The Influence Of Relationship Marketing On Customer Loyalty At Auto Repair Shop

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Abstract. The research aims to determine the joint and individual influence of relationship marketing dimensions consisting of trust, commitment, communication and conflict handling on customer loyalty at the Tawakal auto repair shop, as well as which dimensions have the most influence on customer loyalty. A saturated sampling technique was applied, where all members of the population of 79 visitors to the Tawakal were sampled. Primary data obtained from the results of distributing questionnaires to respondents. Respondents' answers in the questionnaire are ranked using a Likert Scale. Beside questionnaires, data collection was also carried out through observation and interviews. Quantitative methods used by applying SPSS for computing data. Based on the results of the Reliability Test with Cronbach's Alpha, the questionnaire is reliable. Multiple Linear Regression Analysis tests found that there was a positive influence of the dimensions of trust, commitment, communication and conflict handling on customer loyalty. From the F test, it was found that the joint influence of the dimensions of trust, commitment, communication and conflict handling on customer loyalty at the Tawakal Surakarta auto repair shop was found. The t test resulted in the influence of the dimensions of commitment, communication and conflict handling on customer loyalty at the Tawakal auto repair shop. The trust dimension does not have its own influence on customer loyalty. The communication dimension has the most influence on customer loyalty. The coefficient of determination value 0.745 indicates that the relationship marketing dimension has a 74.5% influence on customer loyalty at the Tawakal auto repair shop.

Keywords: Relationship Marketing; Trust; Commitment; Communication; Conflict; Loyalty

INTRODUCTION

Transportation is the activity of mobilizing objects from one region to another geographically different region. Nowadays, transportation has become one of the primary needs in human life because it plays a crucial role in supporting the economic growth of society and the country. To support the smoothness of the transportation process, various types of transportation modes are needed. Based on the terrain through which transportation modes can be divided into land, sea and air modes of transportation (Nuripah et al., 2023). Each of these modes of transportation can also be differentiated based on its users, namely communal and private modes of transportation. Most community members prefer private modes of transportation such as bicycles, motorbikes or cars to travel by land. The reason is that mobility can be done more quickly because the departure agenda can be determined by yourself and there is more flexibility in route selection. Apart from that, there is also more freedom to carry luggage, freedom to rest when tired and more fun to enjoy the scenery during the trip. Many people choose the car mode of transportation to facilitate the family transportation process. Cars can carry more family members than motorbikes. To keep your car safe and comfortable to use, regular

maintenance/service is required at a repair shop. Car services can be carried out at official auto repair shops or public auto repair shops. Official auto repair shops are repair shops that are affiliated with dealers holding official brands, while general auto repair shops do not collaborate with certain brands.

One of the public auto repair shops owned by individuals is the Tawakal auto repair shop which is located at Jl. Parang Line No. 34, RT 002/RW 02, Sondakan, Kec. Laweyan, Surakarta City, Central Java 57147. This auto repair shop is open Monday to Saturday 08.30 AM– 15.30 PM. Tawakal auto repair shop has been able to survive for more than 2 (two) decades. The owner and manager always implement relationship marketing strategies by building good relationships with customers and consumers. This is in line with past research that Triana conducted in her journal entitled "The Influence of Relationship Marketing on Consumer Loyalty at Rafins Indonesia". This research reveals the fact that management of relationship marketing aspects by Rafins Indonesia managerial will increase customer loyalty at that place (Triana, 2024). The relationship marketing aspects in previous research that Triana has carried out consist of trust, commitment, communication and conflict handling, the same as the relationship marketing dimensions raised in this research. Meanwhile, research conducted by Rusli and Amirulmukminin which was published with the title "The Influence of Relationship Marketing and Service Quality on Customer Loyalty at the Nithalian Collection" stated that both relationship marketing and service quality simultaneously had a strong effect on customer loyalty at the research site (Rusli & Amirulmukminin, 2023). In general, the topic of past research is in line with this research, but there is a research gap where this research does not discuss the sub-topic of service quality. The fact that Tawakal car repair shop which is not an official workshop affiliated with a licensed brand dealer, has been able to survive for more than two decades and is enriched by the results of literacy studies on past research that has been carried out by various parties where there are similarities and research gaps, which is the background for conducting research with the title "The Influence of Relationship Marketing on Customer Loyalty at Auto Repair Shop".

