

**THE EFFECT OF RELATIONAL MARKETING ORIENTATION AND IMAGE ON LOYALTY MEDIATED BY CUSTOMER SATISFACTION OF E-COMMERCE BUSINESS IN BANDA ACEH CITY**

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**ABSTRACT**

This research aims to test the Relational Marketing Orientation and Image influence on Loyalty through Consumer Satisfaction in E-Commerce Businesses. The population was all e-commerce consumers in Banda Aceh City. The sample in this study was 160 people. Data were analyzed thru the Structural Modeling (SEM) technique. The results show that in the e-Commerce of Banda Aceh city, Relational Marketing Orientation affects satisfaction, Image affects satisfaction, Relational Marketing Orientation affects loyalty, Image affects loyalty, Satisfaction affects loyalty, Relational Marketing Orientation affects loyalty thru satisfaction, and Image affects loyalty thru satisfaction. These findings also prove that satisfaction functions as a partial mediator variable for the research model. These findings conclude that the model of increasing loyalty to e-commerce in the city of Banda Aceh is a function of strengthening Relational Marketing Orientation, strengthening image, and increasing customer satisfaction.

**Keyword:** Relational Marketing Orientation, Image, Satisfaction, Loyalty.

**1. INTRODUCTION**

In the current digital era, the role of e-commerce is very important for one's economy, followed by the use of internet technology and smartphones. Its development has had a very positive effect on humanity. By staying in a place or home, we can do anything around the world without having to meet face to face or visit these places. According to data from GlobalWebIndex, in 2022 Indonesia will be the country with the adoption of e-commerce highest in the world. The percentage of 91% of internet users aged 16 years - 64 years have done shopping online. The great potential that Indonesia currently has makes it one of the countries with great potential. This is evident from the many choices of e-commerce in Indonesia that are currently available with the various advantages offered, making many users more and more anxious to shop through online stores.

**Table 1. List of Online Stores in Indonesia and Number of Visitors in 2018-2022**

Online store	Number of visitors			
	2019	2020	2020	2021
Shopee	294,638,600	390,826,700	433,817,637	483,537,577
Open Pages	287,159,800	142,913,700	158,634,207	176,083,970
Tokopedia	411,468,800	355,556,000	394,667,160	438,080,548

Source: <http://www.iprice.co.id>.

Based on the table above, Shopee Indonesia ranks second with an average value that collects the most visitors with the quality of service, satisfaction, recommendations, and digital marketing. Shopee Indonesia becomes a platform-commerce or an online shopping place that is now widely used in Indonesian society.

Online Store	Monthly Web Visitors	Appstore Ranking	Playstore Ranking	Twitter	Instagram	Facebook	Jumlah Karyawan
1  Shopee	93,440,300	#1	#1	320,800	4,851,200	17,841,400	5,100
2  Tokopedia	66,193,300	#2	#3	445,100	1,780,500	6,377,800	4,100
3  Bukalapak	35,298,100	#4	#4	189,400	1,050,900	2,482,800	2,400
4  Lazada	22,021,800	#3	#2	391,800	2,014,000	29,880,700	3,100
5  Bibit	18,307,500	#6	#6	591,600	1,255,600	8,891,600	1,800
6  JD ID	9,301,000	#8	#7	30,900	476,300	763,200	1,000
7  Orami	4,176,300	#33	#25	6,000	n/a	354,400	168
8  Bhinneka	3,804,800	#20	#21	69,400	41,400	1,053,200	603
9  Zalora	2,334,400	#5	#8	n/a	552,200	3,827,800	535
10  Matahari	2,197,200	#9	n/a	96,200	140,000	1,599,100	698

**Figure 1.** 10 Most Popular Online Shopping Sites in Indonesia 2021

Source: <http://www.iprice.co.id>, year 2022.

