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BUILDING RELATIONAL MARKETING AND BRAND IMAGE ON CONSUMER LOYALTY AT AROMA COFFEE STORE

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ABSTRACT

The trend of growth in the number of coffee shops in 2021 is relatively increasing, but there is a phenomenon of a decline in coffee shop consumers; this occurs because consumers shift consumption from coffee shops to household consumption, where consumers choose to spend their money on consumption of primary needs. Efforts to attract the number of consumers during the pandemic need to be carried out more massively to build relationships between consumers and coffee shops and provide assurance that coffee shops also implement suitable health protocols in running their business. Efforts continue to be made by Kedai Kopi Aroma to attract consumer loyalty by providing live music and a beautiful night view to be enjoyed with friends or with family and also by advertising the place of business of the Aroma Coffee Shop both online and offline such as on social media. The writing of this thesis is whether relational marketing and brand image have a partial influence on consumer loyalty at the Aroma Coffee Shop. The type of research used is quantitative research with a sample of 98 respondents. Based on the study results, relational marketing and brand image have a partial influence on consumer loyalty at the Aroma Coffee Shop.

Keywords: Relational, Image, loyalty.

1. INTRODUCTION

Marketing is part of the company's management and is also one of the most critical factors because marketing will directly affect the smoothness and success of the company in achieving its goals. Companies need to know the right and appropriate marketing strategy for the products to be sold in the market. With the right and appropriate marketing strategy, the product will be readily accepted by potential consumers to buy the products to be sold. For companies in carrying out business activities to survive in business competition, it is essential to pay attention to consumer orientation, which concerns what the company must do to retain its consumers.

Relational marketing deals with how a company can build intimacy with its customers. Relationship marketing is a strategy designed to attract and retain loyal customers. The importance of consumer loyalty for companies or business actors is undeniable; many companies and business actors hope to keep their customers in the long term, even if possible forever. Companies and business actors who can develop and maintain customer loyalty will have long-term success.

Lampung Province is one of the provinces that produce the best quality coffee, so that the majority of Lampung people are coffee drinkers. The high popularity of coffee drinks creates opportunities for business actors to open a coffee beverage business. One of the businesses that offer a coffee drink place with a modern feel is the Aroma Coffee Shop located at Jl. P Emir Moh Noer No. 27B, Teluk Betung Utara, Bandar Lampung. In running its business, Kedai Kedai Kopi Aroma tries to provide the best for its consumers by offering coffee drink products that are different from the coffee beverage business in general.

Creating relational marketing is one of the marketing strategies carried out by the Aroma Coffee Shop to build loyalty to its consumers. One of the efforts made to create relational marketing by Kedai Kopi Aroma is by providing many menu options for both food and drinks and creating an atmosphere of Kedai Kopi Aroma with a modern cafe nuance so that it is hoped that customers who come will come back again by inviting relatives or friends. At other times to create a sustainable customer and generate loyalty to its customers.

The cafe or coffee shop business is one of the businesses in great demand by business people in Bandar Lampung. This is marked by the proliferation of coffee shop business actors in the city of Bandar Lampung. The many culinary phenomena of coffee shops that have sprung up have resulted in business owners trying to win the competition. Therefore, coffee shop entrepreneurs must have

creativity in creating product-flavored drinks that are sold to differentiate them from other coffee shop's beverage of sale products and survive in the competition.

Aroma Coffee Shop currently has eight employees with different tasks, and the average consumer who comes every day reaches 50 consumers from various backgrounds and ages, both teenagers and adults. Efforts are being made to the image of Kedai Kopi Aroma, namely by providing exemplary service to its visitors, such as a quick response to customer needs and offering the best menus that Kedai Kopi Aroma has. By giving a good impression on the image of the Aroma Coffee Shop, it is hoped that it can create loyal customers and visit again with friends or relatives.

In running its business, the Aroma Coffee Shop did not entirely run as expected. In addition to the many similar companies that offer similar food and beverage dishes, many other businesses display a beautiful place of business. Some Lampung people are not familiar with aroma coffee shops, coffee supplies sometimes run out, the services provided are still not optimal. In addition, the market situation due to the COVID-19 pandemic due year has also impacted Aroma Coffee Shop prohibition on gathering for the public.

