

The Influence of Marketing Communication and Trust on Customer Loyalty with Customer Satisfaction as An Intervening Variable at PT. Media Synergy in 2023

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ABSTRACT

This study discusses the effect of marketing communication and trust on customer loyalty with customer satisfaction as an intervening variable. This research was conducted at PT. Mediali Synergy. The variables used in this study are marketing communication and trust as independent variables, customer satisfaction as an intervening variable and customer loyalty as the dependent variable. The source of data in this study is primary data where the data collection method using the questionnaire method is distributed to customers of PT. Mediali Synergy through google form. The number of samples whose data was successfully processed was 50 respondents. The sample selection method used is the purposive sampling method, where this method is suitable for use in quantitative research, or studies that do not generalize. The data analysis technique used is path analysis. Based on the results of the study with $\alpha = 5\%$, conclusions were obtained: (1) there was a positive and significant influence between marketing communications on customer satisfaction with a calculated t value of $2.34 >$ from t table 1.67 ; (2) there is a positive and significant influence between trust in customer satisfaction with t count of $6.52 >$ from t table 1.67 ; (3) there is a positive but not significant influence between marketing communications on customer loyalty with t count of $1.03 <$ from t table 1.67 ; (4) there is a positive and significant effect between trust in customer loyalty and t count of $2.02 >$ from t table 1.67 ; (5) there is a positive and significant influence between customer satisfaction and customer loyalty with t count of $2.05 >$ from t table 1.67 ; (6) customer satisfaction is not proven to be able to mediate between marketing communication to customer loyalty with a sobel test value of $1.30 <$ 1.67 (t table); (7) customer satisfaction is proven to be able to mediate between marketing communication to customer loyalty with a sobel test value of $1.84 >$ 1.67 (t table).

Penelitian ini membahas tentang pengaruh komunikasi pemasaran dan kepercayaan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel *intervening*. Penelitian ini dilakukan di PT. Mediali Sinergi. Variabel yang digunakan dalam penelitian ini yaitu komunikasi pemasaran dan kepercayaan sebagai variabel independen, kepuasan pelanggan sebagai variabel *intervening* dan loyalitas pelanggan sebagai variabel dependen. Sumber data dalam penelitian ini yaitu data primer di mana metode pengumpulan data menggunakan metode kuesioner disebar kepada pelanggan PT. Mediali Sinergi melalui google form. Jumlah sampel yang datanya berhasil diolah yaitu sebanyak 50 responden. Metode pemilihan sampel yang digunakan yaitu metode *purposive sampling*, di mana metode ini sesuai untuk digunakan pada penelitian kuantitatif, atau penelitian-penelitian yang tidak melakukan generalisasi. Teknik analisis data yang digunakan yaitu analisis jalur (*path analysis*). Berdasarkan hasil penelitian dengan $\alpha = 5\%$ diperoleh kesimpulan: (1) terdapat pengaruh positif dan signifikan antara komunikasi pemasaran terhadap kepuasan pelanggan dengan nilai t hitung $2,34 >$ dari t tabel $1,67$; (2) terdapat pengaruh positif dan signifikan antara kepercayaan terhadap kepuasan pelanggan dengan t hitung sebesar $6,52 >$ dari t tabel $1,67$; (3) terdapat pengaruh positif namun tidak signifikan antara komunikasi pemasaran terhadap loyalitas pelanggan dengan t hitung sebesar $1,03 <$ dari t tabel $1,67$; (4) terdapat pengaruh positif dan signifikan antara kepercayaan terhadap loyalitas pelanggan dengan t hitung sebesar $2,02 >$ dari t tabel $1,67$; (5) terdapat pengaruh positif dan signifikan antara kepuasan pelanggan terhadap loyalitas pelanggan dengan t hitung sebesar $2,05 >$ dari t tabel $1,67$; (6) kepuasan pelanggan tidak terbukti mampu memediasi antara komunikasi pemasaran terhadap loyalitas pelanggan dengan nilai sobel test yaitu $1,30 <$ $1,67$ (t tabel); (7) kepuasan pelanggan terbukti mampu memediasi antara komunikasi pemasaran terhadap loyalitas pelanggan dengan nilai sobel test $1,84 >$ $1,67$ (t tabel).



