



## THE INFLUENCE OF RELATIONSHIP MARKETING ON SATISFACTION WITH TRAINEES

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Article history:	Abstract:
<b>Received:</b> 11 <sup>th</sup> September 2021 <b>Accepted:</b> 20 <sup>th</sup> October 2021 <b>Published:</b> 30 <sup>th</sup> November 2021	The purpose of this study was to determine the effect of the variables of trust, commitment, communication and conflict handling on the satisfaction of the trainees. Relationship Marketing is a process for creating, maintaining and enhancing strong relationships with customers and other stakeholders. Relationship Marketing implemented by the training leads to ways of attracting prospective students to continue to carry out training such as direct gifts such as giving souvenirs to practical tools, to giving discounts for each retraining. However, currently the efforts that have been made are still not optimal. The research variable in this case is to draw boundaries that better explain the specific characteristics of a concept. The goal is to realize a measuring instrument that is in accordance with the variables that have been defined according to the existing concept. The influence of relationship marketing has a positive and significant effect on the satisfaction of training participants.

**Keywords:** Relationship Marketing, Marketing, Satisfaction

### PRELIMINARY

A trend emerging in marketing circles is a strategy to get to know more closely the targeted consumers to create customer loyalty and increase the company's sales on an ongoing basis. For this reason, the company is required not to stop at the time of transaction only, but after-sales service and good personal relationships become a need that must be met. Therefore, a system is needed that can help company owners to better understand the tastes of their customers. Customer loyalty to the company will greatly help the company to be able to survive the business competition because customers are a source of income from the company. (Prayoga, Yasa, & Wardana, 2015).

According to (Aryani & Rosinta, 2010) customers who enjoy the service will most likely say positively about the company and rarely make brand transfers. In this global era every company strives to continue to increase satisfaction for its customers, in order to increase competition and provide services to its customers, to its products that are more quality, especially service products. (Prabowo, 2008). Customer satisfaction is the key to the relationship between the company and the customer. The level of customer satisfaction can be known through the magnitude of good relationships with trainees. The dimensions of customer satisfaction in this study are product quality, price, service quality, emotional factors and convenience.

Goldaranis the process by which companies create value for consumers and build close relationships with consumers in order to regain value from consumers. (Kotler & Armstrong, 2018). Marketing is one of the main activities carried out by the company to maintain its survival, to develop and earn profits. (Swastha, Basu Dharmmesta, 2014). Marketing management must be able to create excellent service to customers and at the same time also be able to compete effectively. (Tambajong, 2013)

One of the strategies needed for the UK is the relationship marketing strategy. (Zulkifli, 2012). Relationship marketing is a process of creating, maintaining and enhancing strong relationships with customers and other stakeholders. In addition to devising new strategies to attract new customers and create transactions with them, the company is constantly struggling to retain existing customers and build long-term relationships that bring in profits with them.

Relationship Marketing applied by training is on how to attract prospective students to keep doing training such as giving gifts directly such as giving souvenirs to practice tools, to provide discounts every retraining. However, currently the efforts that have been made are still not maximal. Relationship marketing is a process of creating, maintaining and improving strong relationships with customers and other stakeholders. (Kotler & Armstrong, 2006). Relationship marketing is a very important concept to attract and retain customers in an organization. (Velnampy & Sivesan, 2012). Relationship marketing is one way that companies can establish good relationships with their customers. (Chandra, 2013)

Customer satisfaction is the level of feeling a person feels after comparing (performance or results) perceived compared to his expectations. (Sunyoto, 2013). Customer satisfaction or dissatisfaction is the customer's perceived response between previous expectations (or other performance norms) and the actual performance of a product perceived after its use. (Fandy Tjiptono and Gregory Chandra, 2020). Customer satisfaction is the feeling of customer pleasure or disappointment that arises after comparing the performance or results of the product thought to the expected performance or results. (Kotler & lane, 2007)

**METHODOLOGY**

In this study, the authors of this study took the study time to be carried out for approximately three months. Research design is the whole of planning to answer research questions and anticipating some of the difficulties that may arise during the research process, this is important because research design is a strategy for obtaining the data needed for hypothesis testing purposes or for answering research questions and as a tool to control influential variables in research. Literature research is a way to obtain data through certain sources. The data obtained through this research is secondary data that is tangible theory, concept and others. Field research is research conducted by conducting direct research, conducted by collecting data and interviews with owners and staff. Population is defined as a generalization area consisting of objects / subjects that have certain qualities and characteristics set by the researcher to be studied and then drawn conclusions. (Sugiyono, 2015). The population in this study were trainees who stayed on the training program every year.

