

THE INFLUENCE OF RELATIONSHIP MARKETING TOWARD PURCHASE DECISION AND ITS IMPACT ON CUSTOMER SATISFACTION

(Survey on Customer of Informa Tunjungan Plaza Surabaya)

UNDERGRADUATE THESIS

**Submitted as Perquisite for Undergraduate Thesis
at Faculty of Administrative Science Brawijaya University**

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MOTTO

Orang yang bilang “ga ada jalan pintas” itu karena mereka ga pernah nyari. Makanya ga pernah ketemu.

Ciyan!!



APPROVAL SHEET

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Informa Tunjungan Plaza Surabaya)

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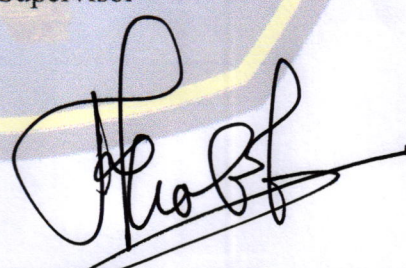
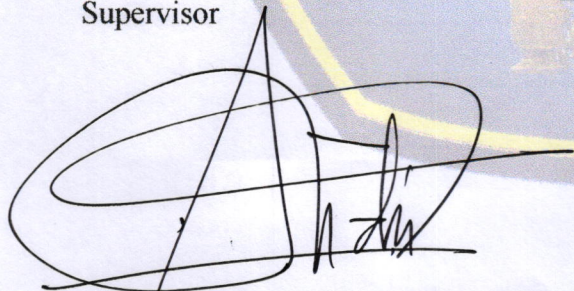
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STATEMENT OF ORIGINALITY

I declare in truth, as far as I know that in this research of undergraduate thesis, there are no scientific works which have been submitted by other parties to obtain works or opinions that have been written or published by others in the past time except those which are quoted and mentioned in the source of citations and bibliography or references page.

If there is any element of plagiarism, I am willing to take the risks that my academic degree of bachelor will be aborted, and this minor thesis will be instantly unpublished. I am also ready to be punished according to applicable law based on Indonesian Constitution (UUD) No. 20, Year of 2003, Verse 2 of Article 25 and Article 70.

Malang, 6 July 2018

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SUMMARY

Mochammad Ilhamsyah Ramadhan, 2018, The Influence of Relationship Marketing toward Purchase Decision and its Impact on Customer Satisfaction (Survey on Customer at Informa Tunjungan Plaza Surabaya).
Andriani Kusumawati, S.Sos., M.Si., DBA and M. Kholid Mawardi, S.sos., MAB., Ph.D

This research has purposes (1) to examine the influence of relationship marketing on the purchase decision on customer satisfaction (2) to examine the influence of purchase decision on the customer satisfaction (3) to examine the influence of relationship marketing on customer satisfaction,

This research was explanatory research with quantitative approach. A sample of 118 respondents who are customer of Informa. The sampling technique in this research used non-probability sampling by taking samples by purposive sampling. Data were collected by distributing questionnaires. The analysis used is descriptive analysis and path (path analysis).

The path analysis showed that (1) relationship marketing has significant influence on purchase decision with path coefficient (β) was 0.424 and p-value with the number 0.00 ($p < 0.05$); (2) purchase decision has significant influence on customer satisfaction with path coefficient (β) was 0.200 and p-value with the number 0.00 ($p < 0.05$) (3) relationship marketing has significant influence on customer satisfaction with path coefficient (β) was 0.089 and p-value with the number 0.00 ($p < 0.05$);

The recommendation for the company is to maintain a positive relationship marketing by increasing quality of training to the employee. Attract and maintain customers with consistent high-quality experience. Informa should be able to maintain and improve indicators of relationship marketing and purchase decision, because relationship marketing has significant influence on customer satisfaction through purchase decision.

Keywords: Relationship Marketing, Purchase Decision, Customer Satisfaction

RINGKASAN

Mochammad Ilhamsyah Ramadhan, 2018, The Influence of Relationship Marketing toward Purchase Decision and its Impact on Customer Satisfaction (Survey on Customer at Informa Tunjungan Plaza Surabaya).
Andriani Kusumawati, S.Sos., M.Si., DBA dan M. Kholid Mawardi, S.sos., MAB., Ph.D

Penelitian ini memiliki tujuan (1) untuk menguji pengaruh *relationship marketing* pada *purchase decision*, (2) untuk menguji pengaruh *relationship marketing* pada *customer satisfaction*, (3) untuk menguji pengaruh *relationship marketing* terhadap *customer satisfaction* melalui *purchase decision*.

Jenis penelitian yang digunakan adalah penelitian explanatory dengan pendekatan kuantitatif. Sampel sebanyak 118 orang responden yang merupakan pelanggan dari Informa. Teknik pengambilan sampel menggunakan Teknik non-probability sampling dengan cara pengambilan sampel menggunakan purposive sampling. Metode pengumpulan data yang digunakan dalam penelitian ini adalah dengan menyebarkan kuisioner. Analisis yang digunakan yaitu analisis deskriptif dan jalur (*path analysis*).

Analisis jalur menunjukkan bahwa (1) *Relationship marketing* memiliki pengaruh yang signifikan terhadap *purchase decision* dengan koefisien jalur (β) adalah 0,424 dan p-value dengan angka 0,00 ($p < 0,05$); (2) *Relationship marketing* berpengaruh signifikan terhadap *customer satisfaction* dengan koefisien jalur (β) adalah 0,089 dan p-value dengan angka 0,00 ($p < 0,05$); (3) *Purchase Decision* terhadap *customer satisfaction* memiliki pengaruh 0,200.

Rekomendasi untuk perusahaan adalah menjaga *relationship marketing* yang positif dengan meningkatkan kualitas pelatihan kepada karyawan. Menarik dan mempertahankan pelanggan dengan pengalaman berkualitas tinggi secara konsisten. Informa harus dapat mempertahankan dan meningkatkan *relationship marketing* dan *purchase decision*, karena *relationship marketing* memiliki pengaruh signifikan terhadap *customer satisfaction* melalui *purchase decision*.

Kata kunci: Relationship Marketing, Purchase Decision, Customer Satisfaction

PERFACE

Al-hamdu lillahi rabil ‘alamin.

Upon the completion of my minor thesis, I would like to present my deepest gratitude to Allah for blessing and strength that have been given to me in finishing my undergraduate thesis entitled **“The Influence of Relationship Marketing toward Purchase Decision and its Impact on Customer Satisfaction”**. This undergraduate thesis is appealed to complete the eligibility to be a Bachelor of Business Administration in Faculty of Administrative Science of Brawijaya University.

I am aware that this paper is still imperfect, and I do realize that this undergraduate thesis could be well completed because of supports by many persons. Therefore, I would like to deliver my sincere thanks to those honorable persons. Their uncompromising quest for excellence has significantly shaped me in the learning process. Thus, my deepest thanks for:

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Researcher expects suggestions and constructive criticism to correct this undergraduate thesis. Hopefully, this undergraduate thesis useful and can provide significant contribution to others parties.

Malang, 6 July 2018

Mochammad Ilhamsyah Ramadhan



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CHAPTER I

INTRODUCTION

A. Background

The last few years, the world was filled with growing household equipment industry despite the particular furniture. Based on *Himpunan Industry Mebel dan Kerajinan Indonesia* the competition of countries which produce furniture, especially in ASEAN and China show the growing number of export value (www.financedetik.com).

The increasing number of furnishing companies can also be seen from an international-scale furniture exhibition. At the exhibition events as mention, buyers for export destination countries take advantage of opportunities to determine which products from which country they are going to buy. To get around the heat of competition for a shrinking niche market, product design and marketing strategies become very important to do. In order to win the competition, companies are required to form a proper marketing strategy. The proper marketing strategy could provide a positive experience to customers about the value of a product, brand or service from their company, so a good image of the company can be embedded in the minds of customers. Companies also need understand the wants and the needs of customers, by understanding customer behavior then the manufacturer can create a product in accordance with the wishes of customers and provide better satisfaction to customer.

Based on Jiradilok, T *et al.* (2014) customer satisfaction is very important that consumers are content with the products and service provided by the particular company as satisfied customers are likely to be loyal and make repetitive purchases which will increase profitability of that particular company. Customers who feel unsatisfied will tell their bad experiences to others, and then the attitude of the employees towards customers will also affect customer satisfaction which customer needs from time continue to be improved and changes. Customers who feel unsatisfied will tell their bad experiences to others.

Good customer satisfaction indicates good profit for company, so retain existing customers and attract new customers are important. Retain existing customers and attract new customers are engaged in relationship marketing. Good quality of relationship marketing will affect customer satisfaction in choosing or refusing, so the company would carry out variety of ways to retain its customers and attract new customers. Relationship marketing would make customers easier to remember the brand which being promoted and create the image as expected by the company.

Based on research conduct by Carrillat, F. A., Fernando J, and Jay P. M (2010), they assert that relationship quality of the marketing key is building a strong relationship on an ongoing basis. Relationship quality was significant predictor of buying intention and buying intention significantly predicted buying behavior. The impact of relationship marketing is to increase customer loyalty to the company. In the concept of marketing, customer loyalty becomes an important concern for managers in order to maintain the survival of customers. In a

competitive environment, customer relationship becomes an important issue for decision making in order to realize competitive advantage. The concept of customer relationship is relatively difficult to implement in order to maintain and obtain customer loyalty in a competitive marketing environment (Wang *et al.*, 2009).

In order to maintain high customer loyalty, decision-makers should pay more in effort to maintain good customer relationships. Reichheld, *et al.* (2000) expressed that relationship marketing can assist the organization in tabulating and identifying customer data so as to increase customer loyalty. Kotler (2012:6) assert that previous marketing activity just focus in narrow scope as the Exchange transaction then turned his focus on building relationships and value-based changes, known as relationship marketing.

Relationship and customer loyalty concepts are closely related. According to Kotler (2012: 29), relationship marketing approach began to be considered because it is one of the keys to achieve customer loyalty. Berry (Ndubisi,2007) states the goals company using relationship marketing strategy is to focus on retaining customers. Relationship marketing and customer retention are both focused for the long term, but different in the process relationship marketing is a series of processes that connect a company with its customers, while customer loyalty itself is a behavior that appears as a response to the state of the environment. Based on the discourse, it can be said that with the growing world of industry today, then the business should be keener to see opportunities that can be

though as an opportunity to create customer satisfaction so that in the end anything that led to purchasing decisions.

In order to understand how consumers make actual purchase decision, the marketers must identify who makes the buying decision and investigate why the consumer make a purchase. According to Ndubisi (2006), relationship marketing is the introduction of each customer closer by creating two-way communication by managing a mutually beneficial relationship between customers and companies. Robbinette states that in order to build and develop relationship marketing, the company must pay attention to mutual benefits, commitment, communications. Some of the specific benefits of using relationship marketing include gaining profitability from loyal customers, great opportunities to sell new products to loyal customers, enabling word of mouth promotion, obtaining feedback information from a loyal customer.

The concept of marketing management evolves over time as changes in the factors which affect the development present of the business world. The development will update the marketing concept which able to break down the old marketing tradition that has been less effective. Relationship marketing strategy is one of the breakthrough developments of marketing science. With customer satisfaction orientation, customer trust, and customer commitment, it is hoped that this concept will be able to create interest and purchase decisions also provide long-term impact for company that implement them.

As the development concept of marketing, many companies began to implement a strategy in attracting customers, retain customers, and manage

customers, such marketing concepts is relationship marketing Chan (2003:6). At first the concept of relationship marketing pioneered by companies in the United States. The same phenomenon also occurred in Indonesia, one by one company in Indonesia began to implement relationship marketing. As competition grows, furniture companies like Informa must determine the right marketing strategy. Facing the era of all-tech globalization is a major challenge for Informa to create and increase sales and maintain customer loyalty owned.

Informa is the pioneer furnishings retail in Indonesia, provide many quality products. The company has developed branches in various parts of Indonesia with strategic sales locations, including Living World, Alam Sutera, Royal Plaza, Tunjungan plaza and major malls in Indonesia. In carrying out its business Informa furnishings consists of several departments such as Living, Designer Collections, Dining, Kitchen, Commercial Tables and Chairs, Office, Kept Concept, Bedroom, Kids, Mattress, Beauty Commercial, Home Furniture, and Lighting. Informa also do import furnishings with famous brand from Belgium, Denmark, France, Germany, Italy and Asia. Informa is a company which implement relationship marketing and able to compete with Ikea, one of the biggest furnishing company in the world at present, and make Informa Interesting and worth to be conducted as the research object in this study. Researchers take the location of research in Informa Tunjungan Plaza Surabaya because it performs various marketing strategies both done offline and online. Therefore, the author took the title **"The Influence of Relationship Marketing toward Purchase**

Decision and its Impact on Customer Satisfaction (Survey on Customer of Informa Tunjungan Plaza Surabaya)."

B. Problem Formulation

Based on the Introduction that have been described above, then the problem formulation in this study are:

1. Does Relationship Marketing have significant influence on Purchase Decision?
2. Does Purchase Decision have significant influence on Customer Satisfaction?
3. Does Relationship Marketing have significant influence on Customer Satisfaction?

C. Research Objective

Based on the problem formulation of research, the objectives in this study are:

1. To examine the influence of Relationship Marketing on the Purchase Decision
2. To examine the influence of Purchase Decision on Customer Satisfaction
3. To examine the influence of Relationship Marketing on Customer Satisfaction

D. Research Contribution

1. Academic contribution:

- a. Research can be used as a comparison material and can be used as an additional reference for others future research.
- b. The results of the study are expected to enrich the literature related to relationship marketing and the factors that influence it with various background problems.

2. Practical contribution:

- a. As a contribution to the manager's thinking to better provide the best service for customers, so that customer satisfaction can be achieved which can have implications on the development of the product itself.
- b. The results of this study are expected to provide new information in the use of relationship marketing methods for the development of marketing in the company.

E. Systematics Discussion

The Systematics discussion of this research proposal is divided in to five chapters they are:

CHAPTER I :Introduction

This chapter consists of background, research problem, research objective, research contribution, and structure of the minor thesis

CHAPTER II :Literature Review

This chapter explains literature about relationship marketing purchase decision, and customer satisfaction.