Efforts continue to be made by the Aroma Coffee Shop to attract consumer loyalty in the city of Bandar Lampung, one of which is by providing live music and a beautiful night view atmosphere to be enjoyed with friends or with family and also advertising the place of business of the Aroma Coffee Shop either online. And offline, such as on social media.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Relational Marketing

Marketing or marketing, according to Herdiana (2015: 2), has a broad meaning, namely where marketers are more customer-oriented, on customer satisfaction and customer loyalty to products and brands. Marketing in today's modern and global era must create value and sustainable relationships with customers. According to Morissan (2015:2), Marketing is all activities related to advertising or retail sales. Marketing activities include several activities such as marketing research, pricing, or product planning. More specifically, marketing is an organizational function and process that create, communicates, and delivers products or services to customers.

The term relational marketing is often used to describe marketing activities aimed at building lasting customer relationships. According to Philip Kotler & Gary Armstrong (2016: 166), relationship marketing is the entire process of building and maintaining profitable customer relationships by providing superior customer interests and satisfaction. This process involves all aspects of customer acquisition, retention, and growth by maintaining strong relationships based on customer value and other stakeholders. Tjiptono (2015: 218), relationship marketing is defined as a term used to acquire, maintain and improve relationships with customers. In this case, caring for an existing customer and selling a product or service to an existing customer is just as crucial as acquiring a new customer.

Based on this explanation, companies urgently use relational marketing to help them build long-term relationships with their customers, find out what they want and need and retain their customers. Building long-term customer relationships are not just about creating transactions.

Relational Marketing Indicators

Relational marketing aims to establish communication or relationships between companies and their customers to stimulate transactions and customer satisfaction in the long term and create consumer loyalty. Companies are no longer just making or offering products, but companies must find out the real needs and wants of consumers.

Companies that want to keep growing need to keep their customers happy. According to Tjiptono (2015: 92), indicators that influence relational marketing have several aspects: (1) Trust is an essential variable in fostering a strong desire to maintain long-term relationships. In order to maintain customer loyalty, companies not only rely on customer satisfaction, but trust is also an essential intermediary in building successful commutation relations to build high customer loyalty. (2) Commitment, corporate commitment is the core of relationship marketing. Corporate involvement can be achieved based on mutually beneficial relationships, putting the customer first in the long run. Because relationships have important implications, a company's commitment can also be interpreted as a company's promise or a promise to maintain an established relationship. The company's commitment can focus on

continuous learning to meet customer needs, quality of service enhances customer satisfaction, and as a result, the company builds close relationships with customers. (3). Communication.

Businesses need to manage their communications properly, as failure to communicate can cause misunderstandings, confusion, and other harm. The effectiveness of communication is that accurate and relevant information is readily available so that customers who want to trade can directly make decisions that meet their needs. Communication is an indispensable tool when a business wants to build a relationship with someone. Communication is an integral part of building a relationship, as it is a tool that glues the relationship between a company and its customers. Through communication, customers can express their dissatisfaction and use it as a reference for companies to improve their business performance. (Four). Grievance refers to the ability of a company to prevent or minimize the impact of potential disputes and resolve underlying disputes that have already occurred. Responding to complaints is an extraordinary measure in dealing with customers. The company's ability to handle complaints properly leads to customer satisfaction and customer loyalty.

Brand Image

According to Husain (2017: 76), brand image is consumers' whole consumer or brand awareness. This is emphasized by Simamora (2015: 63), and in the long run, the image is a relatively consistent perception (permanent perception), so it is not easy to form an image and change it once. Meanwhile, Philip Kotler's (2015: 347) opinion explains that a brand image is some belief, idea, or impression about an object. On the other hand, brand image is consumer perception and belief, reflected in the associations that are firmly established in consumer memory. From the above description, it can be concluded that the brand image is the consumer's perception to evaluate the product if the consumer does not have sufficient knowledge about the product. Consumers tend to choose products that are known and used by many rather than new ones.

Brand Image Indicator

Brand image is the judgment of consumers in the market. According to Kotler (2015: 347), the dimensions of the brand image indicator are as follows (1). Excellence: Brand dominance is one factor that shapes a product's brand image that stands out from its competitors. (2) Strengths and brand strengths are how information permeates the minds of consumers and how the process survives as a brand image. This will continue to be the link between the product/brand and the consumer. In this way, the brand is quickly recognized and exposed to fierce competition. Incorporating a brand's popularity into a well-known brand is not easy. However, popularity is one of the keys to building a brand image with consumers. (3). Uniqueness, brand uniqueness to a brand, must inevitably be shared with other brands. Therefore, we need to create a competitive advantage that consumers can use to select a particular brand.

