The Impact of Relational Marketing and Service Quality on Customer Loyalty: A Comprehensive Analysis

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ABSTRACT

This research aims to test and analyze: (1) The effect of relationship marketing on customer loyalty. (2) The effect of service quality on customer loyalty. (3) The simultaneous effect of relationship marketing and service quality on customer loyalty. (4) The extent of the contribution/influence of relationship marketing and service quality on customer loyalty. The type of research used is quantitative research with data collection techniques using exact sciences, namely through observation, questionnaires, and documentation, with data analysis techniques using multiple linear regression analysis using SPSS 24. The research results show that: (1) Relationship marketing has a significant influence on customer loyalty, with t_calculated = 4.026 > t_table 1.671 and a significance of 0.000. (2) Service quality has a significant influence on customer loyalty, with t_calculated = 5.336 > t_table 1.671 and a significance of 0.000. (3) Relationship marketing and service quality simultaneously have a significant influence on customer loyalty, with f_calculated = 115.170 > f_table 3.16, and a significance of 0.000. (4) Relationship marketing and service quality contribute 80.2% or 0.802 to customer loyalty.

Keywords: Marketing Relational; Quality Service; Loyalty Customer

INTRODUCTION

The development of Makassar city as the capital of the province has made it one of the centers of trade and business, mobility, and the advancement of knowledge in the field of service provision. The success of knowledge and information has led to many changes and increasingly sharp business competition (Demyen, 2022; Hudson et al., 2022; Lawlor, 2007; Tahar et al., 2011). This is marked by the establishment of new businesses and the failure of companies that cannot compete, which will soon be sidelined from the market environment (Daroini & Talhah, 2019; Hafizha & Hari, 2023; Yeoh & Koronios, 2010).

The hospitality industry is one of the service industries that is developing in Makassar. This industry combines both products and services. Building design, interior, exterior, the atmosphere created in the hotel, as well as restaurants for food and beverages, and overall facilities are examples of the products offered. Meanwhile, the services sold include the

hospitality and skills of the hotel staff/employees in serving their customers (Ingirige, 2018; Kolk et al., 2018; Le et al., 2023).

Dalton Hotel & Convention Makassar is one of the three-star hotels in Makassar. Therefore, Hotel Dalton Makassar always conducts evaluations. However, in reality, in maintaining the facilities, Hotel Dalton Makassar still faces many difficulties, which greatly affects the quality of services of Hotel Dalton Makassar towards its customers. Physical facilities that should be provided to support service quality often instead cause customer complaints due to many obstacles. Complaints are also directed at the employees of Hotel Dalton Makassar, who are considered to be lacking in delivering quality service.

Today's hotel customers/guests are critical consumers who are very careful in spending money. They consider many factors in choosing a product or service, including hospitality services. Therefore, it is very important for Dalton Hotel & Convention Makassar to design an appropriate marketing concept. Only companies with insight about customers and marketing concepts can survive. Service quality is a factor that influences customer loyalty in deciding to make a purchase. Thus, the definition of service quality can be interpreted as an effort to meet customer needs and desires and the accuracy of its delivery in balancing customer expectations.

To improve service quality, Dalton Hotel & Convention Makassar implements a relational marketing program. The implementation of this relational marketing program is expected to make customers loyal so that the relationship formed is not just between seller and buyer, but more towards a partnership. However, the implementation of the relational marketing program is considered less effective. If the hotel wants to retain existing customers and attract new ones, the company must improve service quality and build long-term strategies through relational relationships (relational marketing) with guests of Dalton Hotel & Convention Makassar to encourage them to return and recommend the hotel to others. A conceptual framework depicting the relationship between one variable and various other factors. This framework also serves as a foundation for researchers to determine hypotheses.
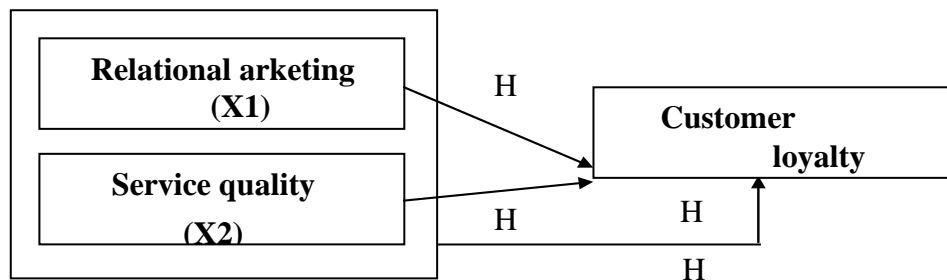

Figure 1. Hypotheses

METHOD

The researcher used a quantitative research type through a survey approach, as this approach can clearly measure the influence of relational marketing and service quality on customer loyalty at Dalton Hotel & Convention Makassar. Using numerical comparisons will facilitate the analysis and conclusion of answers to the formulated problems. The location of this research is at Dalton Hotel & Convention, located on Jalan Perintis Independen KM.16, Biringkanaya Subdistrict, Pao Village. The research was conducted over one month, from January to February 2023.

