To create customer satisfaction, companies engaged in community services must create and process a system to get more customers and also have the ability to maintain loyal customers. According to Alfansi (2010), in a competitive industry and mature market, CRM is an important strategy for retaining customers (Yulinda, 2014).

Relationship Marketing is one of the important factors in achieving customer loyalty. Relationship Marketing is a company's effort to establish long-term relationships with consumers in order to create a good relationship between consumers and companies, with this good relationship, it is expected to create customer loyalty (Fandy Tjiptono and Chandra 2004). (Nurbakti & Beddu, 2022).

Trust is the belief that the actions of another person or group are consistent with their beliefs, Mitel et al. (in Yoga, 2015) states that consumer trust in a product or service will grow if they have good experience and information. Trust is also one of the keys to customer satisfaction. (Yuniarta et al., 2019) If the customer feels comfortable, trustworthy, and does not lie to the customer, the customer will automatically use the service, so that it will bring customer satisfaction and can foster loyalty. (Nur & Bayu, 2022).

PT JNE is a company engaged in shipping goods in Indonesia, PT JNE was established in 1990. Not only serving domestic goods delivery, PT JNE also provides goods delivery services abroad. PT JNE's extensive network and professional services have helped in product distribution and increased competitiveness in marketing. (Hosea Irlano Mamuaya & Suradi, 2016). The official name of JNE is Jalur Nugraha Ekakurir, JNE Company is known as one of the freight forwarding logistics companies that can be said to still dominate the market in Indonesia. Apart from dominating, the JNE company is also the most well-known logistics company in Indonesia and received a prestigious customer satisfaction award in 2019. (Hati & Juliati, 2019).

Based on the results of direct interviews by researchers with Mr. Galih Gunardi as one of the customers of JNE Nusa Indah Bengkulu City which was held on Thursday, November 10, 2022, there are problems regarding low customer loyalty because he said he was still hesitant when he wanted to use JNE shipping services at Nusa Indah Bengkulu City, because there are still frequent delays in the delivery of goods, delivery packages that cannot be tracked, sending the wrong package to another address, and also competition for shipping services in Bengkulu City which are many and relatively cheaper shipping costs, In addition, the relationship that exists between JNE employees and customers (Customer Relationship Marketing) is still not fast enough in responding to customer wishes, where some JNE employees still look indifferent when dealing with customers who complain with JNE which makes customers less satisfied with the treatment provided by JNE, and customer trust that is still lacking in using JNE shipping services because there are complaints from customers who make shipments using JNE services experiencing damage to goods and there are some missing items so that consumer confidence in using JNE shipping services is reduced.

LITERATURE REVIEW

Customer Loyalty

According to (Mamang & Sopiah, 2013) states that loyalty is a deep-seated customer commitment to re-subscribe or repurchase selected products or services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change.

According to Tjiptono (2012) explains that the indicators of consumer loyalty are as follows:

1. Repurchase
2. Safety and comfort in using a product or service
3. Benefits that exist in the product for services

Customer Relationship Marketing (CRM)

Customer Relationship Marketing is a strategy that maintains long-term relationships between customers and business owners to create more value, so as to maintain and increase market share and increase customer loyalty (Muhtarom et al., 2022). The four indicators in Customer Relationship Marketing include: (Kumar & Reinartz, 2018)

1. Technology
2. People
3. Process
4. Knowledge and Insight

Trust

Trust can be interpreted as all beliefs in the knowledge that consumers have and make conclusions according to their own thoughts (Muhtarom et al., 2022). Indicators of customer trust according to Ramadania (2014), are as follows:

1. The reputation that a product or service has.
2. Safety and comfort in using a product or service.
3. The benefits that exist in the product or service.

Methods

Data Collection Techniques

The data collection methods used include:

- 1 Observation

Observation is research or observation directly to the research location at JNE Nusa Indah Bengkulu City to obtain information and find out the problems being studied.

- 2 Questionnaire

A questionnaire or questionnaire is a data collection technique that is carried out by compiling questions that are closed in nature and must be filled in by the respondent by choosing one of the alternative answers available.

Data Analysis Technique

Data analysis techniques used by researchers descriptively and also inferentially using SPSS with validity tests, reliability, normality tests, Multicollinearity tests, Heteroscedasticity Tests, T tests and also F tests.

Results

Uji Instrumen Penelitian

- 1) Validity Test

In the validity test, the research instrument is said to be valid if the calculated r value is greater than r table, if it is smaller than r table, the questionnaire item is invalid (Sugiyono, 2017). In this study using a significant standard of 5%, (n = 20) then the R table is 0.444. The validity test results can be seen in the table below as follows:

Table 1. Validity Test Results

Variabel	No Statement	Value R Count	Value R Table	Description
Customer Relationship Marketing (X ₁)	1	0.801	0,444	Valid
	2	0.830	0,444	Valid
	3	0.869	0,444	Valid
	4	0.869	0,444	Valid
Trust (X ₂)	1	0.833	0,444	Valid
	2	0.527	0,444	Valid
	3	0.650	0,444	Valid
Customer Loyalty (Y)	1	0.830	0,444	Valid
	2	0.840	0,444	Valid
	3	0.871	0,444	Valid
	4	0.649	0,444	Valid

Sumber: Hasil Penelitian 2023

From the SPSS output display above, it can be seen that the correlation between each indicator shows significant results. This can be seen through the results of r count greater than r table. So it can be concluded that each statement indicator is valid.