CHAPTER III : Research Method

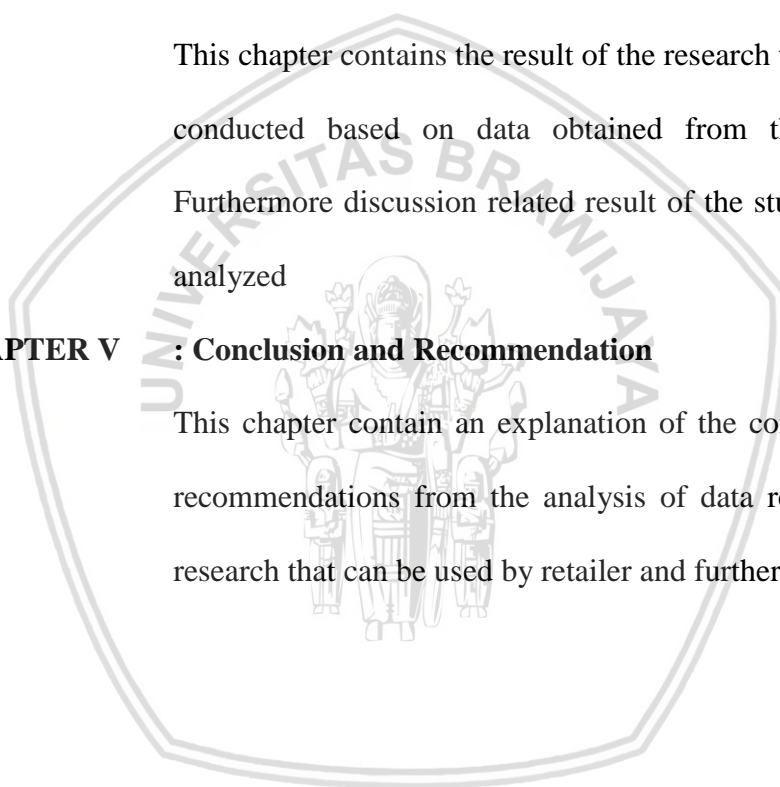
This chapter includes research approach, aims, and explaining data collection.

CHAPTER IV : Result and Discussion

This chapter contains the result of the research that has been conducted based on data obtained from the research. Furthermore discussion related result of the study and then analyzed

CHAPTER V : Conclusion and Recommendation

This chapter contain an explanation of the conclusion and recommendations from the analysis of data related to the research that can be used by retailer and further research



CHAPTER II

LITERATURE REVIEW

A. Empirical Review

To give empirical review of this research, there are several studies discussed in this chapter. Below are some of the previous sorted by the similarities, previous research by:

1. Simbolon (2016)

Research conducted by Simbolon with a title “The Impact of Relationship Marketing Strategy in Indonesia Retail Industries”, have variable of four key constructs of relationship marketing (trust, commitment, communication, and conflict handling). Data analysis of research using multiple regression analysis. The results showed that this study has shown that the measurement of main variables in relationship marketing such as trust, commitment, communication, and conflict handling had an impact both exhibited significantly to customer loyalty to the case in the Indonesian retail market. Between the four variables of relationship marketing, it was shown that trust is the variable with the greatest significance level, meaning the important role that your customers can trust the level of customer loyalty in the future

2. Chaman, Massoumi, Moghadam, Shaabani and Ashori (2013)

Research conducted by Chaman *et al.* with the title “The Survey Effect of Relationship Marketing to Customer Satisfaction.” The purpose of this

study is to comparing the four variable of loyalty between private and government banks. The independent variable in this research are: trust, commitment, communication quality and independent variable is conflict management. Data analysis were used is path analysis with linier regression. Results indicate that in dependent variables have got a direct and meaningful relationship with the loyalty of customers. That is to say four propositions are supported the multiple or multi variable relationship coefficient between the dimension of loyalty and 4 dimensions of trust, commitment, communication management and conflict management was 70% and determination coefficient was 50%. Results can be interpreted as nearly 50% of the changes of loyalty dimension. Rating of in dependent variables according to the level of impact is as follows: 1-communication management 2- commitment 3- conflict management 4-trust.

3. Astuti and Nagase (2014)

Research conducted by Astuti and Nagase titled "Patient Loyalty to Healthcare Organizations: Relationship Marketing and Satisfaction." The purpose of this study are examined a model of patient loyalty from the perspectives of relationship marketing and patient satisfaction. The dependent variable of relationship marketing is trust, commitment and communication skill. The Intervening variable is Patient satisfaction. The Independent variable is patient loyalty. Data analysis were use structural equation modeling (SEM) and the result are correlation between relationship marketing and loyalty was positive and significant on both genders, patients under 17–25 years old and

those 25–45 years old. These results support the first hypothesis that relationship marketing and loyalty are significantly positively correlated. In contrast, for patients over 46 years old, that result was negative and showed no significant effect. When considering the whole dataset, the relationship between those factors was positive but not significant. In other words, hospitals or clinics can build good relationships through trust, commitment and communication skills to gain the loyalty of male and female patients aged up to 46 years. However, patients over 46 years of age were not affected by relationship marketing.

4. Yoganathan, Jebarajakirthy and Taichon (2015)

Previous research done by Yoganathan, Jebarajakirthy and Taichon with title “The Influence of Relationship Marketing Orientation on Brand Equity in Banks”. It Have dependent variable for Relationship Marketing: trust, communication, shared values, empathy, reciprocity and Independent variable is Brand equity. Data analysis using quantitative research with multiple regression analyses. The result confirmed that, Relationship marketing orientation ($\beta = 0.86$) has a significant positive influence on Brand Equity in banks. This finding implies that Relationship marketing orientation of banks adds value to their brand names by enhancing their brand management practices, such as brand loyalty and brand image. Also, the relationship marketing approach adopted by banks assists in forming identity for their brand names in their customers’ minds, as a result banks can maintain a competitive position in the banking industry.

5. Karim (2013)

Research conducted by Karim titled “Customer Satisfaction in Online Shopping: a Study into The Reasons for Motivations and Inhibitions”. This research has two variables. Dependent variable is purchase decision making with the key of five stages buying process by Kotler and Keller. The independent variable is customer satisfaction. The purpose of this study is to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers’ decision-making processes as well as inhibitions of online shopping. The population chosen from Wrexham area with simple random sampling method, and collected 60 respondents. From the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenient to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents’ mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping.

6. Leverin and Liljander (2005)

Research conducted by Leverin and Liljander titled “Does Relationship Marketing Improve Customer Relationship Satisfaction and Loyalty?”, The purpose of this study is to investigate the relationship marketing (RM) strategy of a retail bank and examine whether after its implementation customer relationships were strengthened through perceived improvements in the banking relationship and consequent loyalty towards the banks, have variable relationship marketing, customer satisfaction and customer loyalty. Data analysis in this research using primary and secondary data with quantitative approach. The purpose was to investigate the RM strategy of a case bank and to analyses implementation resulted in relationship satisfaction and customer-perceived improvements in the bank relationship, thereby increasing loyalty. The result In general, the mean average scores of all 319 responses were quite high, ranging from 3.45 to 4.38 on a five-point scale. The mean scores for perceived improvement over the past 4-5 years also indicate that customers had perceived improvements in their relationship with the case bank.

7. Ndubisi (2007)

Research conducted by Ndubisi with title “Relationship Marketing and Customer Loyalty”. The purpose of this study is to examine the impact of relationship marketing strategy on customer loyalty, have independent variable: trust, commitment, communication and conflict handling and for dependent variable is customer loyalty. Data analysis using multiple regression analysis. Purpose of this research is to examine the impact of relationship marketing

strategy on customer loyalty. The results of the regression analysis show that trust, communication, commitment, and conflict handling contribute significantly to customer loyalty ($F = 21.12$; $p < 0.001$) and predict 29 per cent of the variation found. They also show a significant direct relationship between all five “underpinnings” and customer loyalty at 5 per cent significance level.

8. Cannie`re, Pelsmacker and Geuens (2010)

Research conducted by Cannie`re, Pelsmacker and Geuens titled “Relationship Quality and Purchase Intention and Behavior: The Moderating Impact of Relationship Strength”. The purpose of this study was to investigate the link between perceived relationship quality, purchase intention and behavior, and the moderating role of relationship strength, have dependent variable Relationship marketing quality (commitment, trust and satisfaction) and independent variable buying intention and buying behavior. Population is customer Belgian apparel retailer and sample used were 2,500 classified by the retailer as *cold customers* and 634 respond to it. Data analysis using confirmatory factor analysis (LISREL 8.5). The study reveal that Perceived relationship quality and relationship strength significantly impacted buying intention, and buying intention and relationship strength significantly impacted purchase behavior.

9. Jiradilok, Malisuwan, Madan and Sivaraks (2014)

Research conduct by Jiradilok *et al.* titled “The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand”. Have

dependent variable is Customer satisfaction with key: Product variant, Price, Website system, Tangibility, Reliability, Responsibility, Assurance and Empathy. Independent variable is Purchase intention. Purpose of research is to examine the influence online purchasing of customer. Data analysis were used is multiple regression. The target populations of this research are Thai internet users who can be both shoppers who have at least 1 time experience in purchasing online and Thai internet users who have never purchased online. The total number of samples used in this research is 400 which is equally divided into two groups; the respondents with experience in purchasing online and the respondents with no experience in purchasing online. The result show that experience in purchasing has significant influence on purchasing intention, the research has been further tested the difference of result between two group of respondent by comparing the results of respondents with experience in purchasing online and the results of respondents with no experience in purchasing online. The findings reveal that those who have ever purchased online mainly depend on assurance, empathy, appropriate pricing, and website information quality while those who have never purchased online consider empathy, assurance, responsibility, and reliability.

10. Thangasamy and Patikar (2014)

Research conducted by Thangasamy and Patikar titled “Factors Influencing Consumer Buying Behaviour: A Case Study” with the variable is Buying behavior with key of Advertisement, Previous experience, Goodwill of the manufacturer, Reputation of the retailer, and Retailer recommendation.

Purpose of research is to analyze the consumer buying behaviour of the selected household durable goods in Nagaland, to examine the factors inducing the buying behaviour of the consumers. Populations are women (housewife) from three districts in Nagaland, India. The sampling method were used is random sampling of total 300 women consisting 100 in each district. The result show Necessity tops the list of reasons, as responded by 75.33% of the sample respondents, for purchase of the selected durables. Comfort and convenience becomes the second most important cause for making such purchases. Personal savings are the prime sources for purchase of all the selected durables. About 48% respondents have consented that they have purchased Four-wheelers on installment basis whereas the source of 'borrowed money'. Previous experience is the most inducing factor, especially while making brand preferences. In purchase of Washing machine and Four-wheeler, advertisement factor has the greatest influence. The retailers' recommendation in purchase of television, refrigerator, washing machine, and furniture is the stimulating factor. For more details can be seen on mapping of previous research in the next page

Table 1 Mapping previous research

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
1	Simbolon (2016)	The impact of relationship marketing strategy in Indonesia retail industries	To examine the impact of relationship marketing strategy on customer loyalty in Indonesia's retail industries.	Quantitative Research	Four key constructs of relationship marketing - Trust, - Commitment - Communication - Conflict handling	The sample is 182 customer from 30 retail stores in Jakarta. With systematic quasi-random sampling	Result show variable trust, communication, commitment, and conflict contributes significantly to customer loyalty ($F = 21,12$; $p = 0,000$). All four were significantly related to customer loyalty shown with a Significance level of 5 percent..
2	Chaman <i>et al.</i> (2013)	The survey effect of relationship marketing strategies on customer loyalty:	The purpose of this study is to comparing the four variable of loyalty between private and	Quantitative research	1. Dependent variable RM - Trust - commitment - communication quality - conflict management 2. Independent variable is Customer	The researcher used accidental sampling of two chosen banks. Consists of 312 respondent in Mazandaran province, Iran.	The results indicate that in government and private banks, four RM relationship bound marketing strategy have a significant and positive impact on the loyalty of Customers. by using route

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
					Loyalty		Analysis, variables on dependent variables and their indirect impact too have been studied.
3	Astuti and Nagase (2014)	Patient loyalty to healthcare organizations: Relationship marketing and satisfaction	This study examined a model of patient loyalty from the perspectives of relationship marketing and patient Satisfaction	Quantitative research	<ol style="list-style-type: none"> 1. Independent variable RM: Trust, commitment and communication skills. 2. Intervening variable is Patient satisfaction 3. Independent variable is Patient loyalty 	The population is patient under treatment in Banyumas Regency hospital, Consist of 315 sample.	The result of this research shows that relationship marketing and patient satisfaction are significantly positively correlated. but it can be argued that loyalty to hospitals or clinics can be achieved directly for male and female patients, patients less than 17.

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
4	Yoganathan, jebarajakirthy and Taichon (2015)	The influence of relationship marketing orientation on brand equity in banks	Purpose this study is to investigate the influence of RM on Brand Equity in the banking industry	Quantitative research	1. Dependent variable RM: - trust - communication - shared values - empathy - reciprocity 2. Independent variable: Brand equity	Population were the customers of 11 leading commercial banks operating in Colombo, Sri Lanka and it was 1400 sample of it	RMO had significant effects on Brand Equity in banks. In particular, Trust is the main dimension influencing Brand Equity, whilst Communication, Shared Values and Empathy also had positive effects on Brand Equity in bank. Bonding customers and Reciprocity had no significant effects on Brand Equity.
5	Karim (2013)	Customer Satisfaction in Online Shopping: a study into the reasons	The purpose of this study are to understand customer satisfaction in online shopping	Quantitative research	1. Purchase decision: - Problem - Information search	The population chosen from Wrexham area with simple random sampling	The result of hypotheses established that even though online shopping is convenient

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
		for motivations and inhibitions.	While investigating the major reasons that motivated customers' decision-making processes as well as inhibitions of online shopping.		<ul style="list-style-type: none"> - Evaluation of alternative - Purchase decision - Purchase behavior 2. Customer satisfaction	Method and collected 60 respondent.	to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping.
6	Leverin and Liljander (2006)	Does relationship marketing improve customer relationship satisfaction and loyalty?	The aim of this study was to investigate the RM strategy of a case bank and to analyze whether its implementation resulted in relationship satisfaction and customer-perceived	Quantitative research	1. Customer satisfaction 2. Customer loyalty 3. Relationship marketing: Communication	The sample determination by random sampling of 947 customer from segment 1 and 2 as profitable customer	The positive effects of a RM strategy on customer-perceived relationship satisfaction and loyalty have not been confirmed in this study.

