



Building Customer Loyalty Through Relationship Marketing And Price At Motorcycle Washes In Palu City

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ABSTRACT

This study aims to determine the effect of Relationship Marketing and Price on customer loyalty at Motorbike washing in Palu City This quantitative research was conducted at the Sula motorbike washing company in Vatutela, Palu City. The research was conducted from October to December 2024. This study involved 60 respondents and used the Roscoe method. Purposive sampling is a sampling method in which research is conducted on a group of subjects who have specific characteristics. Data were collected through interviews and distributing questionnaires to participants. This study used multiple linear regression as a data analysis technique and used the SPSS program as an analytical tool. According to the results of multiple linear regression analysis conducted in this study, it can be concluded that relationship marketing and price variables have an influence on customer loyalty at Sula Motor Wash, Palu City, both partially and simultaneously. This shows that proper pricing and relationship marketing strategies help build and maintain customer loyalty.

INTRODUCTION

With the ever-increasing population in Indonesia, there are vast and promising market opportunities. However, this growth has also led to intensified competition among businesses, which must constantly innovate and refine their strategies to stay alive and thrive in the market. (Rombe & Hadi, 2022). Facing increasingly fierce competition, accurate business planning is needed as business competition increases, companies need to have a competitive advantage to survive in the business world. (Suparman et al., 2023). Businesses that demonstrate a superior competitive position can facilitate more effective marketing in the marketplace.

(Santi et al., 2015). Businesses that demonstrate a superior competitive position can facilitate more effective marketing in the marketplace Companies with well-thought-out business plans and marketing innovations will automatically be able to maintain their sustainability (Zahara et al., 2022). Conversely, businesses without a well-thought-out strategy often fail because they have no direction and cannot see the future (Pasaribu et al., 2021).

A relationship marketing strategy focuses on building and maintaining positive relationships with suppliers, distributors, and customers over a long period of time (Wiwoho, 2018). Companies that use this strategy regularly will have loyal customers. A study (S. L. Putri & Nursinta, 2017) dan (Oktapiani & Anggraini, 2022) found that relationship marketing can increase customer loyalty.

Companies face challenges in determining an effective pricing strategy because customers want quality products or services at more affordable prices (Muslimin et al., 2015). The price itself is the amount of money that customers must pay to get the goods or services. In addition, price can influence a customer's decision to purchase certain goods or services (Adam et al., 2023). An important strategy to build a positive perception of a product or service is to determine a price that is in accordance with the customer's purchasing power. according to (Azhari, 2022) affordable prices can help businesses create a good image in the eyes of customers, which ultimately results in more loyal customers. Price also has a positive and significant effect on customer loyalty, according to research conducted by (Agustin et al., 2019) And (Sugiarsih Duki Saputri, 2019)

According to (Insani & Madiawati, 2020) Customer loyalty can be interpreted as consumers who are loyal and make repeat purchases of the services and goods they use. Consumer repurchases are shaped by interest, intention, and trust (Bachri, et al., 2020). The existence of trust that grows in consumers can motivate them to buy a product again (Zahara et al., 2021). Companies will never be able to make a profit without consumers, therefore maintaining customer loyalty is very important in business (Totanan et al., 2021). Building interactions with customers in real time can increase customer satisfaction (Zahara et al., 2023). Since customer satisfaction has been regarded as a key strategic indicator for improving marketing performance and customer loyalty (Wahyuningsih et al., 2022).

Currently, the Sula Motor Wash business is growing in Palu City. Sula Motor Wash is a company engaged in motorcycle washing services and one of its main strategies is relationship marketing, which focuses on building a good relationship between customers and business owners. By implementing this strategy effectively, the company can compete in the market and build customer loyalty, which is shown by an increase in the number of customers. In addition, Sula Motor wash increases its competitiveness by implementing a pricing strategy that is in accordance with the financial capabilities of customers, so as to increase customer satisfaction and loyalty.

