

RELATIONAL MARKETING ANALYSIS OF CUSTOMER LOYALTY OF “RUMAH ADAT BUGIS” IN SIDENRENG RAPPANG REGENCY

ANALISIS PEMASARAN RELASIONAL TERHADAP LOYALITAS PELANGGAN “RUMAH ADAT BUGIS” DI KABUPATEN SIDENRENG RAPPANG

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ABSTRACT

This study aims to analyze the influence of relational marketing on customer loyalty for the "Rumah Adat Bugis" (Bugis Traditional Houses) in Sidenreng Rappang Regency. Relational marketing, which includes key elements such as communication, trust, empathy, and emotional bonding, plays a crucial role in building long-term relationships with customers. By fostering effective communication, trust through consistent service, and understanding customer needs, relational marketing significantly impacts customer loyalty. Loyal customers tend to make repeat purchases, buy in larger quantities, visit more frequently, and recommend the product to others. This research uses a quantitative approach with survey methods, distributing questionnaires to 37 respondents who are customers of the "Rumah Adat Bugis" from 2021 to 2023. Data were analyzed using SPSS software to evaluate the relationship between relational marketing and customer loyalty. The results show that relational marketing positively and significantly influences customer loyalty. This implies that implementing relational marketing strategies effectively strengthens customer retention, increases repeat purchases, and enhances business growth in the traditional housing industry.

Keywords: Relational Marketing, Customer Loyalty, Bugis Traditional Houses, Long-term Relationships, Customer Retention.

INTRODUCTION

The development of the craft industry in Indonesia has recently experienced quite rapid development (Waworuntu et al. 2019). Along with this development, it can increase employment opportunities and become a source of hope for the community. The craft industry is a small-scale stilt house craft industry. Stilt house crafts are crafts passed down from generation to generation or heritage from the ancestors of local residents who have meaning and skills that can be preserved (Lindaan et al., 2016). With that, industry is part of the production process, industrial materials are taken directly or indirectly, then processed to produce goods that are of greater value to the community (Iskandar 2001). This stilt house making business is a hereditary livelihood that is very important for its entrepreneurs. Stilt houses built today come with a model that adopts the forms of the Saoraja Houses of the nobility of the kings, used by both descendants of the nobility (anakarung) and ordinary people (tosama) (Munarsi, 2020). Stilt houses have been tested for centuries to be suitable as homes and have the characteristics of front steps and decorative carvings that make them very attractive, creating opportunities for developing stilt house businesses (Lindaan et al. 2016).

The opportunities for stilt house businesses currently create competitiveness that prioritizes low

prices, compared to the quality of the wood materials used, where this greatly affects consumer satisfaction and the emergence of competitiveness towards entrepreneurs, so that competition between sellers is getting tighter (Pantow et al., 2018). Thus, sellers carry out strategies that require loyal customers to the products they offer to survive in these conditions. One strategy in the world of trade is to maintain customer satisfaction, improve and strengthen customer satisfaction relationships (Lestari and Ridwan, 2019). An important strategy that can be done to retain consumers is by building customer loyalty.

Customer loyalty involves long-term relationships to remain loyal to the products purchased. Consumer loyalty is consumer loyalty to a particular brand, the tendency to stick with the brand and repeatedly buy its products even though many other alternatives are available (Yusriadi, 2018). According to Kamaluddin et al., 2021 One of the factors that influences customer loyalty is trust, because customers will really trust producers if they are easy, fast, and honest in serving and providing information. In addition, a marketing strategy needs to be carried out to increase customer appeal so that it influences loyalty to buy marketed products.

Strategy of several factors that can influence consumer loyalty include product quality, service quality, marketing strategy, and others

(Chaniago & Khare, 2021). In addition to customer loyalty, entrepreneurs are also able to provide feedback to consumers with the latest information about the latest products produced by carrying out relational marketing.

Relational marketing itself is a marketing approach strategy that seeks to build, develop and maintain consumer-centered relationships (Fajrina & Jalaludin, 2022). Relational marketing is also defined as the attitude of consumer involvement in the products offered by the seller. As a relationship marketing strategy, entrepreneurs must also provide feedback to consumers by providing the latest information about the latest products available for their company. This makes consumers feel appreciated and their needs are met. In addition, relationship marketing also forms what is called commitment, namely consumer dependence on the products offered (Ameliaa & Damrus, 2021). Several previous relationship marketing research results according to Bati (2019) state that relationship marketing has a significant effect on consumer loyalty. According to (Jamaluddin & Ruswanti, 2017) there is a significant influence between relationship marketing and customer loyalty. Likewise, according to (Qalby et al., 2020) relationship marketing has a positive and significant effect on loyalty. Likewise, according to (Khotimah, 2016) the Relationship Marketing Variable (X1) has an effect on Customer Loyalty (Y2).