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
			Improvements in the bank relationship, thereby increasing loyalty.				
7	Ndubisi (2007)	Relationship marketing and customer loyalty	To examine the impact of relationship marketing strategy on customer loyalty.	Quantitative research	1. Dependent variable RM: <ul style="list-style-type: none"> - Trust - commitment, - communication -conflict handling 2. Independent variable is customer loyalty	The sample is from volunteer of 15 bank customer which using Systematic quasi-random sampling	The four variables have a significant effect and predict a good proportion of the variance In customer loyalty. Moreover, they are significantly related to one another

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
8	Cannelere and pelsmacker (2010)	Relationship marketing Quality and Purchase Intention and Behavior: The Moderating Impact of Relationship Strength	The purpose of this study was to investigate the link between perceived relationship quality, purchase Intention and behavior, and the moderating role of relationship strength.	Combine qualitative and quantitative research	1. Relationship marketing quality: -commitment -trust -satisfaction 2. Buying intention 3. Buying behavior	Population is customer Belgian apparel retailer. The sample is 2,500 classified by the retailer as <i>cold customers</i> and 634 respond to it.	Perceived relationship quality and relationship strength significantly impacted buying intention, and buying intention and relationship strength significantly impacted purchase behavior.
9	Jiradilok <i>et al.</i> (2014)	The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand	The purpose of this study is to examine the influence of online purchasing	Quantitative research	1.Customer satisfaction: - Product variant - Price - Website system - Tangibility - Reliability - Responsibility - Assurance - Empathy	Populations of this research are Thai internet users both who have make online purchase and never. Sample in this research were 400 respondent	The findings reveal that those who have ever purchased online mainly depend on assurance, empathy, appropriate pricing, and website information quality

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
					2. Purchase intention		Previous experience is the most inducing factor, especially while making brand preferences, The retailers' recommendation is the stimulating factor.
10	Thangasamy and Patikar (2014)	Factors Influencing Consumer Buying Behavior: A Case Study	Purpose of this research is to analyze the consumer buying behaviour of the selected durable goods in Nagaland, to examine the factors inducing the buying behavior of the consumers.	Quantitative research	Buying behavior: -Advertisement -Previous experience -Goodwill of the manufacturer -Reputation of the retailer -Retailer recommendation	The population is women (wife) from three districts in Nagaland, India. The sampling method were used is random sampling of total 300 women consisting 100 in each district.	The study present are: Necessity is the tops of reasons, Comfort and convenience becomes the second most important, Personal savings are the prime sources for purchase of all the selected durables,

Continued from Table 1

NO	Author	Title	Purpose	Research method	Variable	Sample / population	Result
					3. Purchase intention		while those who have never purchased online consider empathy, assurance, responsibility, and reliability.



B. Theoretical Review

1. Relationship Marketing

a. Definition of Marketing

According to Kotler and Keller (2012:5) marketing is about identifying and meeting human and social needs. Tjiptono (2001) assert that marketing strategy as a fundamental tool that is planned systematically to achieve corporate goals in order to develop sustainable competitive advantage through the market entered and marketing programs used to serve the target market. There are three concept of marketing: 1) An organization's basic purpose is to satisfy customer needs; 2) Satisfying customer needs requires integrated and coordinated efforts throughout the organization and 3) Organization should focus on long-term success.

b. Definition of Relationship Marketing

Relationship Marketing according to Kotler (2012:13) defined as: *"Building long Relationship Marketing mutually satisfying relationships with key parties - customers, suppliers, distributors-in order to earn and retain their long Relationship Marketing preference and business"*.

Berry viewed relationship marketing as a strategy to attract, maintain and enhance customer relationships. Gummesson defined the term as a strategy in which the management of interactions, relationships and networks is a fundamental issue. The aim of relationship marketing According to Groonroos is to establish, maintain, and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met (in Ndubisi 2007).

Ndubisi (2007) underlying the 'underpinning' of Relationship marketing that are:

1) Trust

Trust is defined as willingness to rely on an exchange partner in whom one has confidence, the belief that a partner's word or promise is reliable and a party will fulfill his/her obligations in the relationship. There are several definition in terms of opportunistic behavior that are: shared values, mutual goals, uncertainty, actions with positive outcomes and making and keeping promises. Calonijs emphasized that an integral element of the relationship marketing approach is the promise concept.

2) Commitment

Commitment is determinant of the strength of a marketing relationship, and a useful construct for measuring the likelihood of customer loyalty and predicting future purchase frequency. Commitment as an enduring desire to maintain a valued relationship. This implies a higher level of obligation to make a relationship succeed and to make it mutually satisfying and beneficial. Since, commitment is higher among individuals who believe that they receive more value from a relationship, highly committed customers should be willing to reciprocate effort on behalf of a firm due to past benefits received and highly committed firms will continue to enjoy the benefits of such reciprocity.

3) Communication

In this context, communications as an interactive dialogue between the company and its customers, which takes place during the pre-selling, selling, consuming and post-consuming stages (Anderson and Narus, 1990). Communication in relationship marketing means keeping in touch with valued customers, providing timely and trustworthy information on service and service changes, and communicating proactively if a delivery problem occurs, it is the communicator's task in the early stages to build awareness, develop consumer preference (by promoting value, performance and other features), convince interested buyers, and encourage them to make the purchase decision (Ndubisi and Chan, 2005). Communications also tell dissatisfied customers what the organization is doing to rectify the causes of dissatisfaction. When there is effective communication between an organization and its customers, a better relationship will result and customers will be more loyal.

4) Conflict handling

Conflict handling as a supplier's ability to avoid potential conflicts, solve manifest conflicts before they create problems, and discuss solutions openly when problems do arise. How well this is done will determine whether the outcome is loyalty, "exit" or "voice". Ndubisi and Chan (2005) found a significant relationship between conflict handling and customer loyalty, indirectly through trust and perceived relationship quality. The ability of the product or service provider to handle conflict

well will also directly influence customer loyalty.

c. Steps of Relationship Marketing

According to Yao Tung (1997:6) takes some steps that should be implemented in a guarantee success the implementation of the construction of a long-term relationship. The steps are as follows:

1) Identification the main customer

This step is the activity of choosing the main customer as the target of 'relationship marketing'. Here the addition of customers can be prepared, so the performance and changes are remarkable or a pioneer of new industry development.

2) Gather and use customer information

This is an activity delegation of experienced relationship managers. The Manager is obliged in preparing sales people who serve customers in accordance with the characteristics of the customers.

3) Measure customer value and relationship marketing programs

In this activity implemented an explanation of relationship marketing, goals, responsibilities, evaluation criteria. If necessary, place one person or more managers to serve one main and potential customers in all customers' need

4) Managing organizations for relationship marketing

The Organization made by the company in order to build relationships with customer for a long period. In other words the Organization made

was to improve the effectiveness of relationship marketing in the company.

5) Marketing as the mind set of functions

This step is a combination and cooperation between parts in the Organization to support the 'relationship marketing' and make the Organization more as a collection of thoughts, compared with the functions of the organization.

6) Enhance and strengthen connectivity with customers

This step includes planning and goal setting, strategies, specific actions, and resources required.

d. Benefits of Relationship Marketing

As expressed by Kotler and Keller (2012:20) retain all existing customers will be more advantageous as compared to turnover of customers because of the cost to attract new customers can cost five times that of retaining a existing customers. Therefore, the movement of a customer from a service company is a threat to future investment, transactions, and earnings. Wilfridus (1997: 14) quoted from Yasin (2001) provides some specific benefits of Relationship Marketing for the company, as described below:

- 1) The acceptance and profit margin in the future from loyal customer
- 2) The opportunities for the sale of other products. The concept of brand equity and brand extension to products that are related.

- 3) Any news by word of mouth which is positive from the satisfied customers and sales from other parties who are affected by the information.
- 4) This Relationship marketing approach can improve service quality and product itself.
- 5) A long-term relationship will allow the company to move one step further in the obtaining marketing information that can useful for both innovative and proactive customer and satisfaction customer needs
- 6) long term cooperation is also pressing charges-costs related to research marketing, the cost of handling complaints or costs to attract buyers through tactics of promotion
- 7) Customer who's highly involved and feel accepted or trusted by company can do their own part of the element without pay.

e. Category of Relationship Marketing

Based on Kotler and Keller (2000: 127) there are five level that different between companies in Relationship marketing there are:

1.Basic

The salesperson only sells products, and does not recontact with the customer and profit margin is low.

2.Reactive

Salesperson not only do sales activities, but also serve customers to make contact with them. For example by phone if have complaint / claim.

3.Accountable

The salesperson will contact immediately the customer when the product is already purchased whether the product fit with their expectation or not. The information obtained can help company to improving their performance.

4. Proactive Marketing

Salesperson will continue contact customers periodically to creating long-term relationships in order to produce something better.

5. Partnership Marketing

The company will cooperate with customers to create long-term relationships in order to produce something better

f. **Component of Relationship Marketing**

The components of Relationship Marketing to run a business or company according to Gordon (1998:22) as follows

1. People

Those are the people who directly involved in conduct of all activities of the company and factor that holds important role for all company. An employee of the company as the implementer of a relationship marketing should have the attitude, professionalism, skills, etc.

2. Knowledge and Insight

That is knowledge of the company, including the knowledge of employees about products, services, and technology provided by the company and company's ability to meet the needs and desires of customer.

a) Process

That the company's efforts in carrying out their business activities to satisfy the customer by providing the process exactly on time.

b) Technology

Technology is a tool as well as factor of human empowerment process. Technology can support access for consumers.

2. Purchase Decision

a. Definition of Purchase Decision

A decision can be made only if there are several alternatives to choose from. If the alternative does not exist then the actions taken in the absence of such a choice cannot be said to be making decisions. According to Kotler and Armstrong (2008:181), consumers are make purchase decisions when buy the most preferred brand of various alternatives, but two factors could be between the intentions of purchase and purchasing decisions. The first factor is the attitude of others and the second factor is the situational factors. Therefore, preferences and purchase intentions don't always result the actual purchase. According to Jiradilok, *et al.* (2014) purchasing intention is the outcome of attitude which refers to the customer's willingness to buy from a particular retailer.

Decision making is an activity of individuals who directly involved in obtaining and use of goods on offer. According to Setiadi, (2003:341), defining a decision involves a choice between two or more alternative actions or behaviors. The decision always requires a choice between several different behaviors. Based on the above description can be concluded that the purchase

decision is problem-solving activities conducted by individual in the selection of appropriate behavior of two or more alternative behavior and considered action most appropriate in buying, by first through stages of the decision-making process.

b. Purchase Decision Roles

The process of purchase decision is not just based on the existence of factors that influence the buyers, but rather based on a role in the decision to buy and purchase. According to Simamora (2006:38) purchase decisions there are 5 (five) roles, namely:

a. Initiator

The initiator is the person who first suggests buying a particular product or service

b. Influencer

The influencer is the person whose views / advice give a contribution in the final decision.

c. Decider

A decision maker is a person who determines part or all of the purchase decisions, whether buying, what to buy, when to buy, how to buy, and where to buy.

d. Buyer

The buyer is the person who made the purchase.

e. User

The user is the person who consumes or uses the product or service.

c. Influence Factor of Purchase Decision

Based on Kotler and Armstrong (2008:181) first factor to make decision is the attitude of others and second factor is the situational factors. Therefore According to Thangasami and Patikar (2014) the items that can influence buying decision are:

1. Advertisement

Advertisement is a mass communicating of information intended to persuade buyers to buy products with a view to maximizing a company's profits. The elements of advertising are: a) It is a mass communication reaching a large group of consumers. b) It makes mass production possible. c) It is non-personal communication, for it is not delivered by an actual person, nor is it addressed to a specific person.

d) It is a commercial communication because it is used to help assure the advertiser of a long business life with profitable sales.

2. Previous experience

Previous experience is the customer's perception of a brand determined (consciously and subconsciously) by every interaction they have with the company. It is in effect, determined by everything the brand does.

3. Goodwill of manufactures

Goodwill of manufacture is an intangible asset that arises when one company purchases another for a premium value. The value of a company's brand name and commitment, good customer relations, good

employee relations and any patents or proprietary technology represent goodwill.

4. Reputation of the retailer

Reputation of the retailer is the sum of all the views and beliefs held about the company based on its history and its future prospects, in comparison to close competitors. The key things that company does which drive reputation are: company values, the products or services offered the employee and how well they work as a team, and the processes that run the business.

5. Retailers Recommendation

Retailer's recommendations are suggestions by the company on other things the customer may be interested in. In order to do this, company needs to know the customer to recommend something that suits interests and preferences.

6. Friends and Family Recommendation

The most credible form of advertising comes straight from the people consumer know and trust.

3. Customer Satisfaction

a. Definition of Customer Satisfaction

Customer satisfaction is the most important factor in all business activities. Customer satisfaction is the response of the customer towards the evaluation of the mismatch between the expectations of the product with the performance itself. Satisfied customer their desire and needs can affected

positive impact for the company. If customer are satisfied with its product of course the customer willing use or consume the product continuously. Then the product of the company is declared sold in the market, so the company will earn a profit and eventually the company will still able to survive in the industry and even more developed.

Customer satisfaction is the perception of the customer that the expectations have been met or exceeded.' Customer satisfaction is a customer assumption that by using a particular product and expectations have been met. Companies are supposed to be accurate and dependable and provide the service they promised. Some definition of customer satisfaction and customer loyalty can be seen in the following section. Tjiptono (2000:64) quotes some definitions of customer satisfaction including:

- 1) According to Tse and Wilton that customer satisfaction or dissatisfaction is a customer response to the mismatch between previous expectations and actual performance.
- 2) According to Wilkie customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service.
- 3) According to Engel, customer satisfaction is an evaluation post purchase where the selected alternative at least equal or exceed customer expectations, while customer dissatisfaction arises when outcomes do not meet expectations.

Oxford Advanced Learner's Dictionary (in Tjiptono, 2000:195) described satisfaction as "the good feeling that you have when you achieved something or

when something that you wanted to happen does happen”; “the act of fulfilling a need or desire”; and “an acceptable way of dealing with a complaint, a debt, an injury, etc.”

The concept of customer satisfaction based on Tjiptono (2000) can be described as, the motorbike is a product of the automotive company, its means transportation for personal use, required a condition that can satisfy the customers. Therefore, the required satisfaction condition to customer like the value where there are product value, service value, personnel image value, and price value (Customer satisfaction value).

Satisfaction is the level of one's feelings after comparing the perceived performance with their expectations. So the satisfaction level is a function of the difference between the perceived performances with expectations. If the performance is below expectations, then the customer will be disappointed. If performance in line with expectations, then the customer will be satisfied.

The conclusion that can be derived from the above definitions is that basically the customer satisfaction includes the difference between expectations with the results of perceived performance. Customer satisfaction is the basis for the realization of loyal customers or. Satisfaction is the feeling of pleasure or disappointment of someone who comes from the comparison between his impression of the performance (result) of a product and its expectations. (Kotler and Keller, 2012:10).

b. Factors Affecting Customer Satisfaction

According to Perreault & McCharty (2002:638) attempts to measure customer satisfaction is difficult because it depends on the level of aspirations and expectations. Customers who are in the lower class will expect more of an economy when they see the upper-class society. In addition to the level of aspiration is also likely to come up with a major success and declining due to fail.