From this research, the problem can be formulated as whether the relationship marketing dimensions, consisting of trust, commitment, communication, and conflict handling, have a joint or individual impact on customer loyalty at the Tawakal Surakarta auto repair shop, and which dimension has the most significant effect on customer loyalty. The aim of this study is to determine both the joint and individual effects of the relationship marketing dimensions, including trust, commitment, communication, and conflict handling, on customer loyalty at auto repair shops, as well as to identify which dimension has the most significant influence on customer loyalty. This research is expected to contribute to the field by enriching the body of knowledge in marketing, particularly in relation to the subject of relationship marketing. This aligns with the benefits of previous research conducted by Wirdah et al., published under the title "Analysis of Relationship Marketing in Increasing Loyalty of K-Pop Fan Communities." The publication highlights the academic benefits of improving understanding of relationship marketing as applied by BTS in fostering and optimizing loyalty among their followers (Wirdah et al., 2023). Additionally, the research intended to provide practical input for the Tawakal Surakarta auto repair shop regarding which relationship marketing dimensions have the most significant and least significant influence on customer loyalty. By understanding this, the

Tawakal Surakarta auto repair shop can maintain the quality of the most influential dimensions while giving more attention and effort to strengthening the other dimensions, so that customers will become increasingly loyal to performing car maintenance/servicing at the repair shop.

METHOD

Research Site

The research was conducted at a private-owned general auto repair shop, which is not affiliated with any specific car dealership. The name of the repair shop is Tawakal Auto Repair Shop, located at Jl. Parang Baris No. 34, RT 002/RW 02, Sondakan, Laweyan Subdistrict, Surakarta City, Central Java 57147.

Research Time

The research duration is 1 (one) month. Starting from March 1st to March 31st, 2024.

Population

Population is all objects in research that have similar characteristics (Amin et al., 2023). In this study, the population was all 75 (seventy five) visitors who carried out repairs and maintenance (routine service) of their cars at the Tawakal Surakarta auto repair shop throughout March 2024.

Sample

Saturated sampling technique is used, where all members of the population are treated as samples. In this study, the sample consisted of 75 (seventy five) people who carried out repairs and maintenance (routine servicing) of their cars at the Tawakal auto repair shop from March 1st to March 31st, 2024. This sample is hereafter referred to as respondents.

Data Collection Method

Data collection in this research used questionnaire instruments, interviews and observations. From this data collection method, primary data is obtained. A review of various past journals was also carried out from the research that had been carried out.

The questionnaire distributed to respondents contains 15 (fifteen) questions and/or statements. For the trust dimension, the questions/statements consist of: 1. The auto repair shop always listens carefully to customer complaints, 2. The auto repair shop always conducts an initial inspection and provides input before performing service, and 3. The auto repair shop has adequate competence in carrying out repairs and/or maintenance of customer vehicles. The second dimension, commitment, consists of 3 questions/statements to gather the respondents' opinions: 4. The auto repair shop always consults with customers before replacing parts, 5. The auto repair shop always provides optimal service to customers, and 6. The auto repair shop always keeps promises regarding service completion time and service quality (1-2 months warranty). There are 3 (three) questions/statements for the communication dimension, which are: 7. Communication between customers and the auto repair shop is very easy, both via phone and WhatsApp, 8. The auto repair shop always communicates the progress of the service via Whatsapp

without being asked by the customer, and 9. The auto repair shop always communicates when the service is completed. Next, questions/statements related to the conflict handling dimension: 10. If a problem arises, the auto repair shop always tries to confirm with the customer, 11. The auto repair shop attempts to explain possible solutions, and 12. The auto repair shop always apologizes if a problem occurs and never forgets to say thank you to the customers. For customer loyalty, the questions/statements consist of: 13. Customers are satisfied with the service provided by the auto repair shop, 14. Customers are willing to share their experiences when having their vehicles serviced at Tawakal auto repair shop, and 15. Customers are willing to recommend friends/relatives/colleagues to have their cars repaired or maintained/serviced at the Tawakal auto repair shop.