1) Reliability Test

Reliability test is data to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if someone's answer to a question is consistent or stable over time. An instrument is said to be reliable if the Cronbach Alpha value is greater than the value of 0.60, so the instrument used is reliable (Ghozali: 2011). Based on Table 4.7 below, it can be seen that all variables in this study are reliable. This is evidenced by the Cronbach Alpha value > 0.60

Table 2. Reliability Test Results

Variabel	Value Cronback Alpha	Cut Of Value	Description
Customer Relationship Marketing (X ₁)	0,782	0,60	Reliabel
Trust (X ₂)	0,720	0,60	Reliabel
Customer Loyalty (Y)	0,831	0,60	Reliabel

Sumber: Hasil Penelitian 2023

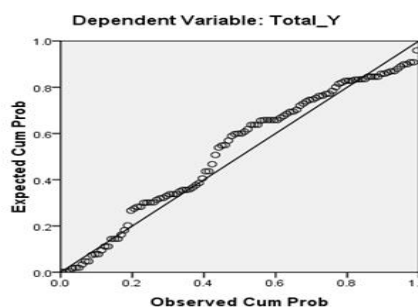
The reliability test results presented are declared reliable because the Cronbach Alpha value tested is greater than 0.60. This means that based on the test results, all variables used in the study are said to be reliable and can be used in this study.

Classical Assumption Test

a. Normality Test

Figure.1. Normality Test

Normal P-P Plot of Regression Standardized Residual



Normal P-P Plot Graph of the Effect of Customer Relationship Marketing and Trust on Customer Loyalty.

Figure 1 above shows that the normality test graph describes the distribution of data around the diagonal line and the distribution follows the direction of the diagonal line of the graph, so the regression model used in this study fulfills the normality assumption requirements.

a. Multicollinearity Test

This multicollinearity test aims to determine whether each independent variable, namely Customer Relationship Marketing and Trust, is linearly related. The existence of this multicollinearity test can be done by looking at the tolerance value above 0.1 and the vif is smaller than 10, there is no tendency for multicollinear symptoms to occur.

Tabel 3 . Uji Multikolinieritas antara Customer Relationship Marketing dan Kepercayaan Terhadap Loyalitas Pelanggan

No	Variabel	Tolerance	VIF	Description
1	Customer Relationship Marketing (X ₁)	0.981	1.019	Non Multikolinieritas
2	Trust (X ₂)	0.981	1.019	Non Multikolinieritas

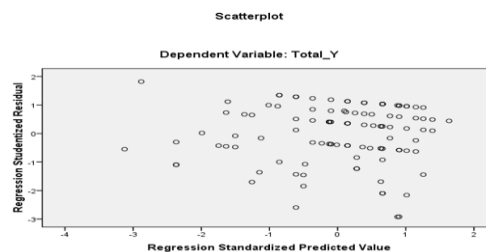
Sumber: Hasil Penelitian 2023

Based on table 4 above, it can be seen that all variables have a tolerance value above 0.1 and VIF below 10, so it can be concluded that the variables in this study are free of multicollinearity.

a. Heteroscedasticity Test

The Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The results of the Heteroscedasticity statistical test obtained in this study are as follows:

Figure 2. Heteroscedasticity Test Results



The scatterplot graph displayed for the Heteroscedasticity test shows points that spread randomly and no clear pattern is formed and in the distribution of these points spread below and above the number 0 on the Y axis. This identifies the absence of Heteroscedasticity in the regression model, so the regression model is suitable for predicting the Customer Loyalty variable.

Quantitative Analysis Results

a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used in this study with the aim of determining whether there is an influence of the independent variable on the dependent variable. Statistical calculations in multiple linear regression analysis used in this study are using the help of the SPSS For Windows version 16 program. A summary of the results of data processing using the SPSS program is in the table:

Tabel 4. Persamaan Regresi Linear Berganda

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	15.287	2.485		6.152	.000		
Total_X1	.201	.097	.198	2.066	.003	.981	1.019
Total_X2	.190	.091	.192	2.055	.002	.981	1.019

a. Dependent Variable: Total_Y

Sumber : Hasil Penelitian 2023

From computer calculations, namely the calculation of SPSS version 16 for windows, the regression equation is obtained as follows:

$$Y = 15.287 + 0.201X_1 + 0.190X_2$$

a. Test Results of the Coefficient of Determination (R²)

To determine the percentage contribution of the influence of the independent variable on the dependent variable, the correlation coefficient test is used as follows:

Tabel 5 Koefisien Determinasi (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.799 ^a	.638	.626	1.148

a. Predictors: (Constant), X₂, X₁

Sumber : Hasil penelitian 2023

Based on the results of calculations using the SPSS 16 program, it is known that the value of the adjusted R square analysis is 0.638 = 63.8% so it can be concluded that the contribution of all independent variables (customer relationship marketing and trust) in contributing to the influence of the dependent variable (customer loyalty) is 63.8% and the remaining 36.2% is influenced by other factors not explained in this study.