The application of relationship marketing in this study is expected to focus more on building long-term relationships with customers because relationship marketing is the process of attracting, maintaining, and improving relationships with people who are influential or important to the company. Relationship marketing is a concept that has evolved from a marketing concept that was initially transactional into a concept that aims to build and maintain long-term relationships between marketers, suppliers, and consumers based on trust and commitment (Leverin and Liljander, 2006). Researchers hope that the Bugis Traditional House aims to build strong and mutually beneficial relationships between companies and customers by building good relationships with customers, companies can increase customer loyalty, increase customer retention and increase sales. However, it is important to note that relationship marketing describes a marketing strategy carried out by companies so that each customer is closer by establishing two-way communication with customers. Strong relationships with customers provide a positive and satisfying experience. Companies can provide better customer service, high-quality services or products, and provide added value to customers. The Bugis Traditional House which is now located on Jl. Tangkoli Jl. P. Jabbareng In front of the factory, Baranti District, Sidenreng Rappang Regency UD.Serba Teknik Putri is a

manifestation of the craft and skill business in building stilt houses. Despite facing challenges, especially in terms of marketing which is still limited to the local area and the lack of long-term relationships, this stilt house still has advantages in its building construction. Built using quality wood, the house provides optimal structural stability and extraordinary durability. Therefore, efforts to establish long-term relationships with customers are carried out through the development of strong loyalty. Based on the background above, the author is interested in writing this research with the title: Relational Marketing Analysis of Customer Loyalty "Bugis Traditional House" in Sidenreng Rappang Regency.

RESEARCH METHODS

This study uses a quantitative approach with a survey design, where numerical data are collected through a questionnaire. The questionnaire was distributed online using a Likert scale to measure respondents' perceptions regarding relationship marketing and customer loyalty of "Bugis Traditional House" in Sidenreng Rappang Regency. The quantitative approach was chosen because it is structured, systematic, and allows for in-depth analysis of the relationship between the variables studied. In this case, the independent variable is relationship marketing, while the dependent variable is customer loyalty. The data obtained were analyzed using SPSS software to evaluate marketing strategies that influence consumer loyalty. The population of this study included customers of "Bugis Traditional House" in five sub-districts in Sidenreng Rappang Regency, with a population of 37 customers from 2021 to 2023. The sample determination was carried out using the saturated sampling method, where all members of the population were sampled. Data were collected through questionnaire surveys and direct observation of interactions between entrepreneurs and consumers. Data analysis was carried out using various analysis techniques in SPSS, including descriptive analysis, validity tests, reliability tests, and multiple regression, to identify factors that influence customer loyalty.

RESULTS AND DISCUSSIONS

Validity

Validity testing is a test used to see how accurately a research question is in accordance with the scope that should be measured. Validity testing is carried out by comparing the calculated *r* value and the table *r* value of the scores of each question item in the research questionnaire (Septiya & Tri, 2020). The results of the validity test in this study can be seen in table 4.5 below.

Table 1 Validity Test Results (Correlations)

Indicator	Correlation Coefficient (r)	r-table	Valid/Not
Communication (X1)	0.71	0.325	Valid
Trust (X2)	0.678	0.325	Valid
Empathy (X3)	0.675	0.325	Valid
Bond (X4)	0.673	0.325	Valid
Repeat Purchase (Y1)	0.679	0.325	Valid
Larger Quantity Purchase (Y2)	0.67	0.325	Valid
Frequent Visits (Y3)	0.716	0.325	Valid
Recommendation Purchase (Y4)	0.735	0.325	Valid
Resistance to Competitors (Y5)	0.684	0.325	Valid

Based on the results of the validity test using Pearson correlation, all indicators of relationship marketing variables (X) and consumer loyalty (Y) have a correlation coefficient value (r) greater than the r-table value of 0.325. This shows that each indicator, such as communication, trust, empathy, and bonds in relationship marketing, as well as repeat purchases, purchases with higher quantities, more frequent visits, purchase recommendations, and endurance from competitors in consumer loyalty, are valid and worthy of use in research. Thus, all indicators are able to measure the variables they represent accurately.

Reliability Test

Reliability testing is a test used to verify the accuracy, precision, or accuracy indicated by a research instrument. If used repeatedly to measure the same object, it will produce the same data (Septiya & Tri, 2020). The results of the reliability test in this research can be seen in table 4.6 below.

Table 2 Reliability Test Results (Reliability Statistics)

Indicator Group	Cronbach's Alpha	Reliability Status
Relational Marketing (X)	0.798	Reliable
Customer Loyalty (Y)	0.762	Reliable

The results of the reliability test using Cronbach's Alpha show that the relationship marketing variable (X) has a value of 0.798, while the consumer loyalty variable (Y) has a value of 0.762. Because both of these values are greater than the accepted reliability limit (0.6), it can be concluded that the questionnaire or instrument used to measure these two variables is reliable. This means that the instrument is consistent in measuring what is intended to be measured, so that the research results obtained from these indicators are trustworthy and reliable for further analysis.

