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The influence of relational marketing and e-word of mouth on Krisna Oleh-Oleh Khas Bali

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ABSTRACT

This research was conducted based on the gap in the results of previous studies (research gap) and differences in the focus of discussion about relational marketing, e-word of mouth on consumer loyalty. In addition, there are also research problems (research problems) about not achieving sales at Krisna souvenirs typical of Bali Sunset Road. This research was conducted on Krisna souvenirs typical of Bali Sunset Road with an unlimited population and the sample of this study amounted to 55 consumers. All data obtained from the questionnaire distribution are feasible to use, then analyzed using SPSS 24.0. The results of the study provide that relational marketing has a positive and significant effect on customer loyalty, e-word of mouth has a positive and significant effect on customer loyalty and relational marketing and e-word of mouth have a positive and significant effect on consumer loyalty. The implication of this research is that relational marketing can be improved by taking into account indicators of trust, reciprocity, bonding, and empathy. E-word of mouth can be improved by taking into account indicators of the willingness of consumers to talk about positive things about the company to others, recommending company services to others, and encouraging friends/relations to make purchases of company services. Consumer loyalty can be improved by taking into account indicators of regular repurchases, buying across product lines and services, recommending others, and pointing out immunity to competitors' attraction.

Keywords: relational marketing, E-Word of Mouth (WOM), and customer loyalty

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INTRODUCTION

Relational marketing is a very important subject for professional marketers such as sales representatives, retailers, advertising executives, product managers, brand managers, and so on. They need to define and segment the market, estimate the needs, wants, and preferences of consumers in the target market, and design and test products that satisfy those market needs. Setting the price of a product to convey its value to consumers, selecting capable intermediaries so that the product will be widely available and well offered and advertising and promoting the product so that consumers know and want it, clearly, marketers need very broad skills and expertise Yuniarta et al, (2015).

Competition in the increasingly fierce business world makes entrepreneurs look for the right strategy to market their products. Buying interest is obtained from a learning process and a thought process that forms a perception. This buying interest creates a very strong motivation and desire which ultimately causes a buyer to actualize the needs that are in his mind (Rahma, 2014).

The era of globalization has demanded changes in all fields. One of them is the field of marketing. The increasingly high level of competition in the business world and conditions of uncertainty force companies to achieve a competitive advantage in order to be able to win the competition. To achieve this, marketers must apply modern market-oriented marketing concepts because they are the spearhead of marketing success. Business competition requires companies to be able to act and act quickly and appropriately in the face of competition in a

business environment that moves very dynamically and is full of uncertainty (Pujadi, 2014). Therefore, every company is required to compete competitively in terms of creating and retaining loyal buyers.

Loyalty according to Tjiptono (2017) is a situation where consumers have a positive attitude towards products or producers (service/product providers) and are accompanied by a consistent pattern of repeat purchases. Customer loyalty is a consumer's frame of mind that holds the preferred attitude towards a company, is committed to buying the company's products/services again, and recommends these products/services Akbar and Parvez, (2019). In the current era of technological advances, consumers of course in making purchases also consider factors that affect consumer loyalty. Factors that need to be considered by companies such as relational marketing and E-Word of Mouth in order to influence consumers to remain generous with their products, especially Balinese souvenirs.

Relational marketing is a core business strategy that combines manufacturers and functions of internal, and external networks to create and deliver value to customers for profit Buttle, (2014). Meanwhile, according to Chan, (2013) relational marketing is shown to create a closer introduction for each customer through two-way communication by managing a mutually beneficial relationship between the customer and the company. Good relational marketing has an impact on consumers who are increasingly loyal to shopping for Krisna Balinese souvenirs.

Electronic word of mouth is all informal communication directed at consumers through the use of internet-based technology related to the use or good characteristics of certain services or sellers. This also includes communication between producers and consumers as well as between consumers themselves as an inseparable part of the word-of-mouth process. Litvin et al, (2018). A similar statement also confirms that electronic word of mouth (eWOM) as a system has become an inseparable part and is always needed as part of electronic commerce and has developed into an information-rich environment that contains elements of communication. Wang et al., (2015). If Krisna Balinese souvenirs do a good promotion through social media, consumers will be more loyal to shop for Balinese souvenirs.