**RESULTS AND DISCUSSION**

In this study, researchers managed data in the form of questionnaires consisting of 13 questions for relationship marketing, and 18 questions for satisfaction. This questionnaire or questionnaire distributed was given to 31 respondents, namely participants in training programs as a sample of research and by using Likert

Table 1  
Likert scale

Answer Options	Scale
Very Agree	5
Agree	4
Disagreement	3
Disagree	2
Strongly Disagree	1

**Characteristics of Respondents based on Age**

The following is the characteristics of respondents in the training program participants

Table 2  
Distribution of Respondents by Age

No	Age	Total	Percentage (%)
1	≤ 20 year		
2	21-30 year	14	45,16 %
3	31-40 year	13	41,94%
4	41-50 year	4	12,90%
5	> 50 year		
	Total	31 Person	100%

Source: Primary Data processed, 2021

**Respondents' Characteristics Based on Work**

The following are the characteristics of respondents in the training program participants

Table 3  
Distribution of Respondents based on occupation

No	Work	Total	Percentage (%)
1	Private Employees		
2	Entrepreneurial	5	16,13%
3	Government Employees		
4	Housewife	24	77,42%
5	Student	2	6,45%
	Total	31 Person	100%

Source: Primary Data processed, 2021

**Analysis of Research Variables**

The following is a table of respondents' answer scores from questionnaires that have been distributed by researchers:

Relationship Marketing Variables (X)

Table 4  
Recapitalizing Respondents' Answers About Relationship Marketing

No.	Question	SB	B	CB	TB	STB	Average	Answer criteria
<b>A. Trust</b>								
1.	How to care about the safety of its products?	7	15	5	4	0	3,81	Good
2.	How training provides reliable promises to trainees?	2	10	13	6	0	3,26	Pretty Good
3.	How training provides quality service consistently?	6	11	9	5	0	3,58	Good
4.	How the training meets its obligations to trainees?	1	6	18	5	1	3,03	Pretty Good
5.	How the participants' confidence in the training provided?	1	6	18	5	1	3,03	Pretty Good
<b>B. Commitment</b>								
6.	How to interact between the training team and the trainees?	13	14	3	1	0	4,26	Excellent
7.	How the training team approaches with trainees?	6	11	13	1	0	3,71	Good
8.	How the trainees trust?	13	14	3	1	0	4,26	Excellent
9.	How the training team commits to trainees?	13	12	5	1	0	4,19	Good
10.	How to fulfill the promise of the training party to the trainees?	8	12	10	1	0	3,87	Good
<b>C. Communication</b>								
11.	How training provides training information?	6	12	12	1	0	3,74	Good
12.	How training delivers on promises to trainees?	6	12	12	1	0	3,74	Good
13.	How training provides accurate information?	14	15	2	0	0	4,39	Excellent
<b>D. Conflict Handling</b>								
14.	How training avoids potential conflict?	8	12	10	1	0	3,87	Good
15.	How to train to resolve conflicts before problems occur?	6	12	12	1	0	3,74	Good
16.	How training discusses solutions with trainees?	6	12	12	1	0	3,74	Good
Total Answers		116	186	157	35	2	3,76	Good
Total Weight		580	744	471	70	2		
Percentage %		31,1	39,9	25,2	3,7	0,1	100	

SB = Excellent; B = Good; CB = Pretty Good; TB = Bad; STB = Very Bad

In table 4 above relationship marketing has a trust dimension with the indicator of training concern questions for the safety of its products obtained an average value of 3.81 with a good category. This is because the training prioritizes the safety of every product used. The indicator of a question of giving a trusted appointment to the trainees obtained an average score of 3.26 with a fairly good category. This is due to the promise that has not been fulfilled in accordance with the promised time. The question indicator provides quality service consistently obtained an average score of 3.58 with a good category. This is because training always prioritizes the best service consistently. The question indicator meets the obligation to the trainees obtained an average score of 3.03 with a fairly good category. This is due to delays in providing obligations to trainees. Indicators of participants' confidence questions towards the training given obtained an average score of 3.03 with a fairly good category. This is due to the existence of almost the same training institution competitors

The next dimension of commitment (commitment) with the indicator of training interaction questions with trainees obtained an average score of 4.26 with excellent categories. This is due to a good interaction relationship between service providers and trainees. The approach question indicator with trainees obtained an average score of 3.71 with a good category. This is characterized by training to conduct a good approach process to trainees. The trainee's confidence question indicator obtained an average score of 4.26 with excellent categories. This is because the trainees already strongly believe in the training service provider. The training commitment question indicator to trainees obtained an average score of 4.19 with a good category. This is because the training party has a strong commitment in performing services to trainees. The promise fulfillment question indicator to the trainees obtained an average score of 3.87 with a good category. This is because every promise that has been fulfilled by the training party has been fulfilled properly