Supporting factors are also important as satisfaction, that are awareness factor of officers in the public service, the rules that became foundation of the service, organization factors which are the tools and systems that running mechanism of activities of the service, factor income that can meet the minimum necessities of life. Theoretically, the presence of consumer satisfaction it can provide some benefits, including the relationship between companies and consumers become harmonious, provide a good basis for the purchase and the creation of customer loyalty, establish a recommendation by word of mouth which is advantageous for companies (Tjiptono, 2000:24).

C. Relationship between Variable

1. The influence of Relationship Marketing towards Purchase Decisions

Relationship marketing is the overall activities of the company to acquire and retain customers. Relation marketing recognizes customer as the core of the business and that the success of the company depends on the relationship with customers is managed effectively. Focus on building long

term customer relationships and sustainable, which adds value for customers and the company.

A decision can be made only if there are several alternatives to choose from. If the alternative does not exist then the actions taken in the absence of such a choice cannot be said to be making decisions. According to Kotler and Armstrong (2008:181), the purchasing decisions of consumers are buying the most preferred brand of various alternatives, but two factors could be between the intentions of purchase and purchasing decisions. The first factor is the attitude of others and the second factor is the circumstantial factors. Therefore, preferences and purchase intentions don't always produce the actual purchase.

2. The influence of Relationship Marketing toward customer satisfaction

Relationship marketing is one that could affect satisfaction, because the relationship marketing is an introduction to each customer to creating two-way communication by managing relationship with mutual benefit between customers and the company. Thus, the marketing relationship affect customer satisfaction can be seen from getting better relationship, it will improve customer satisfaction.

One of the results of research conducted Astuti and Nagase (2014) stated that the relationship marketing is positive and significant influenced towards patient satisfaction at Regency hospital. A similar study conducted by Leverin and Liljander (2005) also indicated that Relationship Marketing variable towards customer satisfaction and loyalty have significant impact.

Relationship marketing basically aims to build a good long term relationship. Satisfaction created from different services provided and criteria of these service providers create more value for the company. Having relationship with that company that is able to provide a quality service, customer satisfaction, and profit was able to maintain customer. When the company is able to deliver the consistent value from the viewpoint of customers then customers will experience a clearer and encourage them to maintain the relationship. Customers will feel the benefit in different ways through association or a long term relationship with the company.

3. The influence of Relationship Marketing by customer satisfaction through the purchasing decisions

Current marketing activities more lead to a relationship between a company with its customers, one of them through strategy of relationship marketing. The relationship between companies and customers close and well intertwined will be satisfy its customers, because customers feel cared for and the company knows its customers well.

Made an offer that exceeds the expectations of customer create positive interaction between the consumer and the product. The end result of this interaction is positive, consumer satisfaction and be amazed. Relationship Marketing is basically the concept that implies a long lasting relationship based on the common interest of the company and the customer, and that both parties (buyer and seller) focused on a common goal.

While customer satisfaction is the main output of relationship marketing. Relationship marketing is an important component in satisfying customers. Because in relationship marketing, there are an element of trust, commitment, communication, conflict management or handling complaints, which establish between companies and consumers, which is make company to have a good relationship with customer and also benefit for both sides, so the customer will be satisfied with the good experience with the company itself.

In order to increase customer satisfaction can also be assumed by the customer's purchasing decision. Purchase decision is a selection of two or more alternative options (Schifman and Kanuk, 2004:289). For consumers, the process of purchasing decisions are important because in the process there are various steps that occur sequentially before consumers make decisions. If consumers decide to buy, consumers will meet various decisions to be taken regarding product type, brand, seller, quality, time of purchase and payment. Customer who take their own purchase decision will be more feel satisfied because isn't from other people's decisions.

4. Research Model and Hypothesis

Based on a review of previous research and theory basis, then it can be arranged in the research model as presented in Figure 1 in the next page.

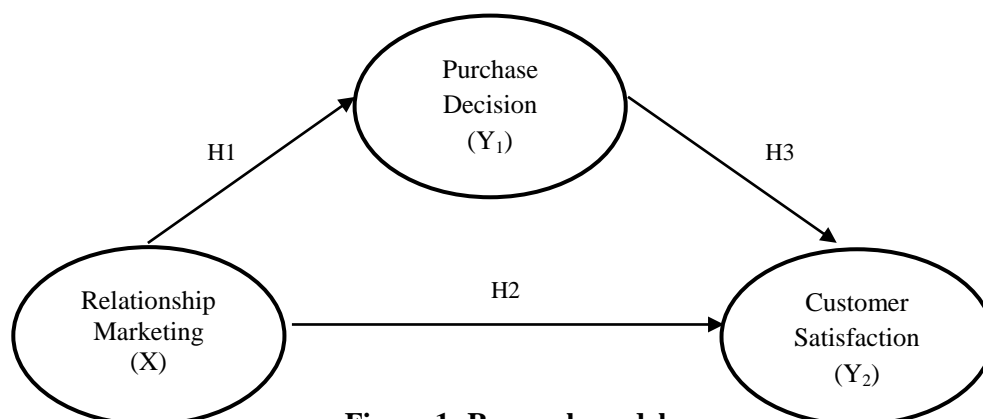


Figure 1: Research model

The hypothesis is a temporary answer against the problem formulation of the research, is said temporary because the answers given based on the relevant theory has not been based on empirical facts. The hypothesis in this study as follows:

- H₁ : There is influence between Relationship Marketing toward Purchase Decision.
- H₂ : There is influence between Purchase Decision toward Customer Satisfaction
- H₃ : There is influence between Relationship Marketing toward Customer Satisfaction

CHAPTER III

RESEARCH METHOD

A. Types of Research

Based on the research objective this research use explanatory, which seeking insight in to the general nature of a problem and relationship between variables. (Aaker and Day, 1990:61). According to Malhotra (2006:74) is to explore or search through a problem or situation to provide insight and understanding, the purpose can be to develop hypotheses, formulate problem, to identify alternative courses of affection, isolate key of variables and relationship for further examination, to gain insight for developing an approach of the problem. Thus, this research aim is to test the influence of Relationship Marketing toward Purchase Decision and its impact on Customer Satisfaction.

The approach in this research is quantitative, because this research was presented with the numbers. This is in accordance with statement by Arikunto (2006:12) that research approach that required using numbers, start from data collection, interpretation of the data, as well as the appearance of the result. In this study data was collected using a questionnaire, the results of the questionnaire were analyzed to find out the influence of each variables.

B. Location of Research

The location of research is Informa store at Tunjungan Plaza Surabaya. The location determination is based on several reasons. The reasons are: 1) Informa is the pioneer and biggest retail in furniture industry especially in Indonesia; 2) Informa is customer based company that implement strategies that apply relationship marketing toward customer, 3) The potential market for furnishing retail in Indonesia especially in Surabaya evidenced by the positive response from the public to the presence of Informa and 4) Surabaya is the center city of east java with the most number of population in Indonesia.

C. Variable and Measurement Scale

1. Variable

According to Arikunto (2006:80) research variables are the object of research, or what is the point of attention of a study. In this research, variable divided into 3 there are:

a. Dependent variable (X)

Dependent variable is the main variable which become prevailing factor in investigation as a variable factor that is Relationship Marketing

b. Independent variable (Y_2)

Independent variable is the variable that have the arrow of the variables. The independent variable in this research is Customer satisfaction

c. Intervening variable (Y_1).

Intervening variable is the variable that effect relationship between the dependent and independent variable, with the dependent variable becomes indirect relationship. The intervening variable in this research is Purchase decision

2. Operational definition of variable

Operational definitions of variables is the element that gives research how to measure a variable, with another word operational variable definition are guidance how to measure variables.

a. Relationship Marketing (X_1)

Creating new value with customers and then sharing the benefits to extend the life of the relationship with the customer. Informa conduct relationship marketing program with create two way communication with their customer so both parties get the benefit on it. The program consists of: member card and assisting the customer if they need for special project, *i.e.* room design and product customization.

This research used under pinning of Relationship Marketing by Ndubisi (2007) that are:

1) Trust ($X_{1.1}$)

Trust is a term to build confidence and belief to Informa customer. There are some following item to build trust:

1. Informa choose competent employee that understand their product Information

2. Informa give the state of secure in every transaction
3. Informa consistent give quality service of product through quality and control.
4. Informa fulfill the obligation to its customer

2) Commitment ($X_{1.2}$)

Commitment refers to relationship between Informa and its customer, this relationship used for measuring customer loyalty and predicting future purchase frequency. These items are:

1. Flexible procedure
2. Loyalty program such as member card

3) Communication ($X_{1.3}$)

Communications as interactive dialogue between Informa to their customers, its mean Informa wants to keep in touch with their customers. The items are:

1. Provide timely and trust worthy Information
2. Provide website

4) Conflict handling ($X_{1.4}$)

Conflict handling is a Informa ability to facing potential conflicts to their customers, the items are:

1. Informa has the ability to discuss solutions when problem arise
2. Informa providing call center and customer service to make two way communication

b. Purchase Decision (Y_1)

The purchase decision is customer view point about several factors that make him purchase on the Informa. Indicator of this research that can influence purchase decision, based on Thangasamy and Patikar (2014) that are:

1. Promotion conduct by Informa through leaflets billboards, banners.
2. Customer experience when they make previous purchase about convenience and the transaction system.
3. Brand commitment to Informa
4. The reputation of Informa
5. The personal promotion via letters, email, and sms.
6. Friends and Family Recommendation

c. Customer satisfaction (Y_2)

Customer satisfaction is an emotional response to performance assessment related implementation of relationship marketing program whether exceed or meet customer expectation, if the performance resulting by Informa under the expectation they can disappointed.

Item used in this variable are:

1. Satisfied with the Relationship marketing program
2. Satisfied with product offered
3. Satisfied shopping in Informa

Table 2 Variable, Indicators and Items of Research

Variable	Indicators	Items
Relationship marketing (X ₁)	Trust (Ndubisi, 2007)	<ol style="list-style-type: none"> 1. Informa choose competent employee that understand their product 2. Informa give the state of secure in every transaction 3. Informa consistent give quality service of product through quality and control. 4. Informa fulfill the obligation to its customer
	Commitment (Ndubisi, 2007)	<ol style="list-style-type: none"> 1. Flexible procedure 2. Loyalty program such as member card
	Communication (Ndubisi, 2007)	<ol style="list-style-type: none"> 1. Provide timely and trust worthy Information 2. Sending letters, email or sms about product being promoted.
	Conflict handling (Ndubisi, 2007)	<ol style="list-style-type: none"> 1. Informa has the ability to discuss solutions when problem arise 2. Informa providing call center and customer service to make two way communication
Purchase Decision (Y ₁)	Factor affecting Purchase decision (Thangasamy and Patikar, 2014)	<ol style="list-style-type: none"> 1. Promotion conduct by Informa through leaflets billboards, banners. 2. Customer experience when they make previous purchase about convenience and the transaction system. 3. Brand commitment to Informa 4. The reputation of Informa 5. The personal promotion via letters, email, and sms. 6. Friends and Family Recommendation

Continued from table 2

Variable	Indicators	Items
Customer satisfaction (Y ₂)	Level of satisfaction	1. Satisfied with the Relationship marketing program 2. Satisfied with product offered 3. Satisfied shopping on Informa

3. Measurement Scale

Scale is Instrument of accession or mechanisms to distinguish the individual in terms of related interest are studied. According Sugiyono (2011:75) states the Likert scale in value 1-5 with choice answer as:

Table 3: Likert Scale

No	Respondent Answer	Score
1	Strongly agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly disagree	1

Source: (Sugiyono 2011)

The low point reflects a strongly disagreeable expression and the high points reflect a strongly agree expression to the stated statement. The choice of answers to questions is made from the lowest intensity to the highest, this

choice can be made of three, five, seven and nine which must be an odd number.

D. Population, Sample and Sampling technique

1. Population

Population is the generalization region consisting of objects/subjects who have quantity and certain characteristic defined by the researches to learn and then draw conclusions (Sugiyono, 2011). The population in this study is customer of Informa Tunjungan Plaza. The population in this study are:

1. Customer who make purchase at least two times at Informa.
2. Customer who have member card of Informa.
3. Have some age ranging from 18-50 years old. Because at those ages is an adults and they can take their own decision.

2. Samples

Sample is a part of population. Sugiyono (2011:80) defined sample as a part of amount and characteristic owned by population. In this research member of population is unknown, therefore, the sample size in this research was calculated based on the formula of Machin and Campbell (1987: 89). The number of samples of this research is determined through Machin and Campbell's formula those are:

$$\begin{aligned} U_p &= \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right) \\ n &= \frac{(Z_{1-\alpha} + Z_{2-\beta})^2}{(U_p)^2} + 3 \\ U_{p'} &= \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right) + \frac{\rho}{2(n-1)} \end{aligned}$$

Source : Machin dan Chambell (1987:89) in Rizki (2017)

Explanation :

- U_p = Standard normal random variable corresponding to particular value of the correlation coefficient ρ
- $U_{p'}$ = Initial estimate of U_p
- n = Sample size
- $Z_{1-\alpha}$ = Price obtained from the standard normal distribution table with the specified alpha, $\alpha = 5\%$
- $Z_{1-\beta}$ = Price obtained from the standard normal distribution table with the specified beta, $\beta = 10\%$
- ρ = The correlation coefficient of the smallest which is expected to be detected significantly

Based on the consideration that when the lowest estimated value of r will be obtained through this research is $r = 0.35$; $\alpha = 0.05$ on testing two-way and $\beta = 0.05$ then obtained the minimum $n = 118$ samples, so the sample in this study a number of 118 people customer Informa at Tunjungan Plaza.

3. Sampling Technique

In this research sampling using purposive sample technique. According to Sugiyono (2008:122) purposive sampling is sampling technique with particular consideration.

E. Data Collection Techniques

1. Type Of Data

Data used in this research classified as primary data, which sourced from an object or a given questionnaire, through structured questions in written form. Respondents that are customer of Informa Tunjungan Plaza Surabaya.

2. Data Collection Method

Data collection method in this research used quisionaire method. According to Sani (2013:41) quisionaire is the list of questions related to the objectives of the study and hypotheses, which the respondent is required to answer. In other words a written questionnaire (also referred to as self-administered questionnaire) is a data collection tool in which written questions are presented that are to be answered by the respondents in a written form. The researcher colleting data by come in to customer who already make a purchase at Informa Tunjungan Plaza and ask him to be volunteer on this research.

3. Data Collection Instrumen

The research instrument was a tool used in the research data collection activities. According to Arikunto (2006:104) research instrument are tools used by researcher in data collection for research activities to become systematic. In this study, the research Instruments used were questionnaires.