The population is also called the research subject. According to (Creswell & Clark, 2017; Fetters et al., 2013; Ivankova & Creswell, 2009; John W Creswell, 2013), "a population is a

generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions are drawn." The population in this study is the customers visiting Dalton Hotel & Convention Makassar. Considering the population tends to fluctuate and its exact number is unknown, a sampling technique is used. Therefore, the researcher determined an average daily population of 5 people over 30 days of research, resulting in a total research population of 5 people x 30 days = 150 customers. The sample in this research is the customers visiting Dalton Hotel & Convention Makassar.

RESULTS AND DISCUSSION

Results

1. Test Validity

Validity test is used to measure validity or not a questionnaire. The validity test is calculated by comparing valuesr count (correleted item-total correlation) with the r table value. If rcount > r table (on level significance 5%) so statement the stated valid. Results testing obtained as following:

Table 1
Results Test Validity

Variable		r count	r table	Information
Marketing Relational				
X1	X1.1	0.519	0.254	Valid
	X1.2	0.460	0.254	Valid
	X1.3	0.291	0.254	Valid
	X1.4	0.660	0.254	Valid
	X1.5	0.753	0.254	Valid
	X1.6	0.633	0.254	Valid
	X1.7	0.618	0.254	Valid
Quality Service				
X2	X2.1	0.492	0.254	Valid
	X2.2	0.533	0.254	Valid
	X2.3	0.585	0.254	Valid
	X2.4	0.775	0.254	Valid
	X2.5	0.837	0.254	Valid
	X2.6	0.830	0.254	Valid
	X2.7	0.775	0.254	Valid
	X2.8	0.837	0.254	Valid
	X2.9	0.830	0.254	Valid
	X2.10	0.837	0.254	Valid
Loyalty Customer				
Y	Y1	0.848	0.254	Valid
	Y2	0.718	0.254	Valid
	Y3	0.788	0.254	Valid
	Y4	0.848	0.254	Valid

Source: Exercise Data SPSS, 2023

Based on table results test validity on, can is knownthat all mark r count more big from r table (n-2)= 58 (0.254) on level significant 5%. It means each items statements/indicators variable marketing relational, quality service And loyalty customer correlate with The total score and the data collected are declared valid and ready For analyzed.

2. Test Reliability

Reliability test used for determine the consistency of the tool measure, whether the measuring instrument used is reliable and constant consistent If measurement the be repeated. When something tool The meter is used twice to measure the same symptom and results measurement Which obtained relatively consistent, so tool gauge the reliable. Instrument Which reliable is instrument Which when used a number of time For measure object the same thing will produce the same data. As for succinctly results reliability test shown in the table 2.

Table 2
Test Reliability

Variable	Cronbach Alpha Variable	Cronbach Alpha	Information
Marketing Relational (X1)	0.653	0.60	Reliable
Quality Service (X2)	0.905	0.60	Reliable
Loyalty Customer (Y)	0.811	0.60	Reliable

Source: Exercise Data SPSS, 2023

In this research, reliability testing was carried out by looking at the results Calculation of *Cronbach Alpha (a) value.* A variable is said to be reliable If give mark *Cronbach Alpha (a) > 0.60.* Results testing The reliability in the table above shows that all variables in This study has a fairly large *alpha coefficient (a), namely > 0.60* so it can be said that all the respective measuring concepts variable from questionnaire is reliable Which means that questionnaireWhich used in study This is questionnaire Which reliable.

3. Testing Hypothesis

a. Regression Linear Multiple

Analysis regression linear multiple intended For see how big the influence of the independent variable is on the dependent variable. The results of the multiple linear regression analysis in this research can be seen on table 3.

Table 3
Results Test Regression Linear Multiple

		Coefficients ᵃ				
	Mode	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	-3,044	1,546		-1,968	,054
	Marketing Relational	,339	,084	.404	4,026	,000
	Service quality	,231	,043	,536	5,336	,000

a. Dependent Variable: Customer Loyalty
Source: Exercise Data SPSS, 2023

Based on results analysis regression linear multiple on, so obtained equality regression:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$
$$Y = -3{,}044 + 0.339 + 0.231$$

a) A constant of -3.044 means the relationship marketing variable (X1)And quality service (X2) is 0, so loyalty customerWhich generated value is -3,044 with assumption variable- variable other Which can influence loyalty customer considered still.
b) Coefficient regression marketing relational (X1) as big as 0.339 state that every addition One marketing variables relational (X1) of one unit, it will increase loyalty customer (Y) Dalton Hotel & Conventions Makassar.
c) Coefficient regression variable quality service (X2) as big as 0.231state that every addition One variable quality service (X2) is one unit, it will increase loyalty customer (Y) Dalton Hotel & Conventions Makassar.