To assess the responses to the questions/statements in the questionnaire, a Likert Scale is applied with a rating range of 1 to 5. A response that is highly influential receives a score of 5, a response that is influential receives a score of 4, a neutral response gets a score of 3, a less influential response gets a score of 2, and a response with very little influence receives a score of 1.

In addition to the questionnaire, observations were also carried out at the Tawakal auto repair shop. The author observed the situation and conditions of the repair shop. During the observation, interviews were conducted with the auto repair shop manager and customers as well as clients of the Tawakal auto repair shop regarding their impressions and feedback on the service provided at the auto repair shop.

Analysis Technique

The data analysis technique uses a quantitative method by applying SPSS software as a tool to generate statistical data. The first step in this research is to test the reliability of the questionnaire using Cronbach's Alpha. The second step is to analyze the data using one-step Multiple Linear Regression. The third step involves testing the hypothesis using the Joint Test (F-test) and the Individual Test (t-test). The fourth step is to conduct the Coefficient of Determination (R^2) analysis to determine how well the research model explains the effect of various independent variables on the dependent variable.

Hypothesis

The preliminary answer of this study is: There is a joint effect of the relationship marketing dimensions, namely trust, commitment, communication, and conflict handling, on customer loyalty. It is also found that each dimension-trust, commitment, communication, and conflict handling-has an individual effect on customer loyalty. It is suspected that communication is the dimension that most influences customer loyalty.

RESULTS AND DISCUSSION

Conceptual Framework

Below is the research design, which serves as the foundation for conducting this scholarly work :

Picture 1: Conceptual Framework
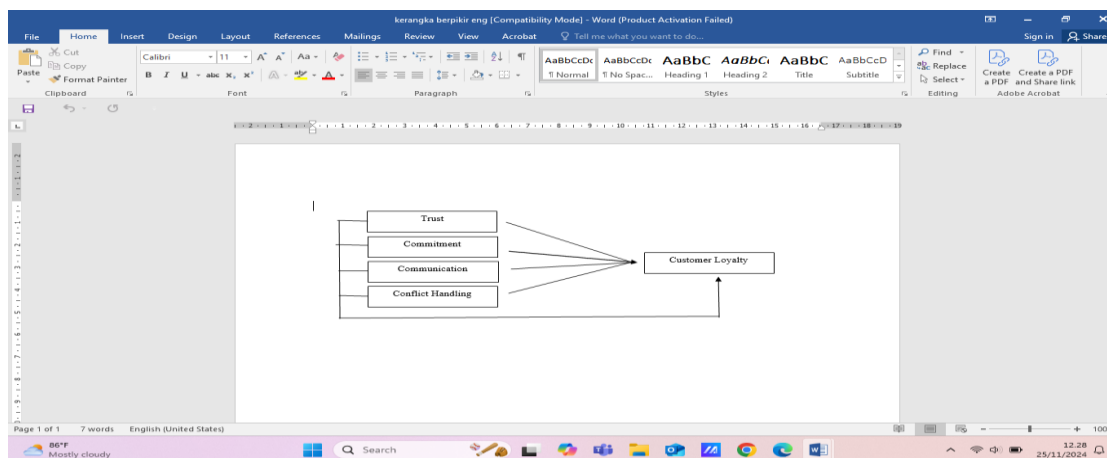
Research Variables

In this study, the dimensions of relationship marketing, which consist of trust, commitment, communication, and conflict handling, are the independent variables. Meanwhile, customer loyalty is the dependent variable.