F. Testing Instrument

1. Validity test

According to Widayat (2004:110), the validity is a measure that shows the level of the validity of an instrument. A valid measurement means measuring instrument which is used to get the data were valid. Valid also means the instrument can be used to measure what is indeed supposed to be measured. Formula of the validity test:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

Source: (Arikunto 2006)

Where : r = Correlation coefficient
 N = Number of samples
 X = Item of the variable being tested
 Y = Total score of all item variables being tested

This calculation will be performed using SPSS software to find item numbers are valid and not valid, this calculation also need to be consulted product moment correlation , with the criterion of validity test as follows: After the r value is obtained, the next step is comparing between the calculations of r with the r critical value table at significant level ($\alpha = 0.05$). If the value of r equal and greater than 0.3 (Siregar 2017:47) then as valid, but if r is less than 0.349 then it is said to be invalid.

2. Reliability test

According to Widayat (2004) States that an approach which is quite popular to solve this issue is use the coefficient alpha. Alpha values in the

range 0 to 1. The Act of measurement would say reliable if it's alpha value at least 0.6. Reliability Test Formula:

$$\alpha = \left[\frac{N}{N-1} \right] \left[1 - \frac{\sum \sigma^2_{item}}{\sigma^2_{total}} \right]$$

Source: Siregar (2017:58)

Where :

α	= <i>Cronbach's alpha</i>
N	= The number of questions
σ^2_{item}	= Variance with questions
σ^2_{total}	= Variance from score

3. Result of Instrument

a. Result of Validity Testing

Validity testing is needed in the research, especially those using questionnaires to obtain data. Validity testing intended to determine the validity of concern about the validity of understanding between the concept and the empirical reality. Validity testing is a measure that indicates the levels of validity of an instrument . An instrument considered valid if it is able to measure what it want to measure or reveal the data of the variable studied appropriately. The validity of the data can be determined by comparing the correlation index (r) product moment the result of the research is valid if the value of r count > r table or value significant result of correlation ≥ 0.3 . The Validity test results for each item variable in this study, can be seen in Table 4 on the next page:

Table 4 Recapitulation of Validity Testing Result

Variable	Items	Correlation Coefficient	Sig	Valid Requirement	Explanation
Relationship Marketing (X)	X ₁	0.778	0.00	0.3	Valid
	X ₂	0.833	0.00	0.3	Valid
	X ₃	0.911	0.00	0.3	Valid
	X ₄	0.939	0.00	0.3	Valid
	X ₅	0.936	0.00	0.3	Valid
	X ₆	0.549	0.00	0.3	Valid
	X ₇	0.895	0.00	0.3	Valid
	X ₈	0.425	0.00	0.3	Valid
	X ₉	0.600	0.00	0.3	Valid
	X ₁₀	0.803	0.00	0.3	Valid
Purchase Decision (Y ₁)	Y _{1.1}	0.809	0.00	0.3	Valid
	Y _{1.2}	0.908	0.00	0.3	Valid
	Y _{1.3}	0.822	0.00	0.3	Valid
	Y _{1.4}	0.931	0.00	0.3	Valid
	Y _{1.5}	0.920	0.00	0.3	Valid
	Y _{1.6}	0.887	0.00	0.3	Valid
Customer Satisfaction (Y ₂)	Y _{2.1}	0.831	0.00	0.3	Valid
	Y _{2.2}	0.834	0.00	0.3	Valid
	Y _{3.3}	0.579	0.00	0.3	Valid

Source: Appendix 6

From Table 4 the product moment correlation indicator more than 0.3 which means each indicator variable is valid, thus it can be concluded that these indicators can be used to measure the research variables.

b. Result of Reliability Test

Reliability test shows the level of stability, constancy and accuracy of a measuring of instrument or test used to determine the extent to which relatively consistent measurement when perform repeated measurement or test used to determine the extent to which relatively consistent measurement when performed repeated measurement.

Table 5: Recapitulation of Reliability Testing Result

No	Variable	Reliability coefficient	Valid Requirement	Explanation
1	Relationship Marketing (X)	0.929	0.6	Reliable
2	Purchase Decision (Y ₁)	0.942	0.6	Reliable
3	Customer Satisfaction (Y ₂)	0.621	0.6	Reliable

Source: Appendix 6

From table 5, known that the value of cronbach alpha for all variables greater than 0.6. (Siregar, 2017) It can be concluded that the items in this research are reliable.

G. Data Analysis Method

1. Descriptive analysis

According to Malhotra (2006:76) descriptive analysis is type of conclusive research and major objective of marketing characteristic of function. The purpose of the studies is to provide researcher a history or describe relevant aspects of the phenomenon of concern from the perspective the person, organization or other industrial orientation.

2. Path Analysis

To test the direct and indirect effect, the data collection in this research analyzed by using path analysis technique. Software that will be used to process data is SPSS 17. Furthermore, Sugiyono (2011) stated that path analysis is used to describe and test the relationship between variables in the form of causation, thus in the relationship model among variables, there are independent and dependent variables.

According to Solimun (2002) the use of path analysis, is based on the following assumptions:

1. Relationship between variables to be analyzed in the form of linear and additive.
2. Only a recursive model can be considered, *i.e.* only a causal flow system in one direction. While on the model containing reciprocal causal path analysis cannot be performed.
3. Observed variables are measured without error (the instrument must be valid and reliable),
4. The Model analyzed is specified (identified) correctly based on the theories and concepts that are relevant.

3. Path Model

This study used path analysis to analyze the data. Path analysis is used to analyze the patterns of relationships between variables to determine the effect of directly or indirectly, a set of independent variables on the dependent variable. Path coefficients show the influence of changes in one variable against another. In the path analysis, there are several as shown in the next page (Solimun, 2002: 47):

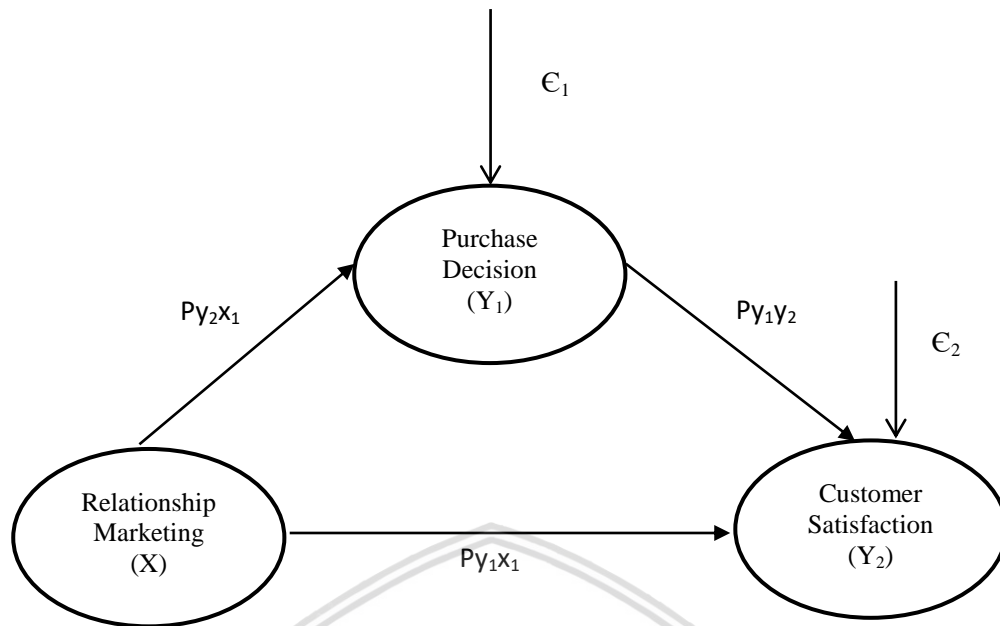


Figure 2: Hypothesis and structural equation

Source: Data processed, 2018

Explanation:

X = Relationship marketing
 Y_1 = Purchase decision
 Y_2 = Customer satisfaction
 ρ = Coefficient
 ϵ = Residual

1. Calculate the path coefficient based on the regression coefficient
 - a. An overview diagram of the full path, determine the sub-structural in accordance with the hypothesis.
 - b. Calculates the regression coefficients for structures that have been formulated. Basically the path coefficient is the standardized regression coefficient, which is the regression coefficient calculated from the data base that has been set in the raw number or Z-score (data that has been set with the mean = 0 and standard deviation = 1) The standardized path coefficients are used to explain the magnitude of the

effect (not predicting) the exogenous independent variables on other variables that are treated as endogenous variables.

Especially for the SPSS 17 program, the regression analysis menu, the path coefficient is represented by an output called Coefficient which is expressed as Standardized Coefficient or better known as beta value. If a simple path diagram contains one element of the relationship between an exogenous variable and an endogenous variable, the path coefficient is the same as simple r coefficient correlation.

2. Calculates the individual path coefficients

Furthermore, to know the significance of the path analysis, then compared the probability value, 0.05 is smaller or equal to the probability value of Sig or ($0,05 \leq \text{Sig}$) then H_0 is accepted and H_0 rejected, mean is not significant. The probability value 0.05 is greater than or equal to the probability value of Sig or ($0.05 \geq \text{Sig}$), then H_0 is rejected and H_a is accepted, means significant.

3. Summarize and Conclusion

Summarize the results of research and compare with the results of previous research. Finally, summarizes the results of the study as a whole and provide good advice for further researchers and research objects.

CHAPTER IV

RESULT AND DISCUSSION

A. General Description Research Location

1. Profile of Informa



The history of the Kawan Lama began in 1955 when the late Mr. Wong Jin set up a simple 2x3 meter appliance shop in Glodok, Jakarta. Continuing to develop from the 1970s, this family business adopted a more personal approach to its customers. Not only waiting for customers to come but directly to them. Direct links with principals in various countries continue to be built.

In 1980, the second generation of Wong Jin family formalized his business under the name "PT Kawan Lama Sejahtera". The year 1982-1990 is the era of massive expansion by developing the distribution network to various regions in Indonesia. Some subsidiaries are established with the specialization of supplying and serving the market needs of a

special nature. The shop moved to a four-storey convenience store in Glodok Jaya, with the concept of one stop shopping.

In 1995-1996, as more products were marketed and to focus more on serving and meeting customer needs, it was launched a policy of building "Kawan Lama Group". A number of Kawan Lama's subsidiaries, including PT. Ace Hardware Indonesia, PT. Informa Furnishings (formerly "Index Furnishings"), "Indokompresigma", "Global Tools Indonesia", "Kawan Lama Multiweldindo", "Millerweldindo", "Toys Kingdom", "Chatime", and "Kawan Lama Internusa". This period Kawan Lama achieved ISO 9002 Certificate.

PT Kawan Lama Home Center dated 3 February 1995 changed its name to Ace Hardware Indonesia Tbk (ACES) and started its commercial operation on December 22, 1995. In 1996, the head office moved to a new 9-storey building in Meruya Kembangan, West Jakarta. The move to the new office with a showroom of 2,000 m² has reason, because the business advancement Kawan Lama company that transformed into PT. Ace Hardware Indonesia Tbk needs office facilities that really can be a great place to serve customers and business partners. The location is very strategic for business development is also not separated from the main considerations.

On October 28, 1997, the Company's name was changed to PT Ace Indoritel Perkakas, and then on August 28, 2001 the Company's name was subsequently converted to PT Ace Hardware Indonesia. Ace Hardware

Office is located in kawan lama building, 5th floor, Jl. Puri Kencana No.1, Meruya-Kembangan, Jakarta 11610 - Indonesia. Currently, ACES has 117 retail outlets located in a number of major cities in Indonesia. Shareholder who owns 5% or more shares of Ace Hardware Indonesia Tbk is PT Kawan Lama Sejahtera (59.97%), a 99.99% owned by PT Kawan Lama Internusa.

Based on the Articles of Association, the scope of Kawan Lama Group activities covers general trading business including import export activities as well as running business as agent and distributor. Kawan Lama main business activities are retail of goods for household and lifestyle needs. In addition, Informa has a subsidiary with 59.9988% ownership, namely PT Toys Game Indonesia engaged in industry and trade.

Commitment in providing maximum customer satisfaction is proved by the awarding of Quality Management System ISO 9001-2000 Certificate, making Informa become the first home supply store that got the certificate in Indonesia. In 2011 Informa also received Service Quality Golden Award 2011 in the Modern Home Builder & Retailer category, from Service Excellence Magazine (Marketing Magazine Group) & Carre-Center for Customer Satisfaction & Loyalty (Carre-CCSL).

Informa strives to be a leader in the concept of "Do-It-Yourself", which means Informa not only provide the product, but also the necessary knowledge in installing, operating and maintaining the product

appropriately in order to obtain maximum benefit value. Hope the company, everyone can become an expert. While the concept of "The Helpful Place" is the answer to the diverse needs of everyday customers encountered every day. In addition complete product collection, Informa continue to innovate in providing the best service, from presales to aftersales, including Free Delivery Service, Free Installation, 10 Days Return Policy, Price Guarantee. Informa offers not just a conventional merchandising transaction, but more than it, a rewarding shopping experience.

Informa commitment in providing convenience and satisfaction to customers is also supported by the availability of online purchases. Currently customer can enjoy the convenience of shopping various Informa products with practical, easy and fast online through ruparupa.com as a subsidiary of PT Kawan Lama Sejahtera.

2. Vision, Mission and Culture of Informa

a. Vision

To become center and one step forward lifestyle and retail furnishing in Indonesia.

b. Mission

Provide a wide range of quality furnishing of all purpose with affordable and competitive prices, excellent value services, sustainable improvement and comfortable shopping environment with professional staff.

c. Company Culture

Built based on a long success in the retail industry, Informa (previously index) has created a culture that is tailored to the needs of the personnel of the company, its products and work areas, as well as professional service philosophy. It was the four keynote informs that have formed the Foundation for growth and development of the company.

Informa Tunjungan Plaza consists of several departments such as Living, Designer Collections, Dining, Kitchen, Commercial Tables and Chairs, Office, Kept Concept, Bedroom, Kids, Mattress, Beauty Commercial, American Home Furniture, and Lighting. Informa is also equipped with Home Accessories collection consisting of Home Décor, Home Textile, and Household for the needs of residential accessories up business space. Informa ensure customer get comforTable, functional, practical, trendy furnishings and also affordable only in Informa Furnishings. Informa Also present a series of imported furnishings collection with famous brands from Belgium, Denmark, France, Germany, Italy and Asia.

B. Description of The Respondent

Based on the results of research conducted by researchers on 118 respondents through the distribution of questionnaires to customer Informa

Tunjungan Plaza, it can draw detailed the picture of the composition of respondent's characteristics as follows:

1. Description of Respondent by Gender

The overview of respondents by gender on customer of Informa Tunjungan Plaza Surabaya can be seen in Table 6.