The next dimension of communication (communication) with the question indicator provides training information obtained an average value of 3.74 with good categories. This is because the training party always presents good training information to each prospective participant. The question indicator fulfills a promise to the trainees obtained an average score of 3.74 with a good category. This is because the information on the fulfillment of the promise has been in accordance with the results obtained. Accurate information question indicator obtained an average value of 4.39 with excellent categories. This reflects that the training always presents very accurate information to the trainees related to the training material.

Then in the dimension of conflict handling (conflict handling) with question indicators avoiding potential conflict obtained an average value of 3.87 with the category good. This is because the training party always prioritizes the comfort of trainees by avoiding any conflict that will occur. The question indicator resolves the conflict before it becomes a problem obtained an average value of 3.74 with a good category. This is because the training team prevents any conflict that will occur before it becomes a bigger problem. The question indicator discussing a common solution obtained an average value of 3.74 with a good category. This reflects the wise attitude of the training party in finding a common solution to every conflict problem that occurs

Table 5  
Recapitalizing Respondents' Answers About Satisfaction

No.	Question	SP	P	CP	TP	STP	Average	Answer criteria
<b>A. Product Quality</b>								
1.	How the training instruction performance?	6	17	7	1	0	3,90	Satisfied
2.	How to use practice tools before expiration?	3	9	13	6	0	3,29	Quite Satisfied
3.	How diverse treatments according to training needs?	1	7	11	5	7	2,68	Quite Satisfied
4.	How is the reliability of training?	2	20	8	1	0	3,74	Satisfied
5.	How consistency of training provides training?	1	11	14	5	0	3,26	Quite Satisfied
6.	How to layout the training room?	1	10	8	5	7	2,77	Quite Satisfied
<b>B. Service Quality</b>								
7.	How the service system?	13	11	7	0	0	4,19	Satisfied
8.	How technology is used in service?	10	4	14	3	0	3,68	Satisfied
9.	What is the attitude of service?	13	11	7	0	0	4,19	Satisfied
<b>C. Emotional Factor</b>								
10.	How is the training image?	10	4	14	3	0	3,68	Satisfied
11.	How do participants believe in training??	13	14	4	0	0	4,29	Very Satisfied
12.	How to pride participants in training activities?	13	14	4	0	0	4,29	Very Satisfied
<b>D. Price</b>								
13.	How is the training package offered??	1	15	11	2	2	3,35	Quite Satisfied

14.	How is the price difference of training other institutions?	6	11	13	1	0	3,71	Satisfied
15.	What is the price of training provided?	7	15	5	4	0	3,81	Satisfied
<b>E. Cost</b>								
16.	How the additional costs are given?	4	13	9	5	0	3,52	Satisfied
17.	How is the cost of issuing a training certificate?	9	11	7	4	0	3,81	Satisfied
18.	How is the cost of the equipment used?	7	16	7	1	0	3,94	Satisfied
<b>Total Answers</b>		120	213	163	46	16	3,67	Satisfied
<b>Weight Total</b>		600	852	489	92	16		
<b>Percentage %</b>		29,3	41,6	23,9	4,5	0,8	100	

SP: Very Satisfied; P: Satisfied; CP: Quite Satisfied; TP: Not satisfied; STP: Very Dissatisfied

In table 5 above satisfaction has a dimension of product *quality (product quality)* with the instructor performance question indicator obtained an average value of 3.90 with the satisfied category. This is because the training instructor is provided according to his expertise. The practice tool usage question indicator before expiration obtained an average value of 3.29 with the category quite satisfied. This is because there is still the use of some practical tools that are close to expiration. Indicators of questions that vary according to training needs obtained an average score of 2.68 with a fairly satisfied category. This is due to the need for care that is not met by the training party desired by participants. The training reliability question indicator obtained an average score of 3.74 with the satisfied category. This is because the training done can be handled as good training. The consistent question indicator of training provides obtained an average score of 3.26 with a fairly satisfied category. This is due to the existence of training materials that are not good in their delivery. The training room layout question indicator obtained an average value of 2.77 with the category quite satisfied. This is due to the lack of neat arrangement of the training room used.

Service quality dimensions with service system question indicators obtained an average value of 4.19 with the satisfied category. This is because the training party has provided a good service system to the trainees. The technology question indicator used obtained an average value of 3.68 with the satisfied category. This is due to the use of modern technology in the training process. The service attitude question indicator obtained an average value of 4.19 with a satisfied category. This is due to the provision of a good service attitude to each trainee.