There was a decrease in sales targets where in January 2017 the achievement was 103.6% while January 2018 the achievement was 78.4%, in February 2017 the achievement was 95.8% while in February 2018 the achievement was 76.8%, in March 2017 the achievement was 105.9% while in March 2018 the achievement was 69.6%, in April 2017 the achievement was 107.6% while in April 2018 the achievement was 50.4%, in May 2017 the achievement was 97.0% while in May 2018 the achievement was 71.2%, in June 2017 the achievement was 94.1% while in June 2018 the achievement was 70.4%, in July 2017 the achievement was 134.1% while in July 2018 the achievement was 90.4%, in August 2017 the achievement was 134.1% while in August 2018 the achievement was 92.4%, in September 2017 the achievement was 158.2% while in September 2018 the achievement was 64.8%, in October 2017 the achievement was 135.3% while in October 2018 the achievement was 100.0%, in November 2017 the achievement was 167.0% while in November 2018 the achievement was 113.6%, the last was in December 2017 the achievement is 198.8% while in December 2018 the achievement was 134.0%. The company's total target has decreased, it can be seen in the percentage of sales in 2017 as much as 127.6% decreased in 2018 as much as 84.3%.

One of the factors causing the sales of Krisna souvenirs to be unique to Bali Sunset Road, of which is relational marketing, where there is a lack of consumer trust in Krisna Balinese souvenirs, and there is no reciprocity given by Krisna Balinese souvenirs to guides or drivers who escorting guests to shop at Krisna Balinese souvenirs and consumers feel that employees at Krisna Balinese souvenirs lack empathy for consumers who shop, so that it has an impact on decreasing consumer loyalty. The research that connects relational marketing to consumer loyalty includes research conducted by Manurung and Rini, (2014) saying that relational marketing has a positive and significant effect on consumer loyalty. That by carrying out a relational marketing strategy, namely providing services, approaching, communicating well and politely, as well as providing transparent bonuses and being paid directly without any conditions, it can increase customer loyalty which is shown by distributors who will continue to buy products and will not switch to companies that others, and willing to recommend to other parties. This research is in line with research conducted by Ningsih, et al (2014) which says that relational marketing has a positive and significant effect on consumer loyalty. Where financial benefits, social benefits and structural ties can increase loyalty. Relationship marketing emphasizes the development of long-term relationships with service, namely by making customers feel comfortable with the company's services through personal interactions and connections with the business. Relational marketing is a consumer's response to financial benefits, social benefits, and structural ties. However, the results of different studies revealed by Ashari and Wijaksana (2016) stated that relational marketing does not have a direct effect on consumer loyalty. However, by increasing customer loyalty, there needs to be a sense of satisfaction from consumers with the products being sold so that relational marketing does not have a direct impact on consumer loyalty.

The next factor is e-word of mouth, where consumers do not want to promote Krisna Balinese souvenirs to others, this is due to Krisna Balinese souvenirs, the products sold are of poor quality and there are many negative opinions written by consumers on Krisna. Balinese souvenirs cause consumers to describe negative experiences with other people. The research that connects e-word of mouth to consumer loyalty includes research conducted

by Purwanda and Wati, (2018) which states that e-word of mouth has a positive and significant effect on consumer loyalty. From this research, it is expected that the company can improve the service of the seller and the service of the company itself. So that there are no more complaints or negative comments from customers. The better the electronic word of mouth, the higher customer loyalty. This research is in line with research conducted by Putra (2017) which says that e-word of mouth has a positive and significant effect on consumer loyalty. Where the more frequent and more positive WOM that consumers do on social media shows the greater the level of satisfaction and consumer loyalty in Yogyakarta as a tourist visit area. However, different research results were revealed by Burnham and Leary (2018) who said that electronic word of mouth did not have a direct effect on consumer loyalty. There is still a lack of good electronic word of mouth, customer trust, and satisfaction so it will have an impact on decreasing customer loyalty.

This research was conducted based on two reasons, namely: (1) there was a research problem found at Krisna souvenirs typical of Bali Sunset Road, namely not achieving sales targets in 2018. (2) there was a research gap that had been disclosed, where there were research results previously inconsistent regarding relational marketing, e-word of mouth, and consumer loyalty. Based on the description of the background above, the researchers are interested in conducting further research with the title "**The influence of relational marketing and e-word of mouth on consumer loyalty Krisna souvenirs typical of Bali Sunset Road**".