Along with the rapid growth of online businesses competing for consumer needs or wants, there is a business to be reckoned with. How does a company create new ideas that are highly visible and satisfying to customers today? To win the competition in the business world of the digital age, companies must be able to satisfy consumers. For example, offering high-quality products at relatively low prices, faster product deliveries, and friendly customer service. Poor quality products at very expensive prices and very poor service can cause consumers to lose interest in the goods being sold. Ultimately, the concern for many e-commerce companies is that companies understand what consumers want. This is because the need for consumers to feel the trust of various online business companies is increasing. This is because the need for consumers to buy is increasing. Until now, e-commerce is necessary for everyone because its price is low, delivery is free and payments are convenient.

Several e-commerce companies such as Shopee, Lazada, Tokopedia, Zalora, and others are platforms that are experiencing fierce competition. This company must compete for the interests of consumers. So it is not surprising that these companies compete to provide good service to consumers so that the company can gain customer loyalty. Loyalty is something that comes without coercion but comes naturally. Continuous purchases from consumers can provide long-term benefits to the company. Loyalty is a consumer's commitment to a brand, store, or supplier, based on a predominantly positive attitude and expressed in consistent repeat purchases. Based on the results of the pre-survey, it is known that the loyalty perceived by respondents is still relatively

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low because the average value is 3.45. The results of the pre-survey found that consumers gave fewer references to others to make purchases on e-commerce platforms. This shows that consumer loyalty has not been maximized.

One of the factors that influence loyalty and satisfaction. From the pre-survey, it is known that the satisfaction perceived by respondents is still relatively low because a mean value of 3.46 is obtained. The results of the pre-survey found that e-commerce companies had not provided good service facilities. This shows that consumer satisfaction has not been maximized. The factor that affects loyalty and satisfaction is the orientation of relational marketing. Consumer relational marketing orientation is all the knowledge that consumers have and all the conclusions that consumers make about objects, attributes, and benefits. A relationship marketing orientation exists when consumers believe that the service provider can be trusted and also has a high degree of integrity. High consumer trust, will have an impact on consumer loyalty. It can be concluded that trust is a feeling that arises to believe in another party or a relationship. The results of research by (Mulyono, 2016) and (Wijayanti, 2016) where relational marketing affects loyalty. Based on the results of the pre-survey it is known that the relational marketing orientation perceived by respondents is still relatively low because it obtained an average value of 3.46. The results of the pre-survey found that e-commerce companies had not conveyed product information very well to consumers. This shows that the orientation of relational marketing is not maximized.

Corporate image is also one of the factors that influence satisfaction and loyalty. Companies that already have customer partners get a good image in the eyes of customers (Prayoga, Yasa, & Wardana, 2015). Companies with a good reputation can encourage customers to buy the products they offer, competitive advantage continues to grow, can encourage employee morale and increase customer loyalty (Yudiana & Setyono, 2016). A good corporate image will shape the customer's mindset in making perceptions of the company and being able to increase the company's sales and market share to build and maintain relationships with customer loyalty (Apriyanti, Surya, & Lutfi, 2017). This is supported by (Mulyono, 2016) where image affects loyalty. Based on the results of the pre-survey it is known that the image perceived by respondents is still relatively low because it obtained an average value of 3.52. The results of the pre-survey found that consumers are still not familiar with the details by consumers. This shows that the image is not optimal. Based on the various explanations and phenomena mentioned above, the authors were interested in conducting comprehensive research regarding the variables of Relational Marketing Orientation, Image, Loyalty, and Satisfaction with the subject was E-Commerce Businesses in Banda Aceh City.

## **2. LITERATURE**

### **Loyalty**

Loyalty is something that comes without coercion but comes naturally. (Sangadji & Sopiah, 2014) argued that loyalty refers to the behavior of more decisive units to continuously purchase goods or services from a selected company. Continuous purchases can provide long-term benefits to the company. At the same time, (Tjiptono, 2017) suggests that loyalty is the commitment of a consumer to a brand, store, or supplier based on a very positive attitude and reflected in consistently repeated purchases. According to (Kotler & Keller, 2018), there are three indicators used to measure the following Consumer Loyalty variables:

1. Repeat purchase

Repeat purchases are the result of a market dominated by a company that has succeeded in making its product the only available alternative in the eyes of customers.

