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The Influence of Relational Marketing, Trust, dan Emotional Proximity on Customer Loyalty (Case Study BOLT 4G LTE)

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Abstract. Business development in the telecommunications sector has been increasingly developed and companies in this field are increasingly engaged in competition for loyal customers. But as for the problems of this competition, such as the transfer of consumers from one product to another because companies pay less attention to consumers, moreover the absence of closeness between consumers and the company.

This study aims: 1). To find out whether relational marketing, trust, and emotional closeness together have a significant influence on customer loyalty in the company BOLT 4G LTE; 2). To find out whether relational marketing influences customer loyalty; 3). To find out whether trust influences customer loyalty; 4). To find out whether emotional closeness affects customer loyalty.

The analysis used in this study is multiple linear regression analysis, sample selection is done by purposive sampling. The sample used was 100 respondents, with multiple linear regression analysis. This study uses the Rosque method.

The results showed 1). Relational marketing, trust, emotional closeness together have a positive and significant influence on customer loyalty; 2). Relational marketing has a positive and significant effect on customer loyalty; 3). Trust has a positive and significant effect on customer loyalty; 4). Emotional closeness has a positive and significant effect on customer loyalty. The results of the analysis using the coefficient of determination is known that 76% of customer loyalty variables can be explained by variations of relational marketing variables, trust and emotional closeness, while 24% is explained by other variables not included in this study.

Keywords: Relational Marketing, Trust, Emotional Proximity, Customer Loyalty.

1. Introduction

In its development, telecommunication technology began to be very important, because this technology increases the effectiveness of peoples to connect at a great distance. Until now, people needs for this technology are still very high. The telecommunications business competition for internet service providers in Indonesia seems increasingly intense as a result of the expansion carried out by the old provider players such as Telkomsel, Indosat, XL and the presence of new operator players such as Natrindo, Hutchison, and Internux. Competition in product quality and prices is so rapid, demanding marketers to be able to provide quality products and prices affordable to consumers and can develop a product that is useful and innovative in accordance with consumer expectations and market needs, so that satisfaction after consuming can be obtained and will make consumers make purchases in the future or repeat purchases on the same product. Manufacturers compete to compete with competitors. This can be seen from the increasing number of companies that produce products with the same types and uses but different prices, product features and services. Consumers are also more selective and critical in choosing the product to be purchased. Consumers no longer buy products based solely on consideration of physical form, but also include all aspects of service that are attached to the product, starting from the purchase stage to the post-purchase stage (Supardi, 2009).

One company that plays on the 4G network is BOLT. BOLT which is the product of the two companies' joint venture, namely PT. Internux and PT. First Media Tbk. BOLT Super 4G LTE (often called BOLT) is the first 4G Long Term Evolution cellular broadband service in Indonesia launched by Internux, on November 14,

2013. BOLT offers internet access speeds of up to 150 Mbps. BOLT only access data, cannot be used for telephone and sms. BOLT was originally owned by Internux from the start of the launch until 2015 and First Media began in mid-2014. But starting on 1 July 2015, BOLT was officially part of First Media. BOLT products are made specifically to be mobile wifi, which is a wireless 4G network provider to access the first internet in Indonesia. 4G stands for the English term: fourth-generation technology. This term is generally used referring to the fourth generation standard of cellular telephone technology. 4G is the development of 3G and 2G technology. The 4G system provides an ultra wide band network for a variety of electronic equipment, for example smart phones and laptops using a USB modem. BOLT provides convenience in accessing the internet with access speeds that are believed to be enough to make Indonesian people interested in using it.

By studying important information to create the influence of relational marketing, trust and emotional closeness to customer loyalty, the company is required to be able to develop relational marketing, trust and emotional closeness with current customers, so that the customer's desires and perceptions of these service products can increase and hang in there, research purposes

 a. To find out whether relational marketing, trust, and emotional closeness together have a significant influence on customer loyalty in the 4G LTE Bolt company
 b. To find out whether relational marketing has an effect on customer loyalty
 c. To find out whether trust affects customer loyalty
 d. To find out whether emotional closeness affects customer loyalty

2. Theoretical Framework

2.1. Relational Marketing

According to Lupiyoadi (2013) relational marketing is an alternative strategy towards the traditional marketing mix approach (which tends to be transactional) as a way of obtaining sustainable competitive advantage (SCA) and the best way to retain customers in the long run. Kotler and Amstrong (2008) stated that relational marketing (relationship marketing) is the process of creating, maintaining, and enhancing strong high-value relationships with customers and interested parties.

2.2. Trust

According to Darsono (2008) Trust is an individual's willingness to depend on others involved in exchanges because individuals have confidence in others. Meanwhile, according to Tjiptono (2008) "Trust is the most crucial factor in every relation". According to Garbarino and Johnson (2002) the notion of trust in service marketing emphasizes individual attitudes that refer to consumer confidence in the quality and reliability of the services it receives.

2.3. Emotional closeness

According to Barnes (2001), a very important aspect of customer loyalty that is often overlooked or rarely measured is the emotional relationship between loyal customers and the company. Customers who have true loyalty have an emotional bond with the company. Emotional ties with the company. This emotional bond makes customers loyal and encourages them to keep doing business with the company and make recommendations.

2.4. Customer loyalty

According to Hasan (2008) customer loyalty (customer loyalty) is defined as "People who buy, especially those who buy regularly and repeatedly". The customer is someone who constantly and repeatedly comes to the same place to satisfy his desire to have a product or get a service and pay for the product or service. According to Ratih (2010) reveals the definition of customer loyalty as follows: "Customer Loyality is deefly held commitment to rebuy or repatronize a preferrend product or service consistenly in the future, despite situasional influences and marketing afforts having the potential to cause switching behavior".