b.   Test t (Ex Partial)
Test t used For know There is or or not influence between the independent and dependent variables. The t test results can be seen in the table following This:

Table 4
Results Test t

		Coefficients ᵃ				
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	-3,044	1,546		-1,968	,054
	Marketing Relational	,339	,084	.404	4,026	,000
	Service quality	,231	,043	,536	5,336	,000

a. Dependent Variables: Loyalty Customer
Source: Exercise Data SPSS, 2023

Test t used For see significance variable freeaffect the dependent variable partially or individually in a way compare the calculated t value with the t table and df= n-2 = 58, then obtained t table = 1.671. If the significance level value is <0.05 and t count > t table so Ha accepted And H0 rejected. So that can concluded variable the have influence Which significant.

But on the other hand, if t count < t table then H0 is accepted and Ha is rejected and it can be concluded that these variables are not related influence Which significant.

Based on table results test t on, can obtained analysis:

a) Analysis of the calculated t value of the relationship marketing variable (X1). loyalty customer (Y) that is as big as 4,026 whereas t table amounting to 1.671, because t count > t table with a significance of 0.000 < 0.05 so it can be concluded that H1 is accepted which is meaningful There is an influence between relationship marketing and loyalty customer.

b) Analysis mark t count variable quality service (X2) to loyalty customer (Y) that is as big as 5,336 whereas t table amounting to 1.671, because t count > t table with a significance of 0.000 < 0.05 so that the conclusion is drawn that H2 is accepted which is significant there is influence between quality service to loyalty customer.

c. Test F (Test Significance Simultaneous)

The f test is used to measure the magnitude of the influence of the independent variable together on the dependent variable. The f test results can be seen on table following This:

Table 5
Test F

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	125,842	2	62,921	115,17	,000
	Residual	31,141	57	,546		a
	Total	156,983	59			

ANOVA [b]

a. Predictors: (Constant), Quality Service, Marketing Relational
b. Dependent Variable: Customer Loyalty

Source: Exercise Data SPSS, 2023

From the results of the data processing above, there is a calculated f value of 115.170 The f table value is at a significance level of 5% = 0.05 and degrees of freedomcalculation (df1) of K (number of independent variables) = 2 and degrees of freedomthe denominator (df2) is Nk-1 = 60-2-1 = 57, which is 3.16. If valuef compared, then the calculated f value is 115.170 > f table 3.16 with level significance 0,000 < from 0.05, so can said that variable marketing relational And quality service in a way together(simultaneous) influential to variable loyalty customer.

c. Coefficient Determination (R^2)

The Coefficient of Determination (R^2) essentially measures how far the ability of the model to explain variations in the dependent variable. Mark The Coefficient of Determination (R^2) is between zero and one. Small R^2 valuemeans the ability of the independent variables to explain the variables independent variables provide almost all the information needed For predict variable bound. Results from testing coefficient determination can be seen on table following This:

Table 6
Test Coefficient Determination

			Model Summary	
Model	R	R Square	Adjusted RSquare	Std. Error of theEstimate
1	,895 ᵃ	,802	,795	.73914

a. Predictors: (Constant), Quality Service, Marketing Relational
Source: Exercise Data SPSS, 2023

Based on table on, can known that coefficient correlation (R) as big as 0.795 Which It means there is a relationship Which significant between variable free to variable bound Because mark r approach number 1.That matter show the more large value of marketing variables relationalAnd quality service so the more big also mark loyalty customer. Mark R2 as big as 0.802 Which means 80.2% loyalty customer influenced variable marketing relational And quality service.

Discussion

This research aims to determine the influence of relationship marketing and service quality

1. Influence Marketing Relational to Loyalty Customer

The research results show that relationship marketing has an effect on customer loyalty. This is proven by the results of the t test statistical test for the relaisonal marketing variable with a significance value of 0.000 smaller than 0.05 (0.000 < 0.05), with a calculated t of 4.026 greater than 1,671 (4,026 > 1,671). All aspects of relationship marketing are comprised from benefit finance, benefit social And bond structural capable influence customer loyalty Dalton Hotel & Convention Makassar well. Relationship marketing emphasizes long-term developmentlong with service, namely by making customers feel comfortable to service body business through interaction And connection personal to business. Financial benefit indicators are characterized by rates stay the night Dalton Hotel & Conventions Makassar more affordablecompared to that hotel others, as well exists giving *discounts* to customers are given so it can creation customer loyalty (Bolton & Mattila, 2015; Kusuma, 2018; Topalović & Marinković, 2020). So that can concluded that Hypothesis First variable marketing relational influential in a way significant to loyalty customer.