2. Provide references to others

Loyal consumers have the potential to spread or recommend to others to become word-of-mouth advertisers for the company.

3. Rejection of competitors' products

The rejection that occurs against a particular product or company tends to be tied to the brand or company and will return to buy the same product again at that company.

**Satisfaction**

(Tjiptono, 2017) defines satisfaction as an emotional response to experiences related to specific purchased products or services, retail stores, or even behavioral patterns (such as shopping and buyer) and the market as a whole. Emotional reactions trigger cognitive evaluation processes that compare perceptions (or beliefs) about certain objects, activities, or circumstances with individual values (or needs, wants and desires). At the same time, (Daryanto & Setyobudi, 2014) state that satisfaction is the emotional evaluation of consumers after consumers use products in which the expectations and needs of the consumers who use them are met.

According to (Kotler & Keller, 2018) indicators of satisfaction are as follows:

1. The process of improving service quality and enjoyment, namely all activities involved in identifying, researching, and developing new services quickly according to the expectations and desires of consumers.
2. Inventory management process (provided facilities), namely all activities in the form of development and processing to improve the facilities provided to consumers.
3. The process of ordering to payment (administration) is all activities in the form of order, approval, and payment.
4. The process of service to consumers, namely all activities in the form of convenience for consumers to get services according to their wishes, answering and solving problems from consumers.

**Relational Marketing Orientation**

According to (Alma, 2013), relationship marketing is a philosophy of running a business that focuses especially on improving service to existing customers, compared to looking for new customers. According to (Abdullah & Tantri, 2012), although companies have to work hard to manage their relationships effectively with customers, dealers, and suppliers, their overall success will be influenced by how other public in society views their activities. According to (Saputra & Ariningsih, 2014), relationship marketing is a marketing strategy with a concept that aims to create long-term relationships with consumers, that is, to maintain a strong and mutually beneficial relationship between service providers and consumers, which enables the creation. of repeated transactions. and build consumer loyalty.

According to (Velnampy & Sivesan, 2012), there are 5 indicators of relationship marketing namely.

1. Trust

Trust is an attitude shown by someone where they know and conclude that they have reached the truth.

2.Concern

Concern is an indicator that is used to see a situation from another perspective or point of view in overcoming a problem.

3.Commitment

Commitment is an attitude or form of one's behavior towards the company in the form of loyalty.

4.Communication

Communication is the activity of conveying information, be it ideas, thoughts, and messages from one party to another.

5.Conflict Handling

Conflict handling is the ability to avoid the possibility of conflict, solve real conflicts before there is a problem, and provide solutions openly when there is a problem.

Image

According to (Jasfar & Kristaung, 2015), to create a good reputation, a company must build a good name and strengthen its expertise. Therefore, creating and maintaining this image is important for a service organization if it wants to achieve and maintain customer loyalty. (Kotler & Keller, 2018) reveal that an image is an impression that a person experiences about an object or an object or an organization as a whole, which is then stored in the consumer's memory. According to Harrison, quoted by (Wijayanti, 2016), complete information regarding corporate image includes the following indicators:

1.Personality

Personality is the overall characteristics of a company that is understood by the target public, such as a company that can be trusted and a company that has a social responsibility. The public has an assessment of the company's personality, especially concerning the response and corporate social responsibility towards its environment.

2.Reputation

Reputation is something that has been done by a company and is believed by the target public based on their own experience or that of other parties, such as the security performance of a company's transactions. The reputation or good name of the company in carrying out its operational activities is also a separate assessment for the community, especially those who in this case are the company's customers. Good or bad company reputation is known by customers based on the experience of utilizing the company's services provided.