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PENDAHULUAN

Health is an important variable that every country must address. Indonesia even maintains health as a common freedom, and this is stated in Article 8 of the 1945 Constitution which reads: "Every citizen has the right to get health services". Hospitals are an important part of the health framework as they are the implementing organizations of the state in the delivery of public administration along with private aid foundations. Health Regulation Number 36 of 2009 states that the state guarantees accessibility, equity and affordability of health delivery. Health services actually require a lot of medical devices that are produced using the best materials, so it is enough to overcome the problems that occur in hospitals. The provision of medical devices in Indonesia is one of the companies that stands out because it promises huge profits. One of the distributors of orthopedic implant medical devices in Indonesia is PT. Mediali Synergy. PT. Mediali Sinergi is a company engaged in the sale or distribution of orthopedic implant type medical devices. PT. Mediali Sinergi is a sole agent distributor or sole distributor trusted by Germany to market its products in Indonesia, namely Konigsee Implant. PT. Mediali Sinergi was established in 2015 and has collaborated with more than 100 hospitals and 200 orthopedic doctors throughout Indonesia. Vision of PT. Mediali Sinergi is always the top choice in Indonesia for the best products in the field of orthopedics national, and with a mission to provide the best products with high technology and professional service.

In the current millennium era, the number of distributors selling existing medical devices continues to grow. The increasing number of business devices is what encourages companies to run their business in such a way that they are able to retain their customers. PT. Mediali Sinergi sets customer loyalty as its top priority so that the company's continuity remains stable. Entrepreneurs, especially medical device manufacturers, are competing to maintain customer loyalty to their products. Mediali Synergy develops effective and efficient marketing strategies to maintain customer loyalty. Marketing strategy is a strategy designed to promote goods or services with the aim of making a profit. Marketing communication is something that is closely related to marketing and advertising. Communication in marketing means how the marketing communication process and the importance of both with good communication facilitate marketing. Marketing communication strategy is the main interest of customers that has a positive influence on the company, including increasing sales and creating a good image of the company. According to Ismawati Doembana, Abdul Rahmat, and Muhammad Farhan (2017: 84) the next marketing communication process is as a starting point to determine the best type of message and media that can inform, persuade and drive the expected action. Sales PT Mediali Sinergi conducts direct marketing communication with customers by offering their products or commonly called direct sales.

Customer trust is a customer's belief about a good or service that relates to its various advantages and advantages as well as the properties and attributes that an item may have. At the same time, the benefits obtained are the positive results provided by the service provider to its customers. Customer trust in service providers expands the value of existing relationships with service providers. High trust affects the level of customer desire not to move to another service provider. By maintaining customer trust, the organization will achieve loyalty. Loyalty is the pinnacle of business achievement. Loyalty is defined in the true sense as loyalty, that is, specific loyalty to an item. Furthermore, customer loyalty is a behavioral reaction that continuously makes a purchase against one brand of choice from a comparative set of brands. Fulfillment of the goods offered will make loyal consumers to make repeat purchases. This is focused on the services provided and also goods that are in accordance with customer assumptions, so that customers feel satisfied and customers will provide the best information about these goods (Lestari and Yulianto, 2018). Customer loyalty is the strength of the relationship between a person's general attitude towards something and repeat purchases. Customer loyalty is a significant variable used to measure the likelihood of a buyback. The following are the four main types of marketing activities that companies use to increase loyalty:

1. Developing Loyalty Programs, repeat programs and club promotion programs are two customer loyalty programs that can be offered by companies. A repetition program is a program intended to compensate customers who used to buy in bulk.
2. Adjust marketing promotion, the company can make the strength with customers via being individualized and personalize their connection.
3. Make the institutional, the system can provide between customers with hardware or pc interface that includes demand, financial, or stocks.
4. Win back, the company could not prevent some customers who are unwilling to endure or out. The challenge is to turn back customers frustrated through win-back method. The key is to find answers for the customers through the upset, and try to win back those who have the potential profits strong.
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Based on the description above, pt. Should try to maximum medial synergy in defending the business of competition with other competitors. For that reason, researchers address this study entitled, influence of marketing communications and confidence in customer loyalty with customer satisfaction as variable intervening in pt. Medial synergy in 2023.