Regression Results

Tabel 3 Hasil Regresi sederhana

Variable	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	t	Sig.
Constant	0.92		3.115	0.003
Relational Marketing (X)	0.505	0.689	6.421	0.0

The updated regression result table for simple regression between relationship marketing and customer loyalty shows that the relationship marketing coefficient is 0.505 with a t-value of 6.421 and a significance of 0.000. This value indicates that relationship marketing has a significant influence on customer loyalty with a high level of trust.

R Square

Table 3 R square

Model Summary	Values
R	0.689
R-Square	0.475
Adjusted R-Square	0.462
Std. Error of the Estimate	0.268

The researcher has created an R-Square table for a simple regression between relationship marketing and customer loyalty. The results show an R value of 0.689, R-Square of 0.475, and Adjusted R-Square of 0.462, with a standard error of estimate of 0.268. This means that about 47.5% of the variation in customer loyalty can be explained by relationship marketing.

Discussion

Relationship marketing is an approach that focuses on building long-term relationships with customers, which aims to increase their satisfaction and loyalty. According to Kotler and Keller (2016), relationship marketing involves effective communication, trust, empathy, and emotional connections between companies and customers. In the context of the "Bugis Traditional House" business in Sidenreng Rappang Regency, relationship marketing is an important strategy to retain customers amidst the increasingly tight competition in the stilt house craft business. Through this approach, the stilt house craft business can create added value for consumers and maintain their loyalty to the products offered.

Customer loyalty, as explained by Novianty et al. (2018), is a customer's commitment to repeatedly buy or support a particular product even though there are other product alternatives. This loyalty is not only reflected in the frequency of repeat purchases, but also in consumer behavior that

visits more often, buys in larger quantities, gives grants to others, and shows resistance to competing products. Therefore, in relationship marketing, the trust and bonds built between the company and customers play an important role in maintaining customer loyalty in the long term.

Previous studies have shown a positive and significant relationship between relationship marketing and customer loyalty. For example, Wirawan and Firmani's (2021) study found that relationship marketing had a significant effect on customer loyalty at a savings and loan cooperative in Denpasar. These results support the theory that a relationship-based approach is more effective in retaining customers than a purely transactional approach. In addition, Siregar's (2018) study also stated that relationship marketing has a significant effect on customer loyalty in the hospitality industry, which is relevant to the service sector that relies heavily on personal relationships with customers.

In the context of "Bugis Traditional House," relationship marketing can play a key role in creating loyalty. Through good communication, companies can understand customer needs and expectations more deeply. Effective communication also allows companies to provide the latest information regarding products and services, which ultimately strengthens customer loyalty. Trust formed from honest and open communication increases customer confidence in the quality of products and services, so they tend to make repeat purchases.

In addition to communication, trust and empathy are also important elements in relationship marketing. Trust is formed when a company provides consistent service and meets customer expectations. When customers feel that a company cares about their needs, they tend to be more loyal. This is in line with the findings of Yusriadi (2018) who stated that trust is one of the main factors influencing customer loyalty. In "Bugis Traditional House," customer trust in the quality of the stilt house construction, especially the wood materials used, is an important element in maintaining customer loyalty.

Empathy and emotional bonds also contribute to creating long-term relationships between companies and customers. According to Kotler and Keller (2016), empathy is the ability to understand the feelings and needs of customers, so that companies can adjust products or services according to their preferences. In "Bugis Traditional House," by understanding the unique needs of each customer, the company can offer more personal and relevant solutions, which will increase emotional bonds and customer loyalty.

Overall, the implementation of relationship marketing in the "Bugis Traditional House" business has a significant impact on customer loyalty. Good communication, maintained trust, empathy towards customers, and strong emotional relationships create an environment where customers feel valued and understood. Therefore, they tend to remain loyal to "Bugis Traditional House" products and recommend them to others. Previous studies also support the view that relationship marketing is an effective strategy in building strong customer loyalty.

CONCLUSION AND SUGGESTION

Based on the discussion, it can be concluded that relationship marketing has a significant influence on customer loyalty of "Bugis Traditional House" in Sidenreng Rappang Regency. The main components of relationship marketing such as communication, trust, empathy, and emotional ties play an important role in building long-term relationships with customers. Through effective and honest communication, companies can better understand customer needs, provide relevant information, and increase their trust in the products offered. In addition, trust that is built from consistent service and fulfillment of customer expectations also increases the tendency to make repeat purchases.

Other elements such as empathy and emotional ties further strengthen loyalty by providing a personal experience to customers, which makes them feel appreciated. This shows that the implementation of a relationship marketing strategy not only helps retain customers but also creates stronger loyalty, as evidenced by the frequency of visits, large purchases, and recommendations given to others. Thus, relationship marketing has proven to be an effective approach in building and maintaining customer loyalty in the "Bugis Traditional House" stilt house craft business.

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