3.Value

Value is the values that are owned by a company, in other words, corporate culture, such as the attitude of management who cares about customers, and employees who are responsive to customer requests and complaints.

4. Corporate Identity

Corporate Identity is components that make it easier for the target public to recognize the company, such as logos, colors, and slogans. In banking service companies, components that facilitate public recognition of a bank are also due to the bank's logo, colors, and slogans used in connection with the services offered to the public.

**Hypothesis**

The literature showed the causality form among variables, so based on it, the hypothesis was formulated as follows.

- H1 : Relational Marketing Orientation affects satisfaction
- H2 : Image affects satisfaction
- H3 : Relational Marketing Orientation affects loyalty
- H4 : Image affects loyalty
- H5 : Satisfaction affects loyalty
- H6 : Relational Marketing Orientation affects loyalty thru satisfaction
- H7 : Image affects loyalty thru satisfaction

**3. METHOD**

The population was all E-Commerce consumers in Banda Aceh City. The number of samples that met the requirements of minimum sample size for Structural Equation Modeling (SEM) analysis was a formula of 10 times the number of indicators, totaling 16 indicators used (Ferdinand, 2014), so it provides totaling 160 samples. Sampling was picked up using a simple random sampling technique. Data included primary data and secondary data. Data were processed using Structural Equation Modeling (SEM) thru measurement tests and structural tests, using the AMOS software. Measurement test was processed thru the confirmatory factor analysis (CFA) technique, to see the feasibility of the loading factor and the fit model. CFA was used the first, and the second test was the structural test to see the direct influences between variables (F. Hair Jr, Sarstedt, Hopkins, & G. Kuppelwieser, 2014). AMOS is an inferential statistical tool used for hypothesis testing. For the indirect influence tests, the Sobel calculator was used to see the significance.

**4. RESULT**

Testing the research hypotheses provides based on the Critical Ratios (CR) value as the representative value for the significance, and also the coefficients (estimates) to see the influence magnitudes.

**Table 1. Standardized Regression**

	Influence	Estimates	SE	CR	P
Satisfaction <---	Relational Marketing Orientation	0.446	0.108	5,630	0.000
Satisfaction <---	Image	0.463	0.100	5,164	0.000
Loyalty <---	Relational Marketing Orientation	0.446	0.129	4,459	0.000
Loyalty <---	Image	0.407	0.144	3,883	0.000
Loyalty <---	Satisfaction	0.305	0.107	2,925	0.000

**H1 : Relational Marketing Orientation role in Satisfaction**

The effect of Relational Marketing Orientation on Satisfaction obtained a CR value of 5.630 with a significance level of 0.000, meaning that Relationship Marketing Orientation affects Satisfaction. The influence magnitude of Relational Marketing Orientation on Satisfaction



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is 0.446 or 44.6%. This indicates that a stronger Relationship Marketing Orientation will increase Satisfaction. The results of (Irawan, 2017) show that the orientation of relational marketing influences satisfaction.

## **H2 : Image role in Satisfaction**

The image influence test on satisfaction obtained a CR value of 5.164 with a significance level of 0.000, explaining the image significantly can affect satisfaction. The influence magnitude is 0.463 or 46.3%. This reveals the stronger the image, the more satisfaction will increase. This is in line with what was stated by (Mulyono, 2016) and (Wijayanti, 2016) that image affects consumer satisfaction.

## **H3 : Relational Marketing Orientation role in Loyalty**

The effect of Relational Marketing Orientation on Loyalty obtained a CR 4.459 with a significance 0.000, meaning that Relational Marketing Orientation influences Loyalty. The influence magnitude of Relational Marketing Orientation on Loyalty is 0.446 or 44.6%. This reveals a stronger Relational Marketing Orientation will further increase Loyalty. The study by (Mulyono, 2016) and (Wijayanti, 2016) revealed relational marketing affects loyalty.