The *dimensions of emotional factors (emotional factors)* with image question indicators obtained an average value of 3.68 with the satisfied category. This is because the image is already quite famous among the community. The participant's confidence question indicator to the training obtained an average score of 4.29 with a very satisfied category. This is due to the excellent confidence level of the trainees. Participant pride question indicator with an average score of 4.29 categories is very satisfied.

The price dimension with the training package price question indicator with an average value of 3.35 categories is quite satisfied. This is because there is a price of training packages offered that are considered quite expensive for the trainees. The indicator questions the difference in training prices with other institutions with an average value of 3.71 satisfied categories. This is due to price comparisons with other institutions that are very different. The training price question indicator is provided with an average value of 3.81 satisfied categories. This is due to the affordable price of training packages for the participants.

Cost *dimensions* with the additional cost question indicator provided with an average value of 3.52 satisfied categories. This is because the trainees are satisfied with the additional costs set. The question indicator costs issuing a training certificate with an average value of 3.81 satisfied categories. This is because participants are satisfied with the cost of issuing certificates

**Data Collection Techniques**

**Data Validity Test**

The primary data to be tested in this study are statement items for *relationship marketing* variables (X), and satisfaction (Y).

Table 6  
Test Results Validity of Relationship Marketing

Statement	Correlation Value	Probabilitas	Information
Statement 1	0,698	0,000 > 0,05	Valid
Statement 2	0,568	0,001 > 0,05	Valid
Statement 3	0,551	0,001 > 0,05	Valid
Statement 4	0,585	0,001 > 0,05	Valid
Statement 5	0,585	0,001 > 0,05	Valid

Statement 6	0,679	0,000> 0,05	Valid
Statement 7	0,576	0,001> 0,05	Valid
Statement 8	0,679	0,000> 0,05	Valid
Statement 9	0,686	0,000> 0,05	Valid
Statement 10	0,638	0,000> 0,05	Valid
Statement 11	0,619	0,000> 0,05	Valid
Statement 12	0,619	0,000> 0,05	Valid
Statement 13	0,626	0,000> 0,05	Valid
Statement 14	0,638	0,000> 0,05	Valid
Statement 15	0,619	0,000> 0,05	Valid
Statement 16	0,619	0,000> 0,05	Valid

Source: Processed research data (2021)

From the results of the validity test table 6 it can be known that all statements from statement 1 to statement 16 of *the relationship marketing* variable are declared valid because of the significant level of the entire

Table 7

Satisfaction Validity Test Results

Statement	Cholera Value	Probability	Information
Statement 1	0,568	0,001> 0,05	Valid
Statement 2	0,703	0,000> 0,05	Valid
Statement 3	0,552	0,001>0,05	Valid
Statement 4	0,525	0,002> 0,05	Valid
Statement 5	0,640	0,000 > 0,05	Valid
Statement 6	0,506	0,004> 0,05	Valid
Statement 7	0,666	0,001 > 0,05	Valid
Statement 8	0,614	0,000 > 0,05	Valid
Statement 9	0,666	0,001 > 0,05	Valid
Statement 10	0,614	0,000> 0,05	Valid
Statement 11	0,673	0,000 > 0,05	Valid
Statement 12	0,673	0,000 > 0,05	Valid
Statement 13	0,432	0,015> 0,05	Valid
Statement 14	0,576	0,001> 0,05	Valid
Statement 15	0,678	0,000 > 0,05	Valid
Statement 16	0,602	0,004 > 0,05	Valid
Statement 17	0,578	0,001> 0,05	Valid
Statement 18	0,522	0,003> 0,05	Valid

Source: Processed research data (2021)

From the results of the validity test table 7 it can be known that all statements from statement 1 to statement 18 of the satisfaction variable are declared valid because of the significant level in all

**Reliability Test**

Reliability tests are used against question items that are declared valid. This test is used to measure a questionnaire that is an indicator of a variable. The technique used to calculate uses the help of SPSS version 21. Reliability with cronbach's Alpha statistical test. The reliability coefficient value is expressed as a variable if Cronbach's Alpha if item Deleted > 0.60. The reliability test results in this study can be seen in the following table:

Table 8

Relationship Marketing Reliability Test Results

Variabel	Nilai Relibilitas (Cronbach Alpha)	Keterangan
<b>Relationship Marketing (X)</b>	0,928> 0,60	Reliabilitas