Research Model

The research model is a simplification of existing phenomena/symptoms. In this research the model can be formulated as follows:

Equation 1: Research Model

$$LOY = a + b1PRC + b2MIT + b3KOM + b4KNF + e$$

Below is the explanation of Equation 1, which represents the research model :

LOY   =   Customer loyalty.
a   =   Constant.
PRC   =   Trust.
MIT   =   Commitment.
KOM   =   Communication.
KNF   =   Conflict Handling.
e   =   Various variables that are not included in the research model but have an influence.

Reliability Test

Reliability Test is a means of evaluating whether a measuring instrument is reliable. The reliability of a questionnaire is tested if it produces the same results if tested on the same party even though it is carried out at different times.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.908	5

In this research, the Reliability Test was carried out using Cronbach's Alpha. From the computational results, a Cronbach's Alpha figure of 0.908 was obtained. This figure

indicates high reliability, which means that the questionnaire as a data collection tool is reliable.

Multiple Linear Regression Analysis

To find the influence between 4 (four) independent variables on 1 (one) dependent variable, the Multiple Linear Analysis Test is used.

Table 2: Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.855	1.319		-.648	.519
Trust	.045	.129	.031	.352	.726
1 Commitment	.296	.097	.289	3.048	.003
Communication	.543	.113	.461	4.817	.000
Conflict Handling	.176	.081	.193	2.165	.034

a. Dependent Variable: Loyalty

The Linear Regression Analysis Test is carried out in 1 (one) stage. The Multiple Linear Regression Analysis coefficient when applied to the research model becomes:

Equation 2: Research Model with Regression Coefficient

$$LOY = -0.855 + 0.045PRC + 0.296MIT + 0,543KOM + 0.176KNF + e$$

The results of the one-stage Multiple Linear Regression Analysis Test that has been carried out have the following meanings:

Constant:

The constant value of -0.855 indicates that customer loyalty at Tawakal Surakarta auto repair shop decreases by 0.855 if the relationship marketing dimensions, consisting of trust, commitment, communication, and conflict handling, are not managed properly or are absent (i.e., 0). This negative constant is consistent with previous research conducted by Latief (Latief, 2019).

Trust:

The regression coefficient for trust is 0.045. The positive sign indicates a direct relationship between the independent variable of trust and the dependent variable of customer loyalty. If the trust variable increases by 1 unit, customer loyalty will increase by 0.045 units, assuming other independent variables remain constant.

Commitment:

The regression coefficient for commitment is 0.296. There is a positive and direct relationship between the independent variable of commitment and the dependent variable of customer loyalty. Customer loyalty will increase by 0.296 if the commitment variable increases by 1 unit, provided that the other independent variables remain constant.

Communication:

The regression coefficient for communication is 0.543. The positive sign indicates a direct relationship between the independent variable of communication and the dependent variable of customer loyalty. If the communication variable increases by 1 unit, customer loyalty will increase by 0.543 units, as long as the other independent variables remain unchanged.

Conflict Handling:

The regression coefficient for conflict handling is 0.176. This value shows a direct relationship between the independent variable of conflict handling and the dependent variable of customer loyalty. Customer loyalty will increase by 0.176 if conflict handling increases by 1 unit.

From the results of the one-step Multiple Linear Regression analysis, it can be concluded that in this study, the relationship marketing dimensions-trust, commitment, communication, and conflict handling have a positive (direct) influence on customer loyalty at the Tawakal Surakarta auto repair shop. This is evident from the positive signs of the regression coefficients for the independent variables. The dimension that most influences customer loyalty is communication, as evidenced by the highest regression coefficient (0.543). On the other hand, the dimension with the weakest effect on customer loyalty is trust, with a regression coefficient of only 0.045 (the lowest among the regression coefficients of the other relationship marketing dimensions).

Hypothesis Testing

There are 2 (two) types of hypothesis tests used in this research, namely the F test and the t test.

F Test (Joint Test)

Applied to determine the joint influence of various independent variables on the dependent variable in research.