2. Influence Quality Service to Loyalty Customer

Results study show that quality service influentialto loyalty customer. Matter This proven with results test statistics test t For variable quality service with mark significance as big as 0,000more small from 0.05 (0.000 < 0.05), with t count 5,366 more big from 1,671 (5,366 > 1,671). This means that with good quality service physical, reliability, responsiveness, guarantee and empathy then customer loyalty Also the more Good And can increase loyalty customer Dalton Hotel & Conventions Makassar. With thereby, Good or not quality service depends provider service in fulfil its use in a way consistent. Condition real Which happen on Dalton Hotel & Conventions Makassar between condition physique building Which Still well maintained with Good, reliability employee in respond And understand desires customer, guarantee security, as well as ability employee in prioritize interest customer, make customer feel comfortable And like in use facility offered by Dalton Hotel &

Conventions Makassar.Quality service Which applied the in a way direct capable increase flavor royal customer For return use serviceDalton Hotels & Conventions Makassar in future, so that it cancause increasingly getting better on hotel. Quality service ifmanaged with appropriate, contribute positive to realization satisfaction And loyalty customer. Quality give motivation for para customer For intertwine relation Which each other profitable in period long with company (Belwal & Amireh, 2018; Choi & La, 2013; Khajeheian & Ebrahimi, 2021; Lu & Miller, 2019). So it can be concluded that the second hypothesis quality variables influential service in a way significant on customer loyalty.

3. Influence Marketing Relational And Quality Service toLoyalty Customer

Based on results study marketing relational And quality services together (simultaneously) have a simultaneous influence significant impact on customer loyalty at Dalton Hotel & Convention Makassar which shows that the calculated f is f = 115.170 as for the table f value at a significance level of 5% = 0.05 and the degree of numerator (df1) is K (amount variable free) = 2 And degrees free denominator (df2) as big as N- k-1 = 60-2-1 = 57 is 3.16. If these f values are compared, then the f value is calculated much greater than f table (115.170 > 3.16) and obtained a significance value of 0.000, this value is very small compared to the a (*alpha*) used that is 0.05. Measuring customer loyalty at Dalton Hotel & Convention Makassar use three indicator that is do purchase repeat, recommend to others and show immunity power attract competitors' services. Regular repurchases in this case constitute activity customer Dalton Hotel & Conventions Makassar in using service Dalton Hotels & Conventions Makassar as an option place, Good For stay the night nor choice as choice place do activity other. On indicator recommend to person other, seen that the more many customer Which Using the services of Dalton Hotel & Convention Makassar makes Dalton Hotel & Conventions Makassar the increasingly crowded. Matter This seen from many various activity visitor stay the night or exists training held by an institution, where the location is located on Dalton Hotels & Conventions Makassar. On indicator shows The attractiveness of similar competing services is seen in the majority of guests who staying at the Dalton Hotel & Convention Makassar are those who several times always staying overnight or holding activities at Dalton Hotel & Conventions Makassar. So it can be concluded that the third hypothesis is the marketing variablerelational and service quality influence simultaneously against loyalty customer.

4. Big Donations/Contributions Influence Marketing Relational and Quality Service towards Loyalty Customer

The size contribution/contribution marketing relational And quality service to customer loyalty can be known by looking at the value coefficient determination Which obtained R2 as big as 0.802. Number the shows that variations in customer loyalty variables can occur explained by variable marketing relational And quality service with words other that in a way simultaneous the size of the contribution/contribution from the two variables of relationship marketing and service quality to loyalty customer is amounting to 80.2%.

CONCLUSION

Marketing relational influential in a way significant to loyalty customer Dalton Hotels & Makassar Convention. This matter proven with calculated t value > t table (4.036 > 1.671) and

has a significance level (0.000 < 0.05). The better the relationship marketing, the higher loyalty customer. Quality service influential in a way significant to loyalty customer Dalton Hotels & Makassar Convention. This is proven by calculated t value > t table (5.336 > 1.671) and has a significance level (0.000 < 0.05). This means that the higher the quality of service, the more tall also loyalty customer. Relationship marketing and service quality influence simultaneously on customer loyalty at the Dalton Hotel & Convention Makassar. This matter proven with f value count > f table (115,170 > 3.16) And obtained significance (0.000 < 0.05). Relationship marketing and service quality contribute simultaneously on customer loyalty at the Dalton Hotel & Convention Makassar. This matter proven coefficient of determination which is obtained R2 is equal to 0.802 or 80.2%.

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