Table 6 Frequency Distribution of Respondent by Gender

No	Gender	Frequency	Precentage (%)
1	Male	53	44.92%
2	Female	65	55.08%
Total		118	*100

Source: Appeendix 4

*Rounded

Data in Table 6 shows that male respoondent were 53 people (44.92%) while female respondent were 65 people (55.08%). It can be concluded this research dominated by female respondent.

2. Description of Respondent by Occupation

The overview of respondent based on Occupation who became customer of Informa can bee seen in Table 7 on the next page.

Table 7 Frequency Distribution of Respondent by Occupation

No	Occupation	Frequency	Percentage (%)
1	House wife	16	13,55
2	Private employee	19	16,10
3	Entrepreneur	73	61,86
4	Student	5	4,23
5	Police / Soldier	5	4,23
Total		118	*100

Source: Appendix 4

*Rounded

From Table 7, shows the characteristic of respondent based on Occupation shows the lowest frequency was student and police / soldier with the same number 5 people (4,2%) and the highest frequency occupation was entrepreneur 73 people (61,9%) and between them there are private employee with the number 19 people (16,1%) and house wife with the number 16 people (13,6%) From these data, it can be concluded that Informa customers come from different Occupation, majority of customer are entrepreneur and private employee who have better financial ability.

3. Description of Respondent by Age

The result of this research show that overview of respondent by age can be seen at Table 8. In determining the class of interval was calculated by Struge formula.

$$K = 1 + 3.3 \log n$$

$$K = 1 + 3.3 \log 118$$

$$K = 7.83 \text{ rounded to } 8$$

Note

K = Amount of class

n = Amount of data observation

log = Logarithm

Determining class of interval:

$$C = \frac{\text{Maximum} - \text{Minimum}}{\text{Amount of class}}$$

$$C = \frac{51 - 20}{8} = 3.87 \text{ rounded to } 4$$

Table 8 Frequency Distribution of Respondent by Age

No	Age (Years)	Frequency	Percentage (%)
1	20-23	9	7.62
2	24-27	18	15.25
3	28-31	11	9.32
4	32-35	13	11.01
5	36-39	16	13.55
6	40-43	28	23.72
7	44-47	13	11.01
8	48-51	8	6.77
Total		118	100*

Source: Appendix 4

*Rounded

From Table 8, it can be seen the characteristic of respondent by age shows that the lowest age of customer was 20 years old and the highest was 51 years old. This research was dominated by respondent with 40-43 years old with the number 28 people (23.72%). The age 20-23 was minimum frequency with the number 9 people (7.62%). If the age of the customer divided into two classes the age 20 up to 35 lower than the age 36 up to 51 years old. It can be concluded that this research of customer Informa

Tunjungan Plaza Surabaya come from different age and majority at 40-43 years old.

4. Description of Respondent by Whether or not Buy Product From Informa

The result of this research show that overview of respondent by whether or not buy product from Informa shown on appendix 4, it can be seen the entire respondent ever buying product from Informa, because the researcher distributes the questionnaire after respondent buying some product from Informa, is in line with data collection method was chosen in this research.

5. Description of Respondent by Number of Transaction Within a Year

The result of this research show that number of transaction of respondents become customer ranged from 3 to 19 times

Determining class of interval:

$$C = \frac{\text{Maximum} - \text{Minimum}}{\text{Amount of class}}$$

$$C = \frac{19-3}{8} = 2$$

Table 9 Frequency Distribution of Respondent by Number of Transaction Within a Year

No	Number of Transaction (Within a Year)	Frequency	Percentage (%)
1	3-4	15	12.71
2	5-6	27	22.88
3	7-8	49	41.52
4	9-10	18	15.25
5	11-12	6	5.08
6	13-14	2	1.69
7	15-16	1	0.84

Continued fom Table 9

8	>17	1	0.84
Total		118	*100

Source: Appendix 4

*Rounded

From Table 9 the characteristic of respondent based on number of transactions show that transaction number 7 up to 8 times within a year dominated in this research. For number of transaction 15 up to 16 and >17 times within a year was minimum frequency. Transaction conducted by customer including purchasing, purchase return, collect and exchange the credit of a membership. From these data, it can be concluded that Informa customers conduct different number of transaction. The intensity of respondents transaction involved in this research accordance with the criteria of purposive sampling that set up by researcher.

6. Description of respondent by Membership of Informa

The result of this research by membership of Informa show at appendix 4, it can be seen the entire respondent are member of Informa, is in line with the purposive sampling technique was chosen in this research that all the respondent is member of Informa, can be assumed that Informa could retain its customer.

7. Description of Respondent by Factor Affecting to be Customer

There are many factors that affecting respondent to be customers of Informa, in this research there are 5 factors that respondent affecting to be

customers. The overview of the respondents by factor affecting to be customer can be seen in Table 10.

Table 10 Frequency Distribution of Respondent by Factor Affecting to be Customer

No	Factor Affecting to be Customer	Frequency	Percentage (%)
1	Simplify the transaction	26	22,03
2	Discount and credit program	52	44,06
3	Good service	31	26,27
4	Business partner reference	9	7,62
Total		118	*100

Source: Appendix 4

*Rounded

In Table 10 the characteristics of respondents by factor affecting to be customer of Informa show that discount and credit program was dominant factor that affecting to be customer of Informa with the number 52 people (44.1%). This because Informa build a loyalty program which offer several advantages including product discount, price discount of informa merchant partner and the credit program, informa offered credit through collecting the point from each transaction and customer can exchange it into merchandise, product and fresh money. Business partner reference was the minimum frequency with the number 9 people (7.6%). The good service also influence respondent to be customer with the number 31 people (26.3%) and the last is simplify the transaction with the number of 26 people (22%). It can be concluded that, there were many factors that affecting the people to be customer of informa.

C. Descriptive Analysis Result

1. Frequency Distribution of Relationship Marketing (X_1)

Variable of relationship marketing consist of ten items of question spread to respondents to be answered, the result are shown in Table 11 in the next page.

Table 11: Frequency Distribution of Relationship Marketing

	SDA		DA		N		A		SA		Mean
	F	%	f	%	f	%	f	%	f	%	
X_1	3	2.54	3	2.54	26	22.03	56	47.45	30	25.42	3.91
X_2	3	2.54	2	1.69	29	24.57	57	48.30	27	22.88	3.87
X_3	3	2.54	0	0	25	21.18	47	39.83	43	36.44	4.08
X_4	3	2.54	0	0	24	20.33	49	41.52	42	35.59	4.08
X_5	3	2.54	0	0	25	21.18	48	40.67	42	35.59	4.07
X_6	0	0	1	0.84	12	10.16	52	44.06	53	44.91	4.33
X_7	3	2.54	1	0.84	31	26.27	35	29.66	48	40.67	4.05
X_8	0	0	1	0.84	4	3.38	62	52.54	51	43.22	4.38
X_9	0	0	0	0	9	7.62	56	47.45	53	44.91	4.37
X_{10}	3	2.54	2	1.7	21	17.79	48	40.67	44	37.28	4.08
Grand Mean Variabel X											4.12

Source: Appendix 5

Note: SA: Strongly agree, A: Agree, N: Neutral, DA: Disagree, SDA: Strongly disagree, f: frequency, %: Percentage

X_1 : Informa choose competent employee that understand their product

X_2 : Informa give the state of secure in every transaction

X_3 : Informa consistent give quality service of product through quality and control

X_4 : Informa fulfill the obligation to its customer

X_5 : Informa have Flexible procedure

X_6 : Informa have loyalty program

X_7 : Informa provide timely and trust worthy information

X_8 : Informa Provide website

X_9 : Informa has the ability to discuss solutions when problem arise

X₁₀: Informa providing call center and customer service to make two way communication

In Table 11 it can be seen for item Informa have competent employees, knowing each product information (X₁) shows that from 118 respondents as many as 3 people (2.5%) strongly disagree, respondent who disagree 3 people (2.5%), respondent who neutral 26 people (22.0%), respondent who agree 56 people (47.5%) and respondent who strongly agree 30 people (25.4%). The mean of item X₁ counted 3.91 it means that respondents tend to agree that Informa has a competent employee who knows every product information. It is known that sales person accompany every customer that visit the shop and explain the product that customer noticed.

Item Informa give the state of secure in every transaction (X₂) shows that from 118 respondents as many as 3 people (2.5%) strongly disagree, respondent who disagree 2 people (1.7%), respondent who neutral 29 people (24.6 %), respondent who agree 57 people (48.3%), respondent who strongly agree 27 people (22.9%) . The mean of item X₂ counted 3.87 it means that respondents tend to agree Informa give the state of secure in every transaction. Based on respondent answer the items of (X₂) have smallest score because the respondent more experience in other item of Relationship Marketing program.

Item Informa consistent give quality service of product through quality control (X₃) show that from 118 respondents as many as 3 people (2.5%) strongly disagree, none of respondent who disagree, respondent who neutral 25 people (21.2%), respondent who agree 47 people (39.8%) and respondent

who strongly agree 43 people (36.4%). The mean of X_3 item counted 4.08 it means respondents tend to agree that Informa consistent give quality service of product through quality control. Because Informa want every customer satisfied to their product, so the company always measure the quality of product before company distribute it to customer.

Item Informa fulfill the obligation to its customer (X_4) showed that from 118 respondents as many as 3 people (2.5%) strongly disagree, none of respondent who disagree, respondent who neutral 24 people (20.3%), respondent who agree 49 people (41.5%) and respondent who strongly agree 42 people (35.6%). The mean of X_4 item counted 4.08 it means that respondents tend to agree that Informa fulfills its obligations to customers. Because Informa protect the customer right, the employee has a duty to customer by treated or served in a serious, honest and non –discriminatory manner.

Item Informa have flexible procedure (X_5) shows that from 118 of disagree respondents as many as 3 people (2.5%) stated strongly disagree, none of respondent who respondent who neutral 25 people (21.2%), respondents who agree 48 people (40.7%) and respondent who strongly agree 42 people (35.6%). The mean of X_5 item counted 4.07 it means that respondents tend to agree that Informa have flexible procedure. This item reflect the quality service of the company. Quality of service is one thing that is not permanent and rigid, but flexible and can be changed. The change leads to a better quality of service.

Item Informa have loyalty program (X_6) shows that from 118 respondents, none of respondent who strongly disagree, respondent who disagree 1 people (8%), respondent who neutral 12 respondents (10,2%), respondent who agree 52 people (44,1%) and respondent who strongly agree 53 people (44.9%). The mean of item X_6 counted 4.33 it means that respondents tend to agree that Informa provides loyalty program. The loyalty programs consist of member card and point and discount reward. The loyalty program have purpose to retain existing customer to make efficiency, most of respondent understand to this program.

Item Informa provide timely and trust worthy information (X_7) shows that from 118 respondents as many as 3 people (2.5%) stated strongly disagree, respondent who disagree 1 people (8%), respondent who neutral 31 people (26, 3%), respondent who agree 35 people (29.7%) and respondent who strongly agree 48 people (40.7%). The mean of X_7 counted 4.05 it means that respondents tend to agree that Informa provides reliable information in a timely manner. The offline information consist of product attribute and product recommendation from online information there are frequently asked question, ordering or shipment information and promotion.

Item Informa provide website (X_8) shows that from 118 respondents, none of respondent who strongly disagree, respondent who disagree 1 people (8%), respondent who neutral 4 respondents (3.4%), respondent who agree 62 people (52.5%) and respondent who strongly agree 51 people (43.2%). The mean item of X_8 counted 4.38 it means respondents tend to

agree that Informa provide website. This item is the highest score for Relationship Marketing items, it is because the customer of Informa come from middle to upper class society and most of this society use the technology especially website to finding information, make a discussion in the Informa web forum and learn the product.

Item Informa has the ability to discuss solutions when problem arise (X_9) shows that from 118 respondents, none of respondent who strongly disagree, respondent who disagree 5 people (8.3%), respondent who neutral 9 people (7.6%), respondent who agree 56 people (47, 5%) and respondent who strongly agree 53 people (44.9%). The mean item of X_9 counted 4.37 it means respondents tend to agree that Informa has the ability to discuss solutions when problem arise. The ability means avoid conflict and find solution that partly satisfied both side.

Item Informa providing call center and customer service to make two way communication (X_{10}) shows that from 118 respondents as many as 3 people (2.5%) stated strongly disagree, respondent who disagree 2 respondents (1.7%), respondent who neutral 21 people (17, 8%), respondent who agree 48 people (40.7%) and respondent who strongly agree 44 people (37.3%). The mean item of X_{10} counted 4.08 it means that respondents tend to agree that Informa providing call center and customer service to make two way communication. The objective of customer service and call center is to interact with the customers in order to answer questions, resolve support issues, establish credibility, and nurture relationships.

2. Frequency Distribution of Relationship Purchase Decision (Y_1)

Variable of purchase decision consist of six items of question spread to respondents to be answered the result are shown in Table 12 in the next page.

Table 12: Frequency Distribuion of Purchase Decision

	SDA		DA		N		A		SA		Mean
	f	%	f	%	f	%	f	%	f	%	F
$Y_{1.1}$	0	0	0	0	19	16.10	67	56.77	32	27.11	4.11
$Y_{1.2}$	0	0	0	0	30	25.42	56	47.45	32	27.11	4.02
$Y_{1.3}$	0	0	0	0	20	16.94	61	51.69	37	31.35	4.14
$Y_{1.4}$	0	0	0	0	24	20.33	48	40.67	46	38.98	4.19
$Y_{1.5}$	0	0	0	0	25	21.18	47	39.83	46	38.98	4.18
$Y_{1.6}$	0	0	0	0	28	23.72	59	50.0	31	26.27	4.33
Grand Mean Variable Y_1											4.16

Source: Appendix 5

Note: SA: Strongly agree, A: Agree, N: Neutral, DA: Disagree, SDA: Strongly disagree, f: frequency, %: Percentage.

$Y_{1.1}$: Promotion conduct by informa through leaflets billboards and banners.

$Y_{1.2}$: The experience previous purchase about convenience and the transaction system.

$Y_{1.3}$: Committed to Informa brand

$Y_{1.4}$: The reputation of Informa

$Y_{1.5}$: The personal promotion via letters, email and sms

$Y_{1.6}$: Friends and Family Recommendation

Items Promotion conduct by informa through leaflets billboards and banners ($Y_{1.1}$) shows that from 118 respondent, none of respondent who strongly disagree, none of respondent who disagree, responmdent who neutral 19 people (16.1%), respondents who agree 67 people (56.8%) and respondent who strongly agree 32 people (27.1%). The mean item of Y_1 counted 4.11 it means the respondent is likely to agree that the Promotion conduct by

informa through leaflets billboards and banners. Informa determine design and placement of the print advertising hope can help reach target audience and because advertising are tangible so advertising can stay mostly long period.