Table 3: ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	125.964	4	31.491	51.048	.000[b]
	Residual	43.182	70	.617		
	Total	169.147	74			

a. Dependent Variable: Loyalty
b. Predictors: (Constant), Conflict Handling, Trust, Commitment, Communication

From the results of the F test, it can be said that there is a joint influence of the independent variables on the dependent variable if the results of $F_{count} > F_{table}$. Through the table above, it can be seen that the F_{count} result is 51,048. With df for the numerator (N1) = 4 and df for the denominator (N2) = 70, then from the F distribution percentage table for probability = 0.05, the F_{table} value = 2.50. It can be observed that the value of F_{count} (51.048) > F_{table} (2.50). This proves that the dimensions of relationship marketing in the form of trust, commitment, communication and conflict handling jointly influence customer loyalty

at the Tawakal Surakarta auto repair shop. Consequently, H0 is rejected and Ha is accepted. If the findings in this research are compared with past research conducted by Latief in his journal entitled "Dimensions of Relationship Marketing on PT Telkom's Indihome Triple Play Customer Loyalty", then there are similarities as well as differences (research gap). Latief's research found that the F test results showed that there was a joint effect of relationship marketing dimensions consisting of communication, trust, empathy and commitment on customer loyalty at PT Telkom (Latief, 2019). This is in line with research conducted at the Tawakal Surakarta auto repair shop. However, there is a research gap in the dimensions of relationship marketing that were raised, where in previous research carried out by Latief there was a dimension of empathy which was not in this research and in this research there was a dimension of conflict handling which Latief did not raise in previous research. The results of research at the Tawakal auto repair shop are in line with previous research conducted by Alfiyah and Komariah that there is a simultaneous influence of all relationship marketing components on customer loyalty (Alfiyah & Komariah, 2021).

t Test (Individual Test)

Carried out to determine the individual influence of various independent variables in a study on the dependent variable. This can happen if 2 (two) conditions are met: the first if the value of $t_{count} > t_{table}$ and the second if the significance value of t < 0.05.

Table 4: t Test Results

Model		t	Sig.
1	(Constant)	-.648	.519
	Trust	.352	.726
	Commitment	3.048	.003
	Communication	4.817	.000
	Conflict Handling	2.165	.034

a. Dependent Variable: Loyalty

To find the t_{table} value, the formula df = n – k is used. The value of df = 75 – 5 is 70. From the t-distribution table with df 70 and α = 0.05, the t_{table} value obtained is 1.66691. The results of the t-test have the following meaning as explained in the paragraphs below.

The trust dimension has a t_{count} (0.352) < t_{table} value (1.66691). It also has a significance value of 0.726 > 0.05. Based on these two factors, it can be concluded that H0 is accepted and Ha is rejected. There is no significant effect of the trust dimension on customer loyalty at Tawakal Surakarta Auto Repair Shop. This result indicates a research gap compared to previous studies, such as that by Mulyaningtiyas et al., where the research found that the trust dimension has a significant effect on customer loyalty (Mulyaningtiyas et al., 2020). This also represents a research gap with the study by Ahmadi, which found an impact of trust on banking customer loyalty (Ahmadi, 2021). The result of this research is similar to previous research carried out by Hadi et al. where there is also no significant individual influence between trust as a component of relationship marketing and customer loyalty (Hadi et al., 2023).

The commitment dimension has a t_{count} (3.048) > t_{table} (1.66691). In addition, it has a

significance value of 0.003 < 0.05. This indicates that the commitment dimension has a significant effect on customer loyalty at Tawakal Surakarta Auto Repair Shop. Therefore, H0 is rejected and Ha is accepted. This result aligns with the previous study by Mulyaningtiyas et al., which found that the commitment dimension has an effect on customer loyalty (Mulyaningtiyas et al., 2020). However, this finding represents a research gap as it contradicts the previous study by Hariro et al., which stated that the commitment dimension does not have a significant effect on customer loyalty in their research location (Hariro et al., 2022).