LITERATURE REVIEWS

Relational Marketing

Relational marketing according to Chakiso (2015), which means that relational marketing is a philosophy of doing business, a strategic orientation that focuses on keeping and increasing current customers rather than acquiring new customers. Relational marketing is a core business strategy that combines manufacturers and functions of internal, and external networks to create and deliver value to customers for profit Buttle, (2014). Meanwhile, according to Chan, (2013) Relational marketing is shown to create a closer introduction for each customer through two-way communication by managing a mutually beneficial relationship between the customer and the company. According to Lupiyoadi (2013), Relational marketing is an alternative strategy to the traditional marketing mix approach (which tends to be transactional) as a way to gain a sustainable competitive advantage (SCA) and the best way to retain customers in the long term. It can be concluded that Relational marketing (relationship marketing) is the process of creating, maintaining, and enhancing strong, high-value relationships with customers and interested parties. The indicators of relational marketing according to Farida (2015) are trust, reciprocity, bonding, and empathy.

E-Word of Mouth

Traditional Word of Mouth (WOM) has been shown to play an important role in consumer decision-making processes by influencing consumer choices, Voyer and Ranaweera, (2015). Basically, communication can inform and make potential consumers aware of the existence of the products offered and can try to persuade potential consumers to want to enter into exchange relationships Setiadi, (2013). According to Jalilvand and Samiei. (2014), defines the phrase Word-of-Mouth as a process for consumers to exchange information and opinions related to products or services with others, but as the transition occurs, especially in the field of technology and information makes the concept of Word-of-Mouth develops. and gave birth to a concept that fits the change itself, namely Electronic Word of Mouth (eWOM) Communication.

Electronic Word of Mouth communication refers to positive or negative statements made by consumers, potential customers, or former consumers regarding product or company information that is available to various people or institutions that can be accessed through the internet media Thureau et al, (2014). Litvin et al. (2018) define Electronic Word of Mouth as all informal communication directed at consumers through the use of internet-based technology related to the use or good characteristics of certain services or sellers. This includes communication between producers and consumers as well as between consumers themselves as an integral part of the Word-of-Mouth process. It can be concluded that E-Word of Mouth is basically a message about the company's products or services, or about the company itself, in the form of comments about product performance, friendliness, honesty, speed of service, and other things that are felt and experienced by someone. conveyed to others.

The indicators of e-word of mouth according to Babin et al. (2015) are the willingness of consumers to talk about positive things about the company to others, recommendation of company services to others, and encouragement of friends/relatives to make purchases of company services.

Consumer Loyalty

Loyalty according to Tjiptono (2017) is a situation where consumers have a positive attitude towards products or producers (service/product providers) and are accompanied by a consistent pattern of repeat purchases. Consumer loyalty is a consumer's frame of mind that holds the preferred attitude towards a company, is committed to buying

the company's products/services again, and recommends these products/services (Akbar and Parvez, 2019).

Customer loyalty is a function of customer satisfaction. According to Tjiptono, (2017) basically the purpose of business is to create satisfied customers. The creation of customer satisfaction can provide several benefits, including several harmonious relationships between the company and its customers, providing a good basis for repeat purchases and creating customer loyalty, and forming E-Word of Mouth recommendations. Loyalty is a customer's commitment to a store, brand, or supplier based on a positive attitude that is reflected in the form of consistent repeat purchases. It can be concluded that loyalty is a positive attitude of consumers towards a product or service as well as to the company itself which is accompanied by a commitment to buy the company's products or services and recommend them to other parties.

There were several studies related to the issue of eWOW. First was a study conducted by Chakiso in 2015. The result showed that relational marketing has a positive influence on customer loyalty. The second was a study conducted by Manarung and Rini in 2014 which concluded that relational marketing has a positive influence on customer loyalty. The third was a study conducted by Ashari and Wijaksana in 2016. They concluded that relational marketing has a positive influence on customer loyalty. The fourth was a study conducted Ningsih, Bake, and Suriyani in 2017. It concluded that relational marketing has a positive influence on customer loyalty. The fifth study was conducted by Burnham and Leary which concluded that e-Word of Mouth has a positive influence on customer loyalty. Next was a study conducted by Tripathi in 2018. She concluded that e-Word of Mouth has a positive influence on customer loyalty. Seventh was a study conducted by Purwanda and Wati in 2018 which also concluded that e-Word of Mouth has a positive influence on customer loyalty. The last was a study conducted by Paludi in 2016. He concluded that e-Word of Mouth has a positive influence on customer loyalty.

METHODS

1. Research Location

This research is conducted on consumers of Krisna Oleh-Oleh Khas Bali Sunset Road. While the object of research to be studied includes relational marketing (X1), E-Word of mouth (X2) and customer loyalty (Y). Krisna Oleh-Oleh Khas Bali Sunset Road was chosen as the research location, due to the problem that occurred regarding the non-achievement of sales to Krisna Oleh-Oleh Khas Bali Sunset Road.