Item The experience of previous purchases of convenience and transaction system ($Y_{1.2}$) shows that from 118 respondents none of respondent who strongly disagree, none of respondent who disagree, respondent who neutral 30 people (25.4%), respondent who agree 56 people (47.5%) and respondent who strongly disagree 32 people (27.1 %). The mean item of $Y_{1.2}$ counted 4.02 it means that respondents tend to agree that the experience of previous purchases of convenience and transacting systems. The transaction system consists of payment that can be trace, return/refund of a product under the conditions.

Item Committed to Informa brand ($Y_{1.3}$) shows that from 118 respondents none of respondent who strongly disagree, none of respondent who disagree, respondent who neutral people (16.9%), respondent who agree 61 people (51.7%) and respondent who strongly agree 37 people (31.4%) stated . The mean item of $Y_{1.3}$ counted 4.14 it means that respondents tend to agree that Committed to Informa brand.

Item the reputation of Informa ($Y_{1.4}$) shows that from 118 respondents none of respondent who strongly disagree, none of respondent who disagree, respondent who neutral 24 people (20.3%), respondent who agree 48 people (40.7%) and respondent who strongly agree 46 people (39.0%). The of item

Y_{1.4} counted 4.19 it means that respondents tend to agree the reputation of Informa. The reputation of Informa can enable to differentiate its product in highly competitive markets, allow it to have premium pricing, and can become the ultimate factor in whether a customer decides to patronize one business over another.

Item the personal promotion via letters, email and sms (Y_{1.5}) shows that from 118 respondents none of respondent who strongly disagree, none of respondent who disagree, respondent who neutral 25 people (21.2%), respondent who agree 47 people (39.8%) and respondent who strongly agree 46 people (39.0%). The mean of item Y_{1.5} counted 4.18 it means that respondents tend to agree that the Informa performance against perceived service. The purpose Informa conduct promotion via letters, email and sms not only for increase the sales, but also build relationship and provide customers with compelling content they can share with potential customer.

Item friends and family recommendation. (Y_{1.6}) show that from 118 respondents none of respondent who strongly disagree, none of respondent who disagree, respondent who neutral 28 people (23.7%), respondent who agree 59 people (50.0%) and respondent who strongly agree 31 people (26.3%). The mean of item Y_{1.6} counted 4.33 it means respondent tend to agree that the customer of Informa make a purchase based on friend and family recommendation. From Table 12 it's known that item Friend and family recommendation have highest score because most product of Informa are household furniture and equipment, can be said the member have a

attachment to Informa product from their experience using the product and recommend to friend and family member to use the product.

3. Frequency Distribution of Relationship Customer Satisfaction

Variable of purchase decision consist of ten items of question spread to respondents to be answered the result are shown on Table 13.

Table 13 Frequency Distribution of Customer Satisfaction

	STS		TS		RR		S		SS		Mean
	f	%	f	%	f	%	f	%	f	%	
Y ₁	0	0	1	0.84	9	7.62	49	41.52	59	50.0	4.41
Y ₂	0	0	1	0.84	31	26.3	36	30.50	50	42.37	4.14
Y ₃	0	0	0	0	3	2.54	69	58.47	46	38.98	4.36
Grand Mean Variabel X₂											4.30

Source: Appendix 5

Note: SA: Strongly agree, A: Agree, N: Neutral, DA: Disagree, SDA: Strongly disagree, f: frequency, %: Percentage.

Y₁ = Satisfied with the Relationship marketing program

Y₂ = Satisfied with product offered

Y₃ = Satisfied shopping on informa

Item Satisfied with the Relationship marketing program (Y_{2.1}) shows that from 118 none of respondent who strongly disagree, respondents who disagree 1 people (8%), respondent who neutral 9 people (7.6%), respondent who agree 49 people (41.5%) respondent who strongly agree 59 people (50.0%). The mean of item Y_{2.1} counted 4.41 it means that respondents tend to agree that Satisfied with the Relationship marketing program.

The item satisfied with product offered (Y_{2.2}) shows that from 118 respondents none of respondent who strongly disagree, respondent who disagree 1 people (8%), respondent who neutral 31 people (26.3%),

respondent who agree 36 people (30,5%) and respondent who strongly agree 50 people (42.4%). The mean of item $Y_{2.2}$ counted 4.14 it means that respondents tend to agree that satisfied with product offered.

Item Satisfied shopping on informa ($Y_{2.3}$) shows that from 118 respondents none of respondent who strongly disagree, none of respondent who disagree, respondent who neutral 3 people (2.5%), respondent who agree 69 people (58.5%) and respondents who strongly agree 46 people (39.0%). The mean of item $Y_{2.3}$ counted 4.36 it means respondents tend to agree that Satisfied shopping on informa.

D. Test Result of Path Analysis

1. Path Coefficient Relationship Marketing to Purchase Decision

Path coefficient of relationship marketing to purchase decision can be seen at table 14.

Table 14 Result of path analysis influence X to Y_1

Independent Variable	Dependent variable	Path Coefficient	t count	Probability	Explanation
X	Y_1	0.424	11,616	0.000	Significant
R = 0.733 R square = 0.538 Adjusted R square = 0.534					

Source: Appendix 8

Based on Table 14, partial test result was obtained from the path coefficients of the relationship marketing toward purchase decision. The hypotheses used are as follow:

H₁: There is influence between Relationship Marketing toward Purchase Decision

Table 14 show that the value of t_{count} for the Relationship Marketing (X) to Purchase Decision (Y_1) counted 11.616. It is known that $t_{\text{count}} > t_{\text{table}}$, that $11.616 > 1.657$. The significance value for the Relationship Marketing (X) toward Purchase Decision (Y_1) is $0.000 < 0.05$.

Overall, the hypothesis of the Relationship Marketing (X) has a significant direct influence toward Purchase Decision (Y_1) accepted. Can be concluded that the Relationship Marketing (X) has a direct influence toward Purchase Decision (Y_1) of 0.424. Statistically, if X rises 1 unit, then Y_1 rises 0.424 units.

2. Path Coefficient Variable Relationship Marketing to Customer Satisfaction

Path coefficient of relationship marketing to customer satisfaction can be seen in table 15

Table 15 Result of path analysis influence X to Y_2

Independent Variable	Dependent Variable	Path Coefficient	t count	Probability	Explanation
X	Y_2	0.089	4.444	0.000	Significant
R = 0.733 R square = 0.538 Adjusted R square = 0.534					

Source: Appendix 8

Based on Table 16, partial test result was obtained from the path coefficients of the relationship marketing toward customer satisfaction. The hypotheses used are as follow:

H₂: There is influence between Purchase Decision (X) toward Customer Satisfaction (Y₂)

Table 16 show that the value of t_{count} for Relationship Marketing (X) to Customer Satisfaction (Y₂) is 4.444. It is known that $t_{\text{count}} > t_{\text{Table}}$, that $4.444 > 1.980$. The significant value for the Relationship Marketing (X) to Customer Satisfaction (Y₂) is $0.000 < 0.05$.

Overall, the hypothesis of Relationship Marketing (X) has a significant direct influence on Customer Satisfaction (Y₂) accepted. Can be concluded that the Relationship Marketing (X) has a direct influence on Customer Satisfaction (Y₂) of 0.089. Statistically, if X rises 1 unit, then Y rises 0.0,089 unit.

3. Path Coefficient Variable Purchase Decision to Customer Satisfaction

Path coefficient of relationship marketing to customer satisfaction can be seen in the table 16.

Table 16 Result of path analysis influence Y₁ to Y₂

Independent Variable	Dependent Variable	Path Coefficient	t count	Probability	Explanation
Y ₁	Y ₂	0.200	5.802	0.000	Significant
R = 0.733 R square = 0.538 Adjusted R square = 0.534					

Source: Appendix 8

Based on Table 16, partial test result was obtained from the path coefficients of the purchase decision toward customer satisfaction. The hypotheses used are as follow:

H₃: There is influence between Purchase Decision toward Customer Satisfaction

Table 16 show that the value of t_{count} for the Purchase Decision (Y_1) to Customer Satisfaction (Y_2) counted 5.802. It is known that $t_{\text{count}} > t_{\text{Table}}$, that $5,802 > 1,980$. The significance value for the Purchase Decision (Y_1) to Customer Satisfaction (Y_2) is $0,000 < 0.05$.

Overall, the hypothesis of the Purchase Decision (Y_1) has a significant direct influence on Customer Satisfaction (Y_2) accepted. Can be concluded that the Purchase Decision (Y_1) has a direct influence on Customer Satisfaction (Y_2) of 0.200. Statistically, if Y_1 rises 1 unit, then Y rises 0.200 unit

4. Indirect and Total Influence

In this research, indirect influence is an influence of variable through intervening variable. While, total influence is a total influence of independent, dependent and intervening variables, can be seen in the table 17 on the next page.

Table 17 Recapitulation Direct, Indirect and Total Influence

Dependent Variable	Independent Variable	Direct Influence	Indirect Influence	Total Influence	Sig	Explanation
X	Y1	0.424	-	-	0.00	Significant
X	Y2	0.089	0.085	0.174	0.00	Significant
Y1	Y2	0.200	-	-	0.00	Significant

Source Appendix 8

Determination of indirect influence as follow

$$\begin{aligned}
 \text{Indirect effect (IE)} &= \rho_{XY_1} \times \rho_{Y_1 Y_2} \\
 &= 0.424 \times 0.200 \\
 &= 0.085
 \end{aligned}$$

Based on Table 17 show indirect influence Relationship Marketing (X) on Customer Satisfaction (Y₂) through Purchase Decision (Y₁) is 0.085. Calculation of the total effect as follow

$$\begin{aligned}
 \text{Total effect (TE)} &= \text{Direct effect} + \text{Indirect effect} \\
 &= \rho_{XY_2} + (\rho_{XY_1} \times \rho_{Y_1 Y_2}) \\
 &= 0.089 + 0.085 \\
 &= 0.174
 \end{aligned}$$

Based on calculation above total effect the influence of Relationship Marketing on Purchase Decision and its Impact on Customer Satisfaction is 0.174. It's known that direct influence of Relationship Marketing on Customer Satisfaction bigger than indirect influence $0.089 > 0.085$. Can be concluded on this research Relationship Marketing have very important role on the Customer Satisfaction although supported by Purchase Decision.

5. Coefficient Determination Test (R^2)

The coefficient of determination used in this study is adjusted value R^2 because the independent variables used in this study are more than two variables. The result of determination test can be seen in Table 18 and 19.

Table 18: Determination test result (Variable Y_1)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,733 ^a	,538	,534	2,577	1,466

a. Predictors: (Constant), Relationship Marketing (X)

b. Dependent Variable: Purchase Decision (Y_1)

Source: Appendix 8

Table 18 Show that coefficient determination (R^2) 0.538or 53.8%. it means Purchase Decision (Y_1) draw as 53.8% by Relationship Marketing (X). While the rest of 46.2% described by other variables outside the path analysis or other variables which is not researched.

Table 19: Determination test result (Variable Y_2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,795 ^a	,632	,625	,959

a. Predictors: (Constant), Purchase Decision (Y_1), Relationship Marketing (X)

Source: Appendix 8

Table 19 Show that coefficient determination (R^2) of 0.632 or 63.2%. Its means that the variable Customer Satisfaction (Y_2) is described as 63.2% by the variable Relationship Marketing (X). While the rest of 63.2% is described by other variables outside the analysis path or other variables that are not researched in this study

6. Diagram Result of Path Analysis

Figure 3.show path analysis result diagram. Coefficient of relationship marketing toward purchase decision accounted 0.424. Coefficient of relationship marketing toward customer satisfaction 0.085. Coefficient of purchase decision to customer satisfaction accounted 0.200. The final model of path analysis can be seen on Figure 3.

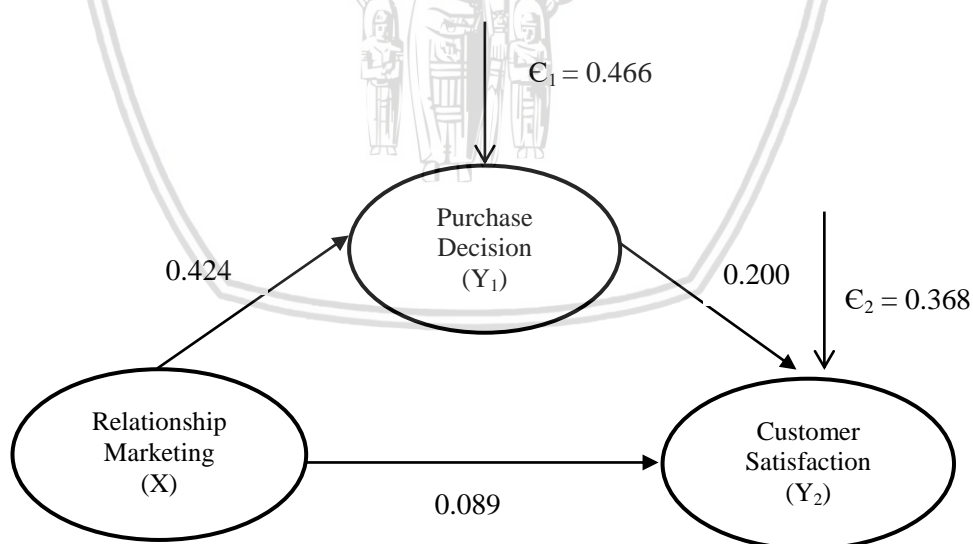


Figure 3 Diagram Result of Path Analysis

Calculation of ϵ value

$$\epsilon_1 = 1 - R^2_1$$

$$= 1 - 0.534 = 0.466$$

$$C_2 = 1 - R^2_2$$

$$= 1 - 0.632 = 0.368$$

Equation:

$$Y_1 = 0.424 + 0.466$$

$$Y_2 = 0.200 + 0.089 + 0.368$$

E. Discussion of Research Result

1. Result of hypothesis Testing

a. The Influence of Relationship marketing on Purchase Decision

Based on results of hypothesis testing Relationship Marketing has direct and significant influence to Purchase Decision. The influences indicate the value of the path coefficient (β) accounted 0.424 with p-value with the number 0.000 ($p < 0.05$) Thus Relationship Marketing has a direct influence significantly on the Purchase Decision variable accepted. The existence of Relationship Marketing will increase the Purchase Decision. Which means consumers informa will be more interested in making a purchase when Relationship Marketing programs continue to develop. Because the purpose of Relationship Marketing are creating mutual beneficial of Informa and customer so program that build its relationship can make the customer make repurchase in the future. The program that Informa build are set as follow: 1) Set the customer expectation in the

early with proper information, 2) Become the customer trusted advisor, 3) Make personal relationship to build trust.

According to Berry relationship marketing is defined strategy to attract, maintain and enhance customer relationships. The aim of relationship marketing according to Groenroos is to establish, maintain, and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met (in Ndubisi 2007). Definition of purchase decision is an activity of individuals who directly involved in obtaining and use of goods on offer.