METODE

This research was carried out from September 2022 to June 2023. Then the place of this research was at PT. Medial Synergy. The objects in this research are customers from PT. Medial Synergy. The sampling technique in this research was to use a purposive sampling technique with a research sample of 50 samples. This research analysis uses path analysis with the help of the SPSS analysis application. The hypotheses in this research are as follows:

1. H1: It is suspected that there is a positive and significant influence between marketing communications on customer satisfaction
2. H2: It is suspected that there is a positive and significant influence between trust and customer satisfaction
3. H3: It is suspected that there is a positive and significant influence between marketing communications on customer loyalty
4. H4: It is suspected that there is a positive and significant influence between trust and customer loyalty
5. H5: It is suspected that there is a positive and significant influence between customer satisfaction and customer loyalty
6. H6: It is suspected that there is a positive and significant influence between marketing communications on customer loyalty through customer satisfaction as an intervening variable
7. H7: It is suspected that there is a positive and significant influence between trust and customer

HASIL DAN PEMBAHASAN

Hasil

1. Test of Validity

Table 1. Validity

| Variable | r-Value | r-tabel | Description |
|----------|---------|---------|-------------|
| X1.1 | 0.665 | 0.279 | Valid |
| X1.2 | 0.617 | 0.279 | Valid |
| X1.3 | 0.692 | 0.279 | Valid |

| | | | |
|-------|-------|-------|-------|
| X1.4 | 0.708 | 0.279 | Valid |
| X1.5 | 0.574 | 0.279 | Valid |
| X1.6 | 0.563 | 0.279 | Valid |
| X2.1 | 0.578 | 0.279 | Valid |
| X2.2 | 0.575 | 0.279 | Valid |
| X2.3 | 0.674 | 0.279 | Valid |
| X2.4 | 0.635 | 0.279 | Valid |
| X2.5 | 0.690 | 0.279 | Valid |
| X2.6 | 0.530 | 0.279 | Valid |
| <hr/> | | | |
| Y.1 | 0.585 | 0.279 | Valid |
| Y.2 | 0.594 | 0.279 | Valid |
| Y.3 | 0.539 | 0.279 | Valid |
| Y.4 | 0.746 | 0.279 | Valid |
| Y.5 | 0.551 | 0.279 | Valid |
| Y.6 | 0.746 | 0.279 | Valid |
| Z.1 | 0.635 | 0.279 | Valid |
| Z.2 | 0.588 | 0.279 | Valid |
| Z.3 | 0.708 | 0.279 | Valid |
| Z.4 | 0.542 | 0.279 | Valid |
| Z.5 | 0.584 | 0.279 | Valid |
| Z.6 | 0.548 | 0.279 | Valid |

Based on Table 1. the calculated r value for each statement is more than 0.279, which means that all statements in this research questionnaire are valid.

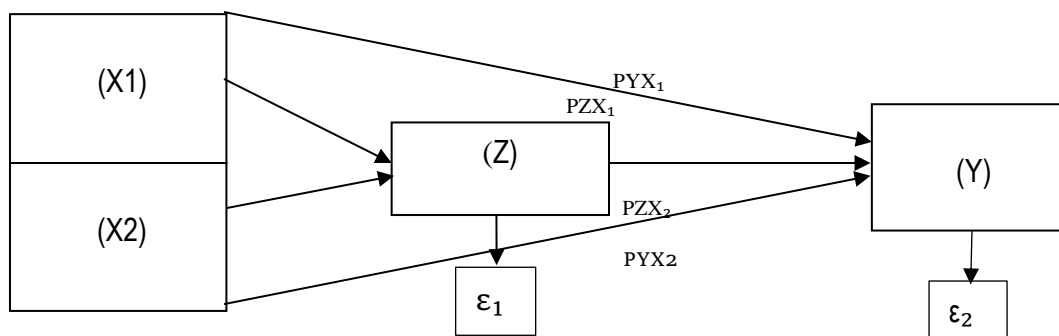
2. Test of Reliability

Table 2. Reliability

| Variable | Cronbach Alpha | Limit | Description |
|------------------------------|----------------|-------|-------------|
| X1 (Marketing Communication) | 0.70 | 0.6 | Reliable |
| X2 (Trust) | 0.63 | 0.6 | Reliable |
| Y (Customer Loyalty | 0.68 | 0.6 | Reliable |
| Z (Customer Satisfaction) | 0.62 | 0.6 | Reliable |

Based on Table 2. the Cronbach's Alpha value of each variable is more than 0.6. So each of these variables can be reliable.