According to the previous explanation, this research is entitled "Building Customer Loyalty through Relationship Marketing and Price at Sula Motor Wash in Palu City". The purpose of this study is to see how relationship marketing and pricing strategies impact customer loyalty at Sula Motor Wash in Palu City.

LITERATURE REVIEW

Customer Loyalty

Loyalty is at the core of a business enterprise and companies strive to maintain the loyalty of their customers. (Ponirin et al., 2016). Customer loyalty indicates a strong bond to a product or service, which encourages them to subscribe or repurchase the product in the future despite competitors. (Y. L. Putri & Utomo, 2017). According to Dewi, (2018) A person's loyalty to a product, be it goods or services, can be interpreted as loyalty. Highly loyal customers tend to be unaffected by competitors' marketing tactics and continue to use the goods or services they already trust. For a company's success, customer loyalty is critical to creating a sustainable competitive advantage, not just in the short term. according to (Sentiana, 2018) dimensions of customer loyalty include making regular repeat purchases, making purchases across product and service lines, recommending others, showing resistance to binders loyal customers will remain unaffected by other companies' products and services.

Relationship Marketing

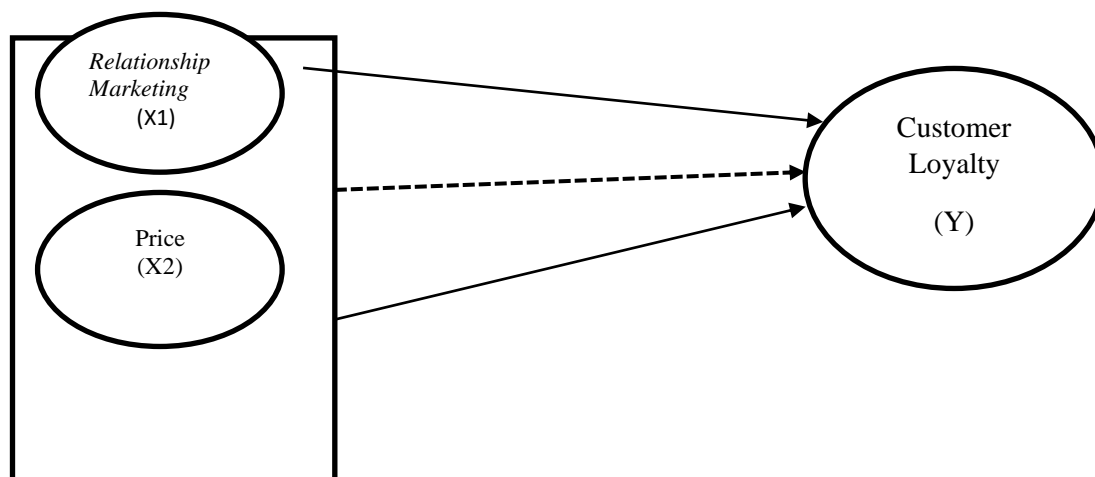
According to (Kotler et al., 2020) Relationship marketing is a marketing strategy that aims to attract, acquire, and retain loyal customers by providing maximum value and satisfaction. Karina & Sari, (2021) said that relationship marketing changed from just doing one transaction to trying to build a profitable and long-term relationship with customers. The main goal is to build and maintain customer loyalty, which will ultimately benefit the company. According to Dimyati, (2016) Relationship marketing focuses not only on attracting new customers but also on retaining existing customers by building strong relationships and giving them the feeling that they are part of the company. In this way, customers are more likely to use the goods or services in the long run. according to (Kuncoro et al., 2021) The four main dimensions of relationship marketing consist of: trust, commitment, communication, and conflict handling.

Price

Price plays an important role in business success as it determines the level of profit that can be made from the sale of goods or services. (Shartykarini et al., 2016). According to (Kotler et al., 2022) Price is the only component in the marketing mix that generates revenue, while the other components generate costs. Price also serves as a communication tool to demonstrate the value and position of a brand or product in the marketplace. According to Setyo, (2017) Price is the amount of money a customer must pay to obtain the value of a good or service. Product quality, benefits offered, psychological factors, market circumstances, and the level of competition are some of the factors that influence pricing. According to (Suryana & Muliasari, 2018) There are four dimensions of price, namely price affordability, price compatibility with product quality, price competitiveness, and price compatibility with benefits.