2. Population and Sample

The population in this study is consumers of Krisna Oleh-Oleh Khas Bali in Indonesia Denpasar city with the intensity that often shop at Krisna Oleh-Oleh Khas Bali Sunset Road and form the basis of information obtained from Krisna Oleh-Oleh Khas Bali Sunset Road as a material for consideration in making decisions at least one to three times, and are in the range of ages 18 to 56 years and over, so the total population cannot be determined with certainty (infinite). The number of samples in this study was 55 respondents from all areas of Denpasar City. The sampling technique used in this research is purposive sampling. This means that anyone who coincidentally/incidentally is encountered and fulfills the criteria, then it can be used as a sample. The criteria in question are respondents domiciled in Denpasar City and respondents whose intensity often shop at Krisna Oleh-Oleh Khas Bali Sunset Road and make basic information obtained from Krisna Oleh-Oleh Khas Bali Sunset Road as a material consideration in determining the decision of at least one up to three times

3. Technique of Collecting Data

The technique of collecting data used is an interview and the use of an instrument in the form of a questionnaire.

4. Instrument of Research and the examination

The research instrument test is a tool used to measure observed natural and social phenomena. Researchers in the field of social research instruments are often self-constructed, including testing validity and reliability.

5. Technique of Data Analysis

Classical assumption test (normality test, multicollinearity test and heteroscedasticity test), multiple linear regression analysis, coefficient of determination (R²), Correlation Analysis, Partial Test (F-Test), and Partial Test (t-Test).

RESULTS AND DISCUSSION

Results

Testing the coefficient of this partial test that is used to perform partial examination effects of relational marketing and e-word of mouth on the loyalty of each consumer by using the t-test. A partial test (t-test) is used to test the effect of each independent variable (relational variable marketing and e-word of mouth) on the dependent variable (consumer loyalty). Table 1 shows the results of the t-test calculation using SPSS 24.0.

TABLE 1. Partial Test Result (T Test)

Variable	Unstandardized Coefficients Beta	T Count	Sig.
Relational Marketing (X_1)	0.305	2.557	0.014
E-Word of Mouth (X_2)	0.370	4.453	0.000

1. Relational marketing (X_1) has a positive effect on loyalty consumers (Y). This result is indicated by the regression coefficient which is positive of 0.305 with t-statistic = 2.557 and significance (p) = 0.000 < 0.05, so hypothesis-1 (H_1) is accepted and can be proven empirically. The results show that better the relational marketing will have an impact on increasing consumer loyalty at Krisna Oleh-Oleh Khas Bali Sunset Road.
2. E-word of mouth (X_2) has a positive effect on consumer loyalty (Y). This result is indicated by a positive regression coefficient of 0.370 with t-statistic = 4.453 and significance (p) = 0.000 < 0.05, so that hypothesis-2 (H_2) is accepted and can be proven statistically empirical. The results show that the better the e-word of mouth, the better will have an impact on increasing consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road.

To test whether apparent or not the effect of relational marketing variables (X_1) and e-word of mouth (X_2) simultaneously on the dependent variable of consumer loyalty (Y), then the test is carried out using the F-test (Ftest) which the test steps are as follows:

TABLE 2. Simultaneous Test Result (F Test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.040	2	5.020	27.440	.000 ^b
	Residual	9.513	52	.183		
	Total	19.553	54			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), E-Word of mouth, Relational Marketing

Based on the results of data processing in Table 4.13, it is known that the calculated F value is 27,440 with a significance F is 0.000 < 0.05. This means that at the 5% confidence level statistically relational marketing (X_1) and e-word of mouth (X_2) have a significant influence (significant effect) on loyalty consumer (Y) at Krisna Oleh-Oleh Khas Bali Sunset Road. So, the model the regression used in this study was feasible.

Discussion

1. Based on the results of the analysis, relational marketing has a positive and significant influence on consumer loyalty with a value of t is 2.557 and the Sig value is 0.014 which means the better the relational marketing that is carried out will further increase consumer loyalty to the Krisna Oleh-Oleh Khas Bali Sunset Road. Reflected relational marketing of trust, reciprocity, bonding, and empathy will have an impact on consumer loyalty which is reflected in making regular repeat purchases, buying across product and service lines, recommending to others, and designating immunity to pull competitors. Thus, the first hypothesis in this study which stated that relational marketing has a positive effect on consumer loyalty of Krisna Oleh-Oleh Khas Bali Sunset Road can be proven the truth.
2. Based on the results of the analysis that e-word of mouth has an influence which is positive and significant on consumer loyalty with a t value is 4.453 and a Sig value is 0.00 which means the better the e-word of mouth done, it will increase consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road. E-word of mouth that is reflected in the will of consumers in talking positive things about the company to others, recommendation of company services to others and encouragement against friends/relatives to make purchases of company services will have an impact on consumer loyalty which is reflected in doing regular repeat purchases, buying across product and service lines, recommend to others and designate

immunity to pull competitor. Thus, the second hypothesis in this study which states e-word of mouth has a positive effect on consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road can be verified.