The realibility coefficient (Cronbach Alpha) of table 8 is 0.864 > 0.60 so the conclusion of the instrument tested is reliable or reliable. So it can be said that all the concepts of measuring each variable of the questionnaire are reliabel which means that the questionnaire used in this study is a reliable questionnaire

Table 9

Satisfaction Reliability Test Results

Variable	Relibility Value (Cronbach Alpha)	Information
Satisfaction (Y)	0,914> 0,60	Reliability

The reliability coefficient (Cronbach Alpha) table 9 is 0.887 > 0.60 so the conclusion of the instrument tested is reliable or reliable. So it can be said that all the concepts of each measuring - each variable of the questionnaire is reliabel which means that the questionnaire used in this study is a reliable questionnaire



**Determination Test**

To find out the extent of the contribution or percentage of the influence of *relationship marketing* (X) on satisfaction (Y), it can be known through the determination test as follows:

Table 10  
Determination Test

Model Summary <sup>b</sup>							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change
1	.819 <sup>a</sup>	.672	.621	6.349	.672	13.290	.000

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

The known R Square value of 0.672 indicates about 67.2% of the satisfaction variable (Y) is influenced by *relationship marketing* with variables of trust, commitment, communication, and conflict handling

**Linear Regression**

The results of data processing with the SPSS Program version 21 on *relationship marketing* variables (X) and satisfaction (Y), then obtained the results of the test as follows:

Table 11  
Results of Linear Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.148	9.311		.338	.738
	Trust	1.216	.411	.402	2.961	.006
	Commitment	1.680	.626	.546	2.685	.012
	Communication	5.683	1.697	1.062	3.349	.002
	Conflict Handling	-5.190	1.594	-1.195	-3.256	.003

a. Dependent Variable: Satisfaction

From the calculations using computer programs and by using the SPSS application version 21 obtained results:  $Y = 3,148 + 1,216 X_1 + 1,680 X_2 + 5,683 X_3 - 5,190 X_4$

**ANALYSIS AND EVALUATION**

Regression equation  $Y = 3,148 + 1,216 X_1 + 1,680 X_2 + 5,683 X_3 - 5,190 X_4$  can be explained as follows:

- 3,148; it means that when trust (X1), commitment (X2), communication (X3), and conflict handling (X4) = 0, then the satisfaction value (Y) is 3.148.
- 1.216; it means that when trust (X1) increases by 1, and commitment (X2), communication (X3), and conflict resolution (X4) = 0, then the value of satisfaction (Y) will increase by 1.216.
- 1,680; it means that when commitment (X2) increases by 1, and trust (X1), communication (X3), and conflict handling (X4) = 0, then the value of satisfaction (Y) will increase by 1,680.
- 5,683; it means that when communication (X3) increases by 1, and trust (X1), commitment (X2), and conflict handling (X4) = 0, then the value of satisfaction (Y) will increase by 5,683.
- 5,190 ; it means that when conflict handling (X4) increases by 1, and trust (X1), commitment (X2), and communication (X3) = 0, then the value of satisfaction (Y) will decrease by 5.190

**CONCLUSION**

- The influence of *relationship marketing* (X) has a positive and significant effect on the satisfaction of trainees. This is shown from the test results  $F_{calculated}$  of 13,290 >  $F_{table}$  2.74 with signification of 0.000 < 0.05
- Regression test results obtained  $Y = 3,148 + 1,216 X_1 + 1,680 X_2 + 5,683 X_3 - 5,190 X_4$ , which means:
  - 3,148; This means that at the time of trust (X1), commitment (X2), communication (X3), and conflict handling (X4) = 0, the satisfaction value (Y) is 3,148.,
  - 1,216; This means that when trust (X1) rises by 1, and commitment (X2), communication (X3), and conflict management (X4) = 0, the satisfaction value (Y) will rise by 1,216.
  - 1,680; This means that when commitment (X2) rises by 1, and trust (X1), communication (X3), and conflict management (X4) = 0, the satisfaction value (Y) will rise by 1,680.
  - 5,683; It means at the time of communication. (X3) up by 1, and trust (X1), commitment (X2), and conflict management (X4) = 0, then the satisfaction value (Y) It will go up by as much as 5,683.

- e. -5,190; This means that when handling conflicts ( $X_4$ ) up by 1, and trust ( $X_1$ ), komitmen ( $X_2$ ), and communication ( $X_3$ ) = 0, then the satisfaction value (Y) It will go down by 5,190.

The value of the coefficient of determination  $R^2$  of 0.672 means that the variable of the influence of relationship marketing (X) affects satisfaction (Y) in trainees by the remaining 32.8% influenced by other variables not studied in this study

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