3. Methodology

The research methodology used in this study is descriptive method and quantitative method. Data sources that can be applied to this thesis research consists of primary data obtained directly from the object of research in the form of opinions from research respondents who have re-purchased more than twice the BOLT 4G LTE product. As well as secondary data obtained indirectly about the object under study through an intermediary medium in the form of a website owned by BOLT 4G LTE itself but obtained indirectly. The analytical method used by researchers is statistical data analysis that compares the results of the research with the calculations made on the data whether the results are positive and significant or even the opposite. The tests carried out are:

a. Validity test
b. Reliability Test
c. Normality test
d. Multicollinearity Test
e. Heterocedasticity test
f. Multiple Regression Analysis
g. Correlation Analysis
h. Determination Coefficient Analysis

4. Result and Discusion

4.1. Relational Marketing, Trust, Emotional Proximity together influence customer loyalty

In the study shows the relationship between relational marketing, trust, emotional closeness is acceptable, this is indicated by the f-count value of 715,950 which is greater than f-table 105,573. Where those variables have a significant effect on customer loyalty that has been processed by SPSS.

4.2. Relational Marketing influences Customer Loyalty

In the study showed the relationship between relational marketing on customer loyalty can be accepted, this is indicated by the t-count value of 2.746 which is greater than the t-table 1.66 and supported by a significance value of 0.000 is smaller than 0.05 which is where the variable has a significant effect on customer loyalty that has been processed by SPSS. BOLT must apply and learn relational marketing within its company so that it can develop and advance further to meet the needs of its customers. So, the Manager in BOLT must improve relational marketing in the company so that the company gets a closer relationship with customers. Which states that relational marketing has a positive and significant influence on research loyalty, this study proves the theory presented by Kotler and Amstrong (2008) states that relational marketing (relationship marketing) is the process of creating, maintaining, and enhancing strong high-value relationships with customers and parties who has an interest.

4.3. Trust Affects Customer Loyalty

In research shows the relationship between trust in customer loyalty can be accepted, this is indicated by the t-count value of 2.045 which is greater than t-table 1.66 and supported by a significance value of 0.000 is smaller than 0.05 which is where the variable has a significant effect on loyalty customers that have been processed by SPSS. If, the trust of consumers is obtained by the company, the company will certainly develop well and gain customer loyalty which is the goal. According to Tjiptono (2008) "Trust is the most crucial factor in every relation". According to Garbarino and Johnson (2002) the notion of trust in service marketing emphasizes individual attitudes that refer to consumer confidence in the quality and reliability of the services it receives.

4.4. Emotional closeness affects customer loyalty

In the study shows the relationship between emotional closeness to customer loyalty is unacceptable, this is indicated by the t-count of 3,244 which is smaller than the t-table of 1.66 and supported by a significance value of 0.000 greater than 0.05 which is not significant on customer loyalty that has been processed by SPSS. Barnes (2001) stated that a very important aspect of customer loyalty that is often overlooked or rarely measured is the emotional relationship between loyal customers and the company. Customers who have true loyalty have an emotional bond with the company. Emotional ties with the company. This emotional bond

makes customers loyal and encourages them to keep doing business with the company and make recommendations. For this reason it is important for companies to focus on how they treat customers and how to grow positive feelings in customers. Creating positive emotions and feelings is very important in building relationships. This lack of emotion makes repetitive purchases a mechanical activity, a process of behavior, making customers have no real reason to stay. True customer loyalty is impossible without an emotional connection. Loyalty is evidence of emotions that transform repetitive buying behavior into a relationship. If the customer does not feel the love or closeness of the service provider or other organization, the relationship between the customer and the company does not have the characteristics of a relationship, the customer himself knows and is able to say, there is an emotional attachment between them and the individual service provider. Relationship is a very complicated matter and needs to be managed carefully and requires the expertise of the people involved in the relationship also termed a very complicated and long process with lots of traps and challenges. The relationship does not just happen, it must be started, implemented, developed, and maintained so that it continues well. One of the interesting features of relationships is that relationships are a continuous process

5. Conclusion

a. The results of the analysis showed that the relational marketing variables (X1), trust (X2), emotional closeness (X3) together had a positive and significant influence on customer loyalty (Y). Thus hypothesis 1 which states that relational marketing (X1), trust (X2), emotional closeness (X3) has a positive effect on customer loyalty (Y) can be accepted
b. The analysis results obtained that the relational marketing variable (X1) has a regression coefficient of 0.187 (positive sign) on customer loyalty (Y) and tcount value of 2.746, with a significance level of 0.000 (<0.05). This means that relational marketing (X1) has a positive effect on customer loyalty (Y). Thus Hypothesis 2 states that relational marketing (X1) has a positive effect on customer loyalty (Y) can be accepted.
c. The analysis results show that the trust variable (X2) has a regression coefficient of 0.211 (positive sign) to customer loyalty (Y) and tcount of 2.045 with a significance level of 0.000 (<0.05). This means that trust (X2) has a positive effect on customer loyalty (Y). Thus Hypothesis 3 which states that trust (X2) has a positive effect on customer loyalty (Y) can be accepted.
d. The analysis results show that emotional closeness (X3) has a regression coefficient of 0.357 (positive sign) on customer loyalty (Y) and tcount of 3.244 with a significance level of 0.000 (<0.05). This means that emotional closeness (X3) has a positive effect on customer loyalty (Y). Thus Hypothesis 4 which states that emotional closeness (X3) has a positive effect on customer loyalty (Y) can be accepted.
e. Adjusted R square value is obtained at 0.760. This means that 76% customer loyalty (Y) can be explained by relational marketing variables (X1), trust (X2), and emotional closeness (X3). While 24% can be explained by other reasons not examined in this study.

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