3. Based on the results of the analysis that relational marketing and e-word of mouth has a positive and significant influence on consumer loyalty with an F value is 27,440 and a Sig value is 0.000 which means the better relational marketing is being carried out and the better e-word of mouth is on Krisna Oleh-Oleh Khas Bali further increase consumer loyalty at Krisna Oleh-Oleh Khas Bali Sunset Road. Relational marketing reflected in trust, reciprocity, bonding and empathy (empathy) and e-word of mouth which is reflected in the will of consumers in talking positive things about the company to others, recommendation of company services to others and encouragement against friends/relatives to make purchases of company services will have an impact on consumer loyalty which is reflected in doing regular repeat purchases, buying across product and service lines, recommend to others and designate immunity to pull competitor. Thus, the third hypothesis in this study which states relational marketing and e-word of mouth have a positive effect on loyalty consumers on Krisna Oleh-Oleh Khas Bali Sunset Road can be proven the truth.
4. Based on the results of the analysis that the e-word of mouth variable has Coefficients Beta value of 0.370 is greater than the relational variable marketing with a Beta Coefficients value of 0.305, which means the better the e-word of mouth on Krisna, Oleh-Oleh Khas Bali, then it can be increase even more consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road. E-word of mouth which is reflected in the willingness of consumers to talk positive things about the company to others, recommendation of the company's services to others and encouragement to friends/relatives to make purchases of company services will impact on consumer loyalty which is reflected in making purchases regular repeat, buying across product and service lines, recommending to others and designates immunity to the pull of competitors. E-word of mouth can lead to positive consumer loyalty where the consumer thinking that holds a favourable attitude toward a company, is committed to buying again the company's products/services as well as recommend these products/services (Akbar and Parvez, 2019).

CONCLUSIONS AND SUGGESTION

Conclusions

Based on the discussion that has been described in the previous chapter, then the following conclusions can be obtained:

- a. Relational marketing has a positive and significant influence on consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road. This can be seen from the results of the t-test on relational marketing which has a significance of $0.014 < 0.05$. This means that better relational marketing then will have an impact on increasing consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road.
- b. E-word of mouth has a positive and significant influence on consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road. This can be seen from the results of the t-test on relational marketing has a significance of $0.000 < 0.05$. This means that the better the e-word of mouth, the better will have an impact on increasing consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road.
- c. Relational marketing and e-word of mouth have a positive and significant impact on consumer loyalty to Krisna Oleh-Oleh Khas Bali Sunset Road. This can be seen from the results of the F-test on relational marketing and e-word of mouth has a significance of $0.000 < 0.05$. This matter means that the better relational marketing and e-word of mouth, the better impact on increasing consumer loyalty to Krisna souvenirs typical of Bali Sunset Road.

Suggestion

Based on the results of the analysis and conclusions above, suggestions can be made which may be useful for consumers and Krisna Oleh-Oleh Khas Bali Sunset Roads are:

- a. About relational marketing, e-word of mouth, and consumer loyalty to Krisna souvenirs typical of Bali Sunset Road to keep it as much as possible increase these two factors and pay attention to other factors that are associated with increasing consumer loyalty.
- b. The e-word of mouth factor is the most dominant factor that affects consumer loyalty, it is recommended to the company to better maintain the quality so that consumers could tell a positive experience while shopping at Krisna Oleh-Oleh Khas Bali and recommend it to relatives and friends.
- c. The benefit of relational marketing is the factor with the lowest value it is advisable to pay more attention to fees for consumers who invite their friends to shop at Krisna Oleh-Oleh Khas Bali.
- d. Future researchers can replicate this research model through a longitudinal approach (over time), and be allowed to use it in other institutions. In addition, future researchers can modify the research model by adding or developing indicators and other variables such as trust, brand image, satisfied consumers, and prices. This

is based on the factors that influence consumer loyalty quite a lot and are different from the condition of one institution and others.

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