Research Model

Figure 1



Ket :

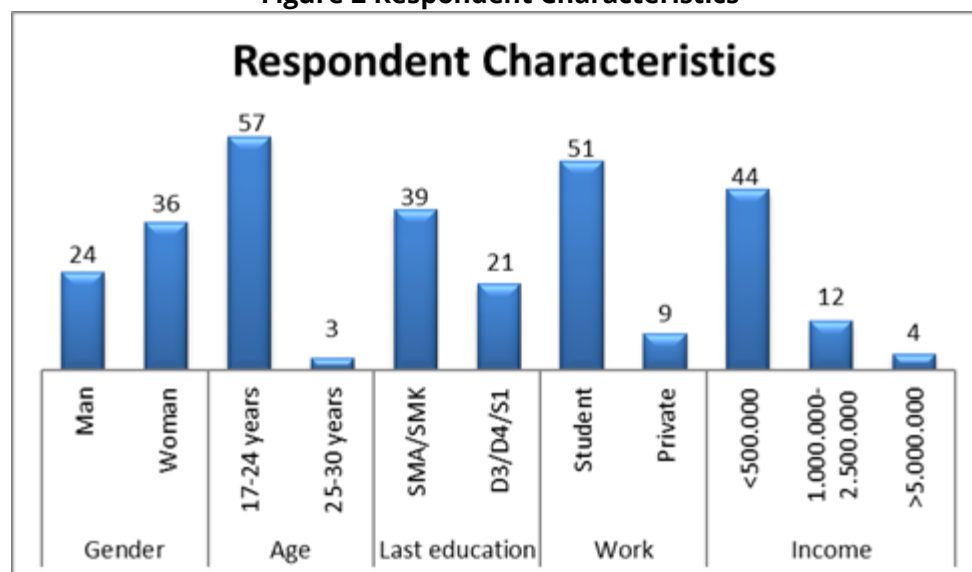
-----> = Simultaneously
-----> = Partially

METHODS

This quantitative research was conducted at the Sula motorcycle washing company in Vatutela, Palu City. The research was conducted from October to December 2024. This study used the Roscoe method and involved 60 respondents. Purposive sampling is a sampling method in which research is conducted on a group of subjects who have specific characteristics. For this study, respondents must be over 17 years old and have used motorcycle washing services at Sula Motor Wash. Data was collected through interviews and distribution of questionnaires to participants. Prior to data analysis, the research instrument will be tested with a total of 30 respondents to ensure the validity and credibility of other motor washing businesses with similar features, such as Enz Motorwash on Soekarno-Hatta Street, Palu City. Multiple linear regression is the data analysis method used in this study. The SPSS program was also used as an analysis tool.

RESULTS

Figure 2 Respondent Characteristics



In this study, 60 respondents were customers who had used car wash services at Sula Motor Wash located in Palu City. This research tool was tested for validity to ensure its accuracy. All statements are considered valid if the r value is more than 0.3 and the significance value is less than 0.05. The test results show that all statements meet these criteria, so the research instrument is considered valid. Reliability tests were also conducted to determine how consistent the research instruments were. The results show that, with a Cronbach's Alpha value exceeding 0.60, the tools used are reliable for assessing the variables under study. In addition, this study uses a classic assumption test, which includes normality, heteroscedasticity, and multicollinearity tests. The results of the normality test show that the data is normally distributed, and the multicollinearity test ensures that there is no significant relationship between the independent variables that could affect the results of the analysis. The residual variables, on the other hand, do not change and remain constant. Based on the results of validity, reliability, and classical assumptions, it can be concluded that this research tool is feasible to use and the analysis results can be trusted.