3. Path Analysis Diagram Model



Equation 1 Equation 2
Figure 1 Path Analysis Diagram Model

Based on the path diagram above, there are two structural equations, namely as follows:
 $Z = PZX1 + PZX2 + \epsilon_1$
 $Y = PYX1 + PYX2 + PYZ + \epsilon_2$

4. Coefficient of Determination

Table 3 The coefficient of determination of Equation 1 and Equation 2

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .753 ^a | .567 | .549 | 1.797 |

a. Predictors: (Constant), Trust, Marketing Communication

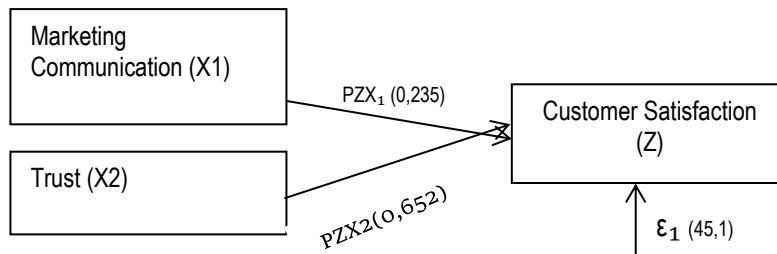
| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .670 ^a | .449 | .413 | 2.186 |

a. Predictors: (Constant), Trust, Marketing Communication, Marketing Communication, Trust

From Table 3 above it can be seen that the Adjusted R-Square value from Equation 1 is 0.549 or 54.9%, which means that the influence of the trust and confidence communication variables on the customer satisfaction variable is 54.9% while the remaining 45.1% is influenced by other variables outside this research. Then in equation 2, it is 0.413 or 41.3%, which means that the influence of marketing communication, trust, and customer satisfaction variables on customer loyalty is 41.3%, while the remaining 58.7% is influenced by other variables outside this research model.

5. Compute Paths

are as follows:



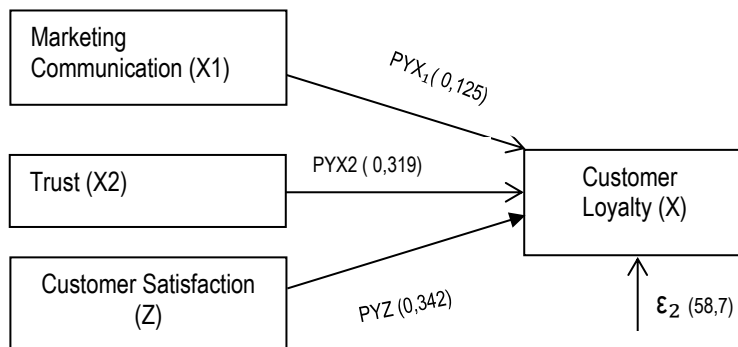
Substructure of Equation 1:

$$Z = PZX1 + PZX2 + \epsilon_1$$

$$Z = 0,235 + 0,652 + 45,1$$

Here is the explanation:

1. The magnitude of the marketing communication channel coefficient (X1) is 0.235. This shows that marketing communication (X1) has a direct effect of 0.235 on customer satisfaction (Z).
2. The magnitude of the confidence path coefficient (X2) is 0.652. This shows that trust (X2) has a direct effect of 0.652 on customer satisfaction (Z).



Substructure of Equation 2:

$$Y = PYX1 + PYX2 + PYZ + \epsilon_2$$

$$Y = 0,125 + 0,319 + 0,342 + 58,7$$

The following is the explanation:

1. The marketing communication channel coefficient (X1) is 0.125. It shows that marketing communication (X1) has a direct effect of 0.125 on customer loyalty (Y).
2. The path coefficient (X2) is 0.319. This shows that trust (X2) has a direct effect of 0.319 on customer loyalty (Y).
3. The magnitude of the path coefficient of customer satisfaction (Z) is 0.342. This shows that customer satisfaction (Z) has a direct effect of 0.342 customer loyalty (Y).