Hypothesis Test Results

To prove the hypothesis that was previously suspected, hypothesis testing was carried out. Hypothesis testing is carried out both partially and simultaneously which includes the t test and f test.

a. Partial Test (t Test)

To test the effect of independent variables simultaneously on the dependent variable, the t test is used as follows:

Tabel 6. Uji Parsial (t-test)

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.		
	B	Std. Error	Beta				
1 (Constant)	15.287	2.485		6.152	.000		
Total_X1	.201	.097	.198	2.066	.003		
Total_X2	.190	.091	.192	2.055	.002		

a. Dependent Variable: Y

Sumber : Hasil penelitian 2022

Through calculations carried out using SPSS, the comparison between t count and t table ($n-k-1$) = $110-3-1 = 106$ gets a tcount value of 1.982.

a. Simultaneous Test (Test f)

To test the effect of independent variables simultaneously on the dependent variable, the f test is used as follows:

Tabel 7. Uji Simultan (f-test)

ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	132.580	2	66.290	50.277	.000 ^a
Residual	75.154	57	1.318		
Total	207.733	59			

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Sumber : Hasil penelitian 2023

Based on the hypothesis test table with the f test above, the Fcount is 50.277 with an Ftable value of $(n-k) = 110-3 = 107$, then the Ftable value is 2.69, namely $(50.277 > 2.69)$ and $(\text{sig } \alpha = 0.000 < 0.050)$, so it can be concluded that H3 is accepted, meaning that there are variables that affect customer loyalty at JNE Nusa Indah Bengkulu City.

Discussion

This study states that there is a positive influence between the Customer Relationship Marketing (X1) variable on Customer Loyalty (Y), this means that the first hypothesis in this study is accepted. (Setyaleksana et al., 2017). In line with Zhafarina Hadyan's research (2015), it shows from the results of the analysis that the CRM variable has a positive and significant effect on Loyalty, which means that the higher the CRM, the higher the Loyalty. Conversely, the lower the CRM produced, the lower the Loyalty obtained. (Kumar & Reinartz, 2018).

The results of the study state that there is an influence of the trust variable (X2) on customer loyalty (Y) at JNE Nusa Indah Bengkulu City. This means that the second hypothesis in this study is accepted. In line with research conducted by N.P.S Supertini et al (2020) that customer trust has a positive and significant effect on customer loyalty at Pusaka Kebaya in Singaraja.

The results of the study state that customer relationship marketing (CRM) and trust simultaneously or together have an effect on customer loyalty variables at JNE Nusa Indah Bengkulu City. In line with research conducted by Zhafarina Hadyan (2015) From the results of hypothesis testing it can be seen that the CRM variable (X1) has a positive and significant effect on Customer Loyalty (Y) which means that the higher the CRM, the higher the loyalty and from the results of hypothesis testing it can be seen that the trust variable (X2) has a positive and significant effect on Customer Loyalty (Y) which means that the higher the trust, the higher the loyalty, (Dr. Vladimir, 1967).

Conclusion

Kesimpulan

Based on the results of research data analysis and discussion that has been carried out on the effect of customer relationship marketing and trust on customer loyalty at JNE Nusa Indah Bengkulu City, it can be concluded as follows:

1. Customer relationship marketing has a significant effect on customer loyalty at JNE Nusa Indah Bengkulu City.

2. Trust has a significant effect on customer loyalty at JNE Nusa Indah Bengkulu City.
3. Together customer relationship marketing and trust have a significant effect on customer loyalty at JNE Nusa Indah Bengkulu City.

Saran

Based on the results of research and discussion of the influence of customer relationship marketing and trust on customer loyalty at JNE Nusa Indah Bengkulu City, the suggestions that can be given are as follows:

1. On the customer relationship marketing variable, it is advisable for management at JNE Nusa Indah Bengkulu City to be faster in handling complaints complained about by customers.
2. On the trust variable, it is advisable for JNE management to increase customer trust growth in order to increase customer loyalty.
3. In the customer loyalty variable, it is recommended that JNE management increase relationship marketing and trust so that it can increase customer loyalty.
4. In future studies that want to research customer loyalty, it is recommended to look for other factors outside (relationship marketing and trust)

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