The communication dimension has a t_{count} (4.817) > t_{table} (1.66691). It also has a significance value of 0.000 < 0.05. From these results, H0 is rejected and Ha is accepted, meaning that the communication dimension has a significant effect on customer loyalty at Tawakal Surakarta Auto Repair Shop. This finding aligns with the research by Latief, where communication is a relationship aspect that strongly impacts customer loyalty at PT Telkom Makassar (Latief, 2019). There is a research gap with previous research conducted by Gultom and Rohman. Gultom and Rohman stated that there is no individual influence between communication as a component of relationship marketing on the formation of customer loyalty (Gultom & Rohman, 2022).

The conflict handling dimension has a t_{count} (2.165) > t_{table} (1.66691). Its significance value is 0.034 < 0.05. This means that the conflict handling dimension has a significant effect on customer loyalty at Tawakal Surakarta Auto Repair Shop. H0 is rejected and Ha is accepted. This finding is consistent with the results obtained by Mulyaningtiyas et al. in their previous study, where conflict handling had an impact on customer loyalty in fertilizer companies (Mulyaningtiyas et al., 2020). There is a research gap with previous research conducted by Larasati. Larasati does not include conflict handling as a relationship marketing component (Larasati, 2021), whereas this research is complementary by including conflict handling as a relationship marketing component that individually influences customer loyalty.

From the results of the t-test, it was found that at Tawakal Surakarta Auto Repair Shop, the independent variables of commitment, communication, and conflict handling each have a significant effect on the dependent variable of customer loyalty. In contrast, the independent variable of trust does not have a significant effect on the dependent variable of customer loyalty. The independent variable that has the greatest effect on customer loyalty is communication. This statement is based on the t_{count} for the communication variable of (4.817), which is the highest value compared to the t_{count} of the other independent variables. It is also reinforced by the t-significance value of (0.000). This statement is also supported and emphasized by the coefficient value in the Multiple Linear Regression Coefficient Analysis for the communication variable of (0.543), which is also the largest regression coefficient compared to the other independent variables' regression coefficients.

Analysis of the Coefficient of Determination (R^2)

Reveals the extent to which a research model is able to explain how strong the influence of independent variables is on the dependent variable (Nurbakti et al., 2022).

Table 5: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863[a]	.745	.730	.785

a. Predictors: (Constant), Conflict Handling, Trust, Commitment, Communication

Based on table 5, the coefficient of determination (R^2) value is 0.745. This means that the relationship marketing dimensions consisting of trust, commitment, communication and conflict handling have an influence of 74.50% on customer loyalty at the Tawakal Surakarta car repair shop. Meanwhile, the remaining 25.5% of customer loyalty is determined by other variables that are not included in the research model, such as service quality, affordable prices (costs) and easy-to-reach workshop locations.

CONCLUSION

The research conducted found that there is a joint effect of the relationship marketing dimensions, which consist of trust, commitment, communication, and conflict handling, on customer loyalty at Tawakal Surakarta Auto Repair Shop. Individually, the dimensions of commitment, communication, and conflict handling have an individual effect on customer loyalty at Tawakal Surakarta Auto Repair Shop. Meanwhile, the trust dimension does not have an individual effect on customer loyalty. Communication is the dimension that most influences customer loyalty at Tawakal Surakarta Auto Repair Shop.

In general, previous studies have mostly been conducted in authorized auto repair shops affiliated with dealerships of specific car brands. There are still very few studies conducted in independent, privately owned auto repair shops. Therefore, it is hoped that more research will be conducted in independent auto repair shops in the future. For future researchers, it is recommended to add more independent variables to the research model related to customer loyalty, such as service quality, pricing (costs incurred), repair shop location, and promotional activities held by the repair shop. For Tawakal Surakarta Auto Repair Shop, it would be beneficial to maintain the quality of dimensions that already have a strong impact, such as communication, commitment, and conflict handling. Special attention should be given to the trust dimension, which does not have an effect on customer loyalty. The workshop should take steps to build trust among its customers. For example, by improving their ability to repair and maintain customers' vehicles. A periodic service card could be issued to customers, and the auto repair shop could regularly contact customers to conduct checks to prevent severe car damage by taking anticipatory actions.

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