6. Test of the Mediation Effect Hypothesis

Figure 1 Equation 1 and Equation 2

| Input: | | Test statistic: | | Std. Error: | p-value: |
|----------------------|-------|-----------------|------------|-------------|------------|
| <i>a</i> | 0,235 | Sobel test: | 1,30927638 | 0,06138505 | 0,19044075 |
| <i>b</i> | 0,342 | Aroian test: | 1,22364048 | 0,06568106 | 0,22108788 |
| <i>s_a</i> | 0,132 | Goodman test: | 1,41584095 | 0,05676485 | 0,15682208 |
| <i>s_b</i> | 0,177 | | | | |
| Input: | | Test statistic: | | Std. Error: | p-value: |
| <i>a</i> | 0,652 | Sobel test: | 1,84024606 | 0,12117075 | 0,19044075 |
| <i>b</i> | 0,342 | Aroian test: | 1,81776438 | 0,12266936 | 0,22108788 |
| <i>s_a</i> | 0,108 | Goodman test: | 1,86358306 | 0,11965337 | 0,06238028 |
| <i>s_b</i> | 0,177 | | | | |

Based on the picture above, the results of the mediation effect test will be described as follows:

In Figure 1 above, it is known that the calculated results for the Sobel test in equation 1 are 1.30 < 1.67 (t table). It can be concluded that the intervening variables used in the substructure of equation 1 contribute positively but do not have a significant effect. This means that customer satisfaction is not an intervening variable between marketing communications and customer loyalty at PT. Medial Synergy.

The results of the Sobel test for equation 2 are 1.84 > 1.67 (t table). The results of the Sobel test, prove that customer satisfaction can mediate between the influence of trust on customer loyalty. High trust makes customers feel more satisfied and confident to engage in long-term relationships. This certainly has a positive impact and can stimulate sales.

CONCLUSION

Based on the data from the research results and discussions explained in the previous chapter, the following conclusions are outlined in this research, namely:

1. Based on the results of the hypothesis test (H1) which was explained in the previous chapter, it is concluded that marketing communication has a positive and significant effect on customer satisfaction at PT. Medial Synergy. This shows that good marketing communications can help customers get the expected benefits by encouraging them to repurchase or use Konigsee Implant continuously.
2. Based on the results of the hypothesis test (H2) which was explained in the previous chapter, it can be concluded that trust has a positive and significant effect on customer satisfaction at PT. Medial Synergy. Trust is based on openness and mutual relations between the customer and the company. The company makes every effort to provide integrity, kindness, and competence to build customer trust so that a sense of satisfaction arises and loyalty is formed.

3. Based on the findings of the hypothesis test (H3) presented in the previous chapter, it can be concluded that marketing communications have a positive effect but do not have a significant relationship with PT customer loyalty. Medial Synergy. PT's marketing communications strategy. Synergy media such as advertising, sales promotions, routine sales visits to hospital clinics, and participation in large events have not run optimally. This means that the information received by customers has not provided a perception that can build loyalty. This is also supported by data obtained by researchers regarding the number of loyal customers at PT. Mediali Synergy is still relatively small.
4. Based on the findings of the hypothesis test (H4) which was explained in the previous chapter, it can be concluded that trust has a significant positive influence on PT customer loyalty. Medial Synergy. The trust that customers have given them a sense of security and comfort to make repeated transactions and even recommend them to other people, which is the actualization of loyalty.
5. Based on the results of the hypothesis test (H5) which was explained in the previous chapter, there is a positive and significant influence of customer satisfaction on customer loyalty at PT. Medial Synergy. It is not surprising that customer satisfaction has a significant effect on Konigsee Implant customer loyalty, because many customers are satisfied with the products and services from PT. Medial Synergy. The higher the satisfaction of a customer, the greater the level of loyalty to a product.
6. Based on the results of the hypothesis test (H6) which was explained in the previous chapter, it can be seen that the results of the Sobel test of customer satisfaction are not proven to mediate between marketing communications and PT customer loyalty. Medial Synergy. Thus, customer satisfaction is not an intervening variable between marketing communications and customer loyalty at PT. Medial Synergy.
7. Based on the results of the hypothesis test (H7) which was explained in the previous chapter, the Sobel test proves that customer satisfaction is proven to mediate the influence of trust on customer loyalty. High trust makes customers feel more satisfied and confident to engage in long-term relationships. This certainly has a positive impact and is able to stimulate sales. Thus, the greater the customer's trust in a product, the greater the customer's loyalty to a brand.

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