## **H4 : Image role in Loyalty**

The image influence test on loyalty obtained a CR 3.883 with a significance level of 0.000, describing that Image affects Loyalty. The influence magnitude of Image on Loyalty is 0.407 or 40.7%. This explains the better the image, the more Loyalty will increase. This is supported by (Mulyono, 2016) where image affects loyalty.

## **H5 : Satisfaction role in Loyalty**

The effect of satisfaction on loyalty obtained a CR value of 2.925 with a significance level of 0.000, meaning satisfaction affects loyalty. The influence is 0.305 or 30.5%. This explains the higher satisfaction the higher the loyalty. The study by (Wardhana, Hudayah, & Wahyuni, 2017) shows that satisfaction influences consumer loyalty, which means that satisfaction will increase consumer loyalty.

## **H6 : Relational Marketing Orientation role in Loyalty through Satisfaction**

Sobel calculator calculates the data and provides the result is 2.345 with p 0.018. This means Satisfaction functions as a mediator of the Relational Marketing Orientation role in Loyalty. So, because in another model that proved the Relational Marketing Orientation directly can affect Loyalty (H3 test result), then the Satisfaction role in mediating the Relational Marketing Orientation effect on Loyalty is proven as a partial type of mediator. Partial mediator figures the Relational Marketing Orientation can affect Loyalty directly, or can Relational Marketing Orientation use satisfaction as a mediator to affect loyalty (Indirectly).

### **Table 2. H6 test**

Input:		Test statistic:	Std. Error:	p-value:
a	0.446	Sobel test: 2.34589131	0.05798649	0.01898164
b	0.305	Aroian test: 2.30065024	0.05912676	0.02141141
s <sub>a</sub>	0.108	Goodman test: 2.39391075	0.05682334	0.0166698
s <sub>b</sub>	0.107	Reset all	Calculate	

**H7 : Image role in Loyalty through Satisfaction**

From the results of the calculation of the Sobel test, the result is 2.427 and it is significant at  $\alpha = 0.015$ , meaning satisfaction functions as a mediator of image effect on loyalty. So, because in another model that proved the image directly can affect Loyalty (H4 test result), then the Satisfaction role in mediating the image effect on Loyalty is proven as a partial type of mediator. The partial mediator explains that Relational Marketing Orientation can affect Loyalty directly, or can Relational Marketing Orientation must be going thru satisfaction as a mediator to affect loyalty (Indirectly).

**Table 3. H7 Test**

Input:		Test statistic:	Std. Error:	p-value:
a	0.463	Sobel test: 2.42733478	0.05817698	0.01521021
b	0.305	Aroian test: 2.38729294	0.05915277	0.01697296
s <sub>a</sub>	0.100	Goodman test: 2.4694615	0.05718453	0.01353166
s <sub>b</sub>	0.107	Reset all	Calculate	

**5. CONCLUSION**

The results show that in the e-Commerce of Banda Aceh city, Relational Marketing Orientation affects satisfaction, Image affects satisfaction, Relational Marketing Orientation affects loyalty, Image affects loyalty, Satisfaction affects loyalty, Relational Marketing Orientation affects loyalty thru satisfaction, and Image affects loyalty thru satisfaction. These findings also prove that satisfaction functions as a partial mediator variable for the research model. Partial meaning can be a mediator or not even a mediator. These findings conclude that the model of increasing loyalty to e-commerce in the city of Banda Aceh is a function of strengthening Relational Marketing Orientation, strengthening image, and increasing customer satisfaction. This tested model can serve as a basis for further research for the development of management theory or other scientific theories. The limitation is on the variable and research subject. Some recommendations for e-commerce in Banda Aceh city as the research subject can be suggested based on survey data, namely.

- 1) To improve the Relational Marketing Orientation, companies can further improve services and solve problems experienced by consumers.
- 2) In improving the image, the company must improve a good reputation where every purchase made by consumers is ensured that there are no complaints.
- 3) In increasing satisfaction, companies can simplify the product purchasing process



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