Consumer Loyalty

In connection with loyalty, the means of loyalty, or loyalty, can be interpreted as loyalty. This loyalty is taken without coercion, but it stems from past self-confidence. Efforts to create consumer satisfaction are likely to affect consumer attitudes. In comparison, the concept of consumer loyalty details the behavior of the buyer. As part of human activity, consumer behavior is constantly changing in response to the environmental and social impacts it sees. However, the consumer behavior that the company expects to continue is loyalty. Loyalty means that customers continue to shop regularly. Customer loyalty can generally be interpreted as personal loyalty to both goods and a particular service.

According to Hermawan (2014: 126), loyalty is fundamental to securing and supporting family, friends, organizations, gaining peace of mind, building bonds, and building emotional connections. It is an expression of the need for a human being. Or brand. This feeling is the main factor, the intimacy, and loyalty of our customers. According to Daryanto (2011: 4), loyal consumers generally buy brands, even in the face of many alternative brands of competing products that offer superior product characteristics from different angles. If many consumers of a brand fall into this category, it means they have significant brand equity. Brand equity is a set of brand values and liabilities associated with a brand, name, or symbol that can increase or decrease the value of a product or service for both the company and its customers. From this statement, consumer loyalty has a high level of satisfaction

with the product or service they use and tends to share the product or service with others, so they continue to use the product or service. We can conclude that it is a form of consumer loyalty. Recommended. Consumer Loyalty Index

Consumer or customer loyalty is defined as customer loyalty to a product or service. According to Hurriyati (2015: 130), there are several aspects to an indicator of consumer loyalty. That is, (1). Please purchase repeatedly on a regular basis. (2). Purchase outside the product / service line (purchase for the entire product and service line). (3). Recommended products (see others). (Four). Shows resistance to attracting similar products from competitors (shows complete exemption from competitors).

3. RESEARCH METHODOLOGY

The population in this study were all visitors to Aroma Coffee Shops in Bandar Lampung who visited Aroma Coffee Shops an average of 56 visitors per day. Researchers distributed questionnaires to visitors randomly, with a total of 100. Valid questionnaires to be processed were 98 questionnaires with a response rate of 98 percent. The profile of the respondents in this study was 55 percent male and 45 percent female. Characteristics of respondents seen from the age of the respondent are the age of more than 15-25 years is 30.3 percent, the age category 26-36 is 23.1 percent, the age category 37-47 is 30 percent and the age category 48-58 is 16, 6 percent.

The data collection method in this study was by distributing a questionnaire as the main instrument consisting of two parts; The first section collects information on the characteristics of the sample. The second part covers experiential marketing strategies through twenty-five questions adopted from previous research using a 5 Likert scale.

The validity and reliability in this study were carried out by distributing questionnaires to 30 people, and the results were declared valid and reliable with a Cronbach alpha value of 0.796 for relational marketing, 0.762 for brand image, and loyalty of 0.774.

4. RESULT AND DISCUSSIONS

Multiple Linear Regression Analysis was conducted to predict whether two or more independent variables (X1 and X2) had an effect on the dependent variable (Y) and how much influence the independent variables (X1 and X2) had on the dependent variable (Y). From the table above, the regression coefficient equation $Y = 1.806 + 0.482 X1 + 0.278 X2$ is made with the following explanation:

1. Constant value (α) is 1.806; if consumers have absolutely no idea or understanding of Relational Marketing and Brand Image, then the Consumer Loyalty level is analogous to the value of 1.806.

2. The regression coefficient of the independent variable (X1) of Relational Marketing is 0.482, which means that it shows that if consumers at Aroma Coffee Shop Bandar Lampung pay attention to the Relational Marketing variable (X1), each increase of 1 unit of the Relational Marketing variable will affect the level of Consumer Loyalty by increasing by 0.482.

3. The regression coefficient of the independent variable (X2) Brand Image is 0.278, which means that if consumers at the Aroma Coffee Shop Bandar Lampung pay attention to the Brand Image variable (X2), every 1 unit increase in the Brand Image variable will affect the level of Consumer Loyalty by increasing 0.278.

In this study, the Relational Marketing variable (X1), there are eight questions with four indicators: Trust, Commitment, Communication, and Complaint Handling. The Effect of Relational Marketing on Consumer Loyalty based on the t-test results obtained t-count of the Relational Marketing variable (X1) of 5,001 with a Sig value of 0.000. Based on decision making, if the value of sig < 0.05, or t-count> t-table, then there is an effect of the independent variable (X1) on the dependent variable (Y). Thus, it means that t-count 5,001 > t-table 1,985 (attached t-table) with a level of sig. 0.028 < 0.05. This shows that the hypothesis Ha1 is accepted, and Ho1 is rejected so that it can be interpreted that the Relational Marketing variable (X1) influences the Consumer Loyalty of visitors to Aroma Coffee Shop Bandar Lampung.