Distribution Of Respondents' Responses Regarding Relationship Marketing**Table 1. Respondents' Responses Regarding Relationship Marketing**

Dimensions	Indicator	SS	S	N	TS	STS	mean	Total
Trust	Consistent service	15	32	13			4,03	
	Clear and open information	14	28	17		1	3,9	3,96
commitment	Commitment to meeting customer expectations	15	28	16		1	3,93	
	Making customers feel important and valued	13	28	19			3,9	3,91
communication	provide information and respond to customer complaints in a timely manner	12	34	12	1	1	3,91	
	The message conveyed is in accordance with customer needs	16	31	13			4,05	3,98
conflict handling	fast in responding to customer complaints or problems	13	29	17	1		3,9	
	The solution provided is considered fair	10	28	22			3,8	3,85

Based on Table 1. A total of 60 respondents answered various questions about relationship marketing variables. The results of the analysis show that “the message delivered is in accordance with customer needs” received the highest score with an average of 4.05, indicating that Sula Motor Wash customers think the message delivered is in accordance with their needs. Meanwhile, the lowest-scoring statement, “the solution provided is considered fair”, received an average score of 3.8, indicating that Sula Motor Wash customers prioritize the speed of response to complaints over the fairness of the solution provided.

Distribution Of Respondents' Responses Regarding Price**Table 2. Respondents' Responses Regarding Price**

dimension	indikator	SS	S	N	TS	STS	Mean	Total
price affordability	price according to customer income	16	32	12			4,06	
	comparison with market price	16	24	20			2,73	3,39
price compatibility with product quality	The price is proportional to the quality of the product that the	18	30	12			4,1	

	customer receives							
	the product or service meets or exceeds customer expectations	11	35	14			3,95	4,02
price competitiveness	Price Relative to Competitors	14	28	18			3,93	
	The company's ability to adjust prices to market conditions	16	29	15			4,01	3,97
price compatibility with benefits	the level of quality that customers feel	10	29	21			3,81	
	products or services that can save customers money or time	15	29	16			3,98	3,89

Based on table 2. above, 60 people surveyed responded to the price variable. The analysis results show that the statement with the highest score, "the price is in accordance with the customer's income", received an average score of 4.05. This result shows that customers of Sula Motor Wash rate the price set as appropriate for their income. The lowest-scoring statement, "comparison with market prices", received an average score of 2.73. The results show that customers of Sula Motor Wash pay more attention to the quality and benefits they feel rather than comparing prices with market prices.

Multiple Linear Regression Analysis

The purpose of multiple linear regression is to find an equation that shows how the independent variable and the dependent variable interact with each other. The following multiple regression equation is:

Table 3. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.497	2.551		.587	.560
	Relationship Marketing	.261	.111	.250	2.359	.022
	Price	.676	.112	.642	6.055	.001

a. Dependent Variable: Customer Loyalty

Customer LoyaltyBased on the test results using SPSS software, the regression equation is obtained as follows:
$$Y = 1,497 + 0,261X_1 + 0,676X_2$$

1. If relationship marketing (X1) and price (X2) are considered zero, the constant has a regression value of 1.479, which indicates that customer loyalty increases by 1.479.
2. The coefficient of relationship marketing (X1) of 0.261 shows a positive direction, which means that a 1% increase in relationship marketing will increase customer loyalty by 0.261.
3. The price coefficient (X2) is positive at 0.676, which indicates that every 1% increase in price will increase customer loyalty by 0.676%.

Test t (Partial)

The t test is used to determine whether the X1 and X2 variables have a significant effect on the Y variable.

The influence of Relationship marketing on Customer Loyalty

The results showed that Relationship Marketing has a significant influence on Customer Loyalty, with a significance value of 0.022, which is lower than 0.05.

The Effect of Price on Customer Loyalty

The results showed that the price variable has a significant influence on customer loyalty, with a significance value of 0.001, lower than 0.05.

F Test (Simultan)

Table 4. F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1006.011	2	503.006	71.576	<,001 ^b
	Residual	400.572	57	7.028		
	Total	1406.583	59			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Price, Relationship Marketing						

The test results show that the significance value is 0.001, less than 0.05. This shows that the relationship marketing and price factors as a whole have a major influence on customer loyalty at Sula Motor Wash.