These results are following previous research conducted by Atika et all, in 2015 with the title The Effect of Relationship Marketing (Relational Marketing) on Customer Satisfaction and Its Impact on

Customer Loyalty (Survey on Savings Customers of Bank Central Asia Sub-Branch Office Dinoyo Malang City where The results of the study also show that there is a significant influence between Relationship Marketing (Relational Marketing) (X) on Customer Loyalty (Y).

Interested. Relational marketing has been widely used to describe a type of marketing activity designed to create lasting relationships with customers. Relationship marketing or relational marketing is the entire process of building and maintaining profitable customer relationships by delivering superior customer value and satisfaction. At its core, relational marketing is a term for attracting, retaining, and enhancing customer relationships. In this case, serving and selling the products and services of current customers is as important as acquiring new customers. So that if a business activity carries out relational marketing to customers, the customer will have loyalty to the business activity.

In this study, the Brand Image (X2) variable contained six questions with three indicators: Excellence, Strength, and Uniqueness. The Influence of Brand Image on Consumer Loyalty based on the results of the t-test, it is obtained that the variable t count of Brand Image (X2) is 2.198 with a Sig value of 0.030. Based on decision making, if the value of sig <0.05, or t-count> t-table, then there is an effect of the independent variable (X2) to the dependent variable (Y). Thus, it means that t-count 2.198 < t table 1.985 (attached t table) with a Sig level of 0.030 > 0.05. This shows that the hypothesis Ha2 is rejected and Ho2 is accepted. So it can be interpreted that the Brand Image variable (X2) influences the Consumer Loyalty of visitors to Aroma Coffee Shop Bandar Lampung.

This is following previous research conducted by Indra Wijayanto and Sri Setyo Iriani (2013), where the results showed that Brand Image had a significant influence partially on consumer loyalty.

Brand image is the perception of consumers to evaluate a product when consumers do not have good enough knowledge about a product. Consumers tend to choose products that are well known and used by many people rather than a new product. Business actors usually communicate brand image through advertisements and other promotional media, including public relations and event sponsorships. So if a company's product has a good image in the community, it will certainly increase consumer loyalty to the use of the product.

In this study the Effect of Relational Marketing and Brand Image on Consumer Loyalty together based on the results of the simultaneous F test can be seen a significant value for the influence of Relational Marketing (X1) and Brand Image (X2) simultaneously or together on Consumer Loyalty (Y) of F-count 154.159 > 3.09 F-table so that it can be concluded that the independent variables of Relational Marketing (X1) and Brand Image simultaneously or jointly effect (Y) Consumer Loyalty of visitors to Aroma Coffee Shop Bandar Lampung. that means Ha3 is accepted and Ho3 is rejected.

The obtained R2 value of 0.764 and converted into a percentage of 76.4%, which means that the independent variables Relational Marketing and Brand Image affect 76.4% on Consumer Loyalty of visitors to Aroma Coffee Shop Bandar Lampung. In comparison, the remaining 23.6% is influenced by other factors not examined in this study.

Loyalty means that customers continue to make purchases regularly. Customer loyalty, in general, can be interpreted as someone's loyalty to a product, both goods and certain services. Loyal consumers, in general, will buy the brand even though they are faced with many alternative brands of competing products that offer superior product characteristics from various angles. Consumer loyalty is a form of consumer loyalty to use a product or service continuously because they have high satisfaction with the product or service used, consumers will tend to feel a sense of recommending the product or service to others. So that it will increase profits for the company if it has loyal customers to its effects.

5. CONCLUSION

Consumer Loyalty of visitors to Aroma Coffee Shop Bandar Lampung. The results of this study indicate that the relationship between marketing variables and brand image influences consumer loyalty to visitors to Kedai Cofee Aroma Bandar Lampung. At the same time, the remaining 23.6% is influenced by other factors not examined in this study. It is hoped that further researchers can examine other variables that affect visitor consumer loyalty at Aroma Coffee Shop Bandar Lampung. To build customer relationships and improve brand image, Kedai Kopi Aroma strives to provide services that

suit customer needs through flexible product customization to meet customers' needs. The brand image is built with superior quality coffee products through hygienic processing. In this study, the author realizes that there are still many shortcomings that have been made while carrying out research, such as (1) Limited time in carrying out research. (2) The factors that affect Consumer Loyalty in this study only consist of two independent variables, namely Relational Marketing and Brand Image. In comparison, there are still many other factors that affect the customer loyalty of visitors to the Aroma Coffee Shop Bandar Lampung. (3) The limited number of respondents filling out the questionnaire sometimes does not show the actual situation.

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