DISCUSSION

The Effect of Relationship Marketing and Price on Customer Loyalty

The results of this study indicate that relationship marketing and price simultaneously affect customer loyalty at Sula Motor Wash. Therefore, Sula Motor Wash uses various strategies to increase sales and attract new customers. One of them is to use a Relationship Marketing approach to build good relationships with customers. By establishing good relationships, consumers will feel valued and are more likely to remain loyal to the services they receive. With this method, Sula Motor Wash can also better understand customer needs and immediately fulfill them. In addition, Sula Motor Wash offers reasonable services at prices that are within the consumer's means. This is done to make customers more satisfied with the washing service as they do not feel burdened when using it. Ultimately, customer satisfaction drives customer loyalty. This result supports previous research conducted by (Darmawan et al., 2021) who found that relationship marketing and price affect customer loyalty simultaneously.

The Effect of Relationship Marketing on Customer Loyalty

The results showed that relationship marketing has a significant influence on customer loyalty at Sula Motor Wash in Palu City. Customers receive clear and accurate messages about services, prices, and processing times from Sula Motor Wash. This makes it easier for customers to make decisions.

In addition, responding quickly to customer complaints shows that you are professional and care about customer needs, which in turn can increase trust and improve customer experience if dissatisfaction arises. Consistent services, such as maintaining the quality of the wash, punctuality, use of quality materials, and a friendly attitude from the staff, are essential to creating a positive customer experience. By providing consistently satisfactory services, customers will be more trusting and likely to remain loyal to Sula Motor Wash, which in turn will increase customer loyalty and company reputation. Previous studies show that relationship marketing affects customer loyalty (Purnama et al., 2022),(Wiwoho, 2018) and (Pratiwi et al., 2019) These results further confirm that building good relationships with customers can increase customer loyalty to the business. Ultimately, this will help businesses thrive and survive.

The Effect of Price on Customer Loyalty

The results of this study found that the price variable has a positive and significant effect on Customer Loyalty at Sula Motor Wash. Sula Motor Wash sets prices in accordance with customer income, namely the price of the product or service remains affordable and commensurate with the value received. prices are adjusted to the financial capabilities of customers, they are more likely to feel comfortable and satisfied during transactions, which in turn increases the chances of remaining loyal to the brand or company. In addition, adjusting the price to the customer's income can build the perception that the price offered is fair, thus strengthening their trust in the company.

Sula Motor Wash sets prices relative to competitors and adjusts to market conditions, adjusting prices to market conditions has a major contribution in attracting customers and maintaining business position in the market. The price offered should be competitive compared to competitors, without sacrificing service quality.

Adjusting prices to market conditions, such as demand, economic conditions, or customer trends, is essential to keep prices relevant and reasonable in the eyes of consumers. If the price offered is lower or the same as competitors, but the quality of service remains good, customers will feel more profitable and more likely to choose that business. The results of this study are in line with previous research by (Fairisi & Siregar, 2020),(Winarno et al., 2018) and (Nalendra, 2018) found that price increases customer loyalty.

CONCLUSION

According to the results of multiple linear regression analysis conducted in this study, it can be concluded that relationship marketing and price variables have an influence on customer loyalty at Sula Motor Wash, Palu City, both partially and simultaneously. This shows that proper pricing and relationship marketing strategies help build and maintain customer loyalty.

Suggestions according to this research, businesses should always provide accurate and transparent information about products and prices to customers. Companies are also expected to remain consistent in maintaining customer loyalty because without loyal customers, businesses will find it difficult to grow and compete in the market.

ADVICE

It is likely that there are other elements that influence customer loyalty other than those examined in this study. Therefore, the authors hope that this research can be used as a basis for further research looking at other factors that might influence customer loyalty. By expanding the scope of the research, future results are expected to provide a better understanding of the components that support customer loyalty.

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