This finding support Cannelere and pelsmacker research (2010) was based on empirical study on Belgian apparel retailing industry which explained relationship marketing quality was significant predictor of buying intention, and buying intention significantly predictor buying behavior. A better relationship marketing quality led to stronger purchase intention for customer with weaker relations with the retailer.

b. The Influence of Relationship Marketing on Customer Satisfaction

Based on the results of hypothesis testing relationship marketing has direct and significant influence to customer satisfaction. The influences indicate the value of the path coefficient (β) accounted 0.089 with p-value with the number 0.000 ($p < 0.05$) Thus Relationship Marketing has a direct influence significantly on the customer satisfaction variable accepted. The existence of Relationship Marketing will increase the customer satisfaction

of Informa. Which mean Relationship program conduct by Informa make customer more satisfied. From this research Informa Relationship Marketing activity have direct influence to build Customer Satisfaction, the core value is from relationship between company and its customers.

According to Wilkie (Tjiptono, 2000) customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service. Customer satisfaction is the most important factor in business activities. Satisfied customer desire and needs can affected positive impact for the company. Relationship marketing program conducted by Informa consisting build trust, commitment, communication and conflict handling are led customer more satisfied.

This finding support Ndubisi (2006) researched Relationship Marketing in banking industry the under pinning Relationship marketing Commitment, trust, communication and conflict handling have significant influence related to one another. Study conducted by Simbolon (2016) research about Relationship Marketing in Indonesia retail industry stated that four variables of relationship marketing Trust, commitment, communication and conflict handling have significant influence on satisfaction and loyalty.

c. The Influence of Purchase Decision on Customer Satisfaction

Based on the results of hypothesis testing Purchase Decision has direct and significant influence to Customer Satisfaction. The influences

indicate the value of the path coefficient (β) accounted 0.200 with p-value with the number 0.000 ($p < 0.05$) Thus purchase decision has a direct influence significantly on the customer satisfaction variable accepted. The existence of purchase decision will increase the customer satisfaction of informa. Which mean factors and experience customer make a purchase in informa can lead to Customer Satisfaction. Purchase Decision in this research are to investigate factors customer make a purchase that lead him to be satisfied customer with core value the experience of previous transaction and relationship between customer and Informa.

This finding support Jiradilok, *et al.* (2014) study about e-commerce in thailand stated experience in purchasing has significant influence on customer satisfaction. Study conducted by Thangasamy and Patikar (2014) research about also revealed that factors buying behavior and purchase decision can lead marketer to make customer satisfied.

CHAPTER V

CONCLUSION AND RECOMMENDATION

A. Conclusion

Based on the research that has been conducted by researcher can be concluded as follows:

1. Relationship marketing has significant direct effect to purchase decision on Informa Tunjungan Plaza Surabaya. The influences indicate the value of the path coefficient (β) accounted 0.424 with p-value with the number 0.000 ($p < 0.05$).
2. Purchase decision has significant direct effect to customer satisfaction Informa Tunjungan Plaza Surabaya. The influences indicate the value of the path coefficient (β) accounted 0.200 with p-value with the number 0.000 ($p < 0.05$).
3. Relationship marketing has significant direct effect to customer satisfaction Informa Tunjungan Plaza Surabaya. The influences indicate the value of the path coefficient (β) accounted 0.089 with p-value with the number 0.000 ($p < 0.05$).

B. Recommendation

Based on the conclusion, issues should be taken into account Informa Tunjungan Plaza Surabaya and future research, as follows:

1. Informa should pay more attention to the needs and desires of consumers and always maintain a positive Relationship Marketing. Strategies that can be used by Informa develop relationship marketing as follows: first, increasing the quality of training to the employee of Informa regarding sells the product, understand and appreciate the customer. Second, Attract and maintain customers with great a great website, a blog, social media, online shopping with consistent high-quality experience.
2. Informa should be able to maintain and improve indicators of relationship marketing and purchase decision. Because relationship marketing has significant influence on customer satisfaction through purchase decision.
3. For further research, objects that have been studied in this research may be used more for relationship marketing. Another limitation in this study is using small scale of respondents tof customers Informa Tunjungan Plaza surabaya. For future research, may add a wider scale of respondents and not only in Surabaya but also in many other areas that can produce maximum results.

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APPENDIX

Appendix 1: Sample calculation

When $r = 0.35$; $\alpha = 0.05$ and $\beta = 0.05$

For the first iteration:

$$\begin{aligned}
 U^{1up} &= \frac{1}{2} \ln \left(\frac{1+\rho}{1-\rho} \right) \\
 &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) \\
 &= \frac{1}{2} \ln \left(\frac{1.35}{0.65} \right) \\
 &= 0.3654437543 \\
 n &= \left(\frac{(1.96+1.96)^2}{0.364437543} \right) + 3 \\
 &= \left(\frac{15.366}{0.1335491375} \right) + 3 \\
 &= 118.061768900 \text{ Rounded up to } 119
 \end{aligned}$$

For the second iteration

$$\begin{aligned}
 U^2P &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) + \left(\frac{r}{2(n-1)} \right) \\
 &= \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) + \frac{0.35}{2(11806178900-1)} \\
 &= 0.3654437543 + 0.001494937 \\
 &= 0.36693869 \\
 n2 &= \left(\frac{(1.96+1.96)^2}{(0.36693869)^2} \right) + 3 \\
 &= \frac{15.3664}{0.134644} + 3 \\
 &= 117.12614 \text{ Rounded up to } 118
 \end{aligned}$$

For the third iteration

$$U^3_{up} = \frac{1}{2} \ln \left(\frac{1+0.35}{1-0.35} \right) + \frac{0.35}{2(117.12614-1)}$$

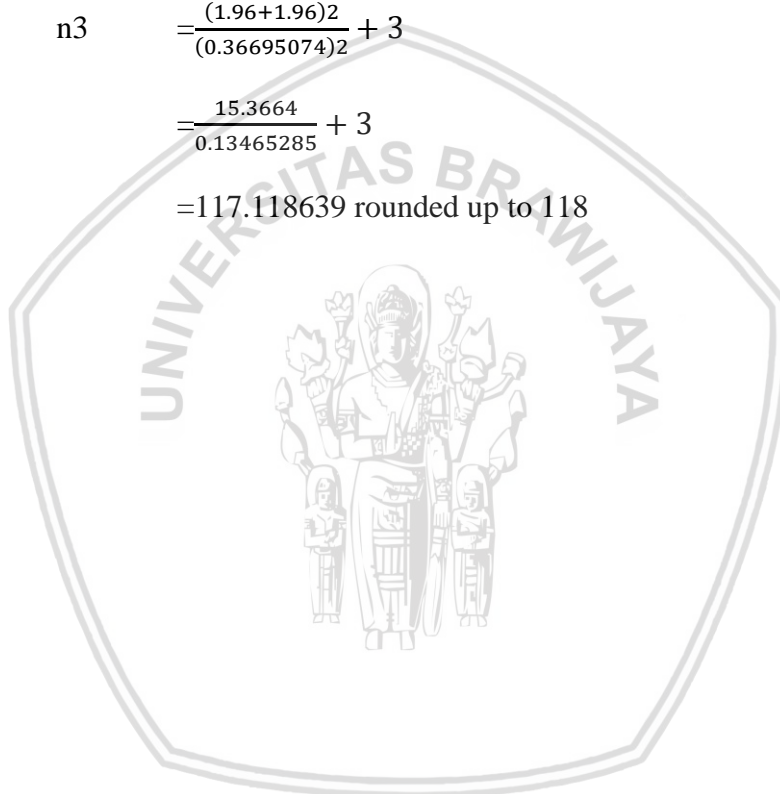
$$= 0.3654437543 + 0.001506982$$

$$= 0.36695074$$

$$n_3 = \frac{(1.96+1.96)^2}{(0.36695074)^2} + 3$$

$$= \frac{15.3664}{0.13465285} + 3$$

$$= 117.118639 \text{ rounded up to } 118$$



Appendix 2: Research Questionnaire

No Kuisisioner:

RESEARCH QUESTIONNAIRE

Title Undergraduate thesis: **The Influence of Relationship Marketing toward Purchase Decision and its Impact on Customer Satisfaction**

To: Customer of Informa Tunjungan Plaza Surabaya

Dears Customers,,

Related the research conducted by Researchers with the title “The Influence of Relationship Marketing toward Purchase Decision and its Impact on Customer Satisfaction”, the researcher ask your willingness to take the time to answer and fill out a list of questions provided. This questionnaire is solely fore scientific purpose. Any information given will be kept confidential and will not published. Thank you for your participation.

Researchers

Moch. Ilhamsyah Ramadhan
115030207121004

Please be honest to fill list of answer below:

Respondent Identity

1. Gender : Male / Female
2. Occupation :
3. Age :
4. Have you ever bought a product offered by Informa?
.....(ever/never)
5. How many times a year do you purchase products in Informa
.....
6. Are you a member Informa
.....(yes/no)
7. Reason and factor affected to be customer
.....
.....

Research Statement

Instruction : Give check (✓) the answer that you think is most appropriate to the questionnaire in the next page

Explanation :

- SA = Strongly agree
 A = Agree
 N = Neutral
 DA = Disagree
 SDA = Strongly Disagree

<i>Relationship marketing</i>						
No	Statements	SA	A	N	DA	SDA
1	Informa choose competent employee that understand their product					
2	Informa give the state of secure in every transaction					
3	Informa consistent give quality service of product through quality and control					
4	Informa fulfill the obligation to its customer					
5	Informa have flexible procedure					
6	Informa have loyalty program					
7	Informa provide timely and trust worthy information					
8	Informa provide website					
9	Informa has the ability to discuss solutions when problem arise					
10	Informa providing call center and customer service to make two way communication					

<i>Purchase Decision</i>						
No	Statements	SA	A	N	DA	SDA
1	Promotion conduct by informa through leaflets billboards and banners.					

2	The experience previous purchase about convenience and the transaction system.					
3	Committed to Informa brand					
4	The reputation of Informa					
5	The personal promotion via letters, email and sms					
6	Friends and Family Recommendation					

<i>Customer satisfaction</i>						
No	Statements	SA	A	N	DA	SDA
1	I am Satisfied with the Relationship marketing program					
2	I am Satisfied with product offered					
3	I am satisfied shopping on informa					

Appendix 3: Research Questionnaire in Bahasa

No Kuisioner:

KUISIONER PENELITIAN

Judul Skripsi: **Pengaruh *Relationship Marketing* terhadap *Purchase decision* dan Dampaknya terhadap *Customer Satisfaction***

Kepada Yth: Kustomer Informa Tunjungan Plaza Surabaya

Dengan hormat,

Berhubungan dengan penelitian yang berjudul **Pengaruh *Relationship Marketing* terhadap *Purchase Decision* dan Dampaknya terhadap *Customer Satisfaction***, maka peneliti memohon kesediaan saudara/i meluangkan waktu untuk menjawab dan mengisi daftar pertanyaan yang di berikan. Angket ini diberikan semata-mata untuk kepentingan ilmiah sehingga dibutuhkan kejujuran untuk menjawab pertanyaan yang di berikan. Informasi apapun yang di berikan di jaga kerahasiaan nya dan tidak di publikasikan.

Kesediaan saudara/i merupakan bantuan yang berharga bagi penulis untuk melaksanakan penelitian ini. Atas partisipasi dan kerjasamanya saya ucapkan terima kasih.

Peneliti

Moch. Ilhamsyah Ramadhan
115030207121004

Mohon diisi secara benar hal-hal di bawah ini:

IDENTITAS RESPONDEN

1. Jenis kelamin : L/P
2. Pekerjaan :
3. Umur :
4. Apakah Anda pernah membeli produk yang di tawarkan oleh Informa?
.....(pernah/tidak pernah)
5. Berapa kali dalam setahun Anda membeli produk di Informa.....
6. Apakah Anda menjadi member Informa
.....(ya/tidak)
7. Alasan menjadi member Informa
.....
.....

PERNYATAAN PENELITIAN

Petunjuk : Berilah tanda centang (✓) pada pernyataan paling tepat pada kuisisioner pada halaman selanjutnya.

Keterangan :

- SS = Sangat Setuju
S = Setuju
R = Ragu- Ragu
TS = Tidak setuju
STS = Sangat Tidak Setuju

<i>Relationship marketing</i>						
No	Pernyataan	SS	S	R	TS	STS
1	Informa memiliki karyawan yang berkompetensi, yang mengetahui setiap informasi produk					
2	Informa memberikan perasaan aman pada setiap transaksi					
3	Informa secara konsisten memberikan kualitas jasa pada setiap produk melalui <i>quality control</i>					
4	Informa memenuhi kewajibannya terhadap pelanggan					
5	Informa memiliki prosedur yang fleksibel					
6	Informa memberikan program loyalitas					
7	Informa memberikan informasi yang dapat dipercaya sesuai waktu yang tepat					
8	Informa menyediakan website					
9	Informa mempunyai kemampuan mendiskusikan solusi saat ada masalah					
10	Informa menyediakan <i>call centre</i> untuk membangun komunikasi dua arah					

<i>Purchase decision</i> (Alasan anda berbelanja di informa)						
No	Pernyataan	SS	S	R	TS	STS
1	Promosi yang dilakukan informa meliputi selebaran, papan iklan dan banner					
2	Pengalaman terhadap pembelian sebelumnya tentang kenyamanan dan sistem bertransaksi					
3	Berkomitmen akan merek Informa					

4	Reputasi yang baik akan Informa					
5	Promosi secara personal melalui sms, surat dan e-mail					
6	Rekomendasi oleh teman / saudara					

<i>Customer satisfaction</i>						
No	Pernyataan	SS	S	R	TS	STS
1	Saya puas terhadap program <i>relationship marketing</i> yang disebutkan di atas					
2	Saya puas terhadap produk yang di tawarkan oleh Informa					
3	Saya puas berbelanja di informa					

Appendix 4 Tabulation of Respondent Data

No	Gender	Occupation	Age	Whether or not Buy Product from Informa	Number of Transaction Within a Year	Membership of Informa	Factor Affecting to be Customer
1	Female	Entrepreneur	25	Ever	5-6 times	Yes	Discount and Credit Program
2	Female	Entrepreneur	23	Ever	3-4 times	Yes	Good Service
3	Female	Private Employee	45	Ever	7-8 times	Yes	Discount and Credit Program
4	Female	Entrepreneur	38	Ever	5-6 times	Yes	Good Service
5	Female	House wife	23	Ever	7-8 times	Yes	Good Service
6	Male	Private Employee	24	Ever	3-4 times	Yes	Discount and Credit Program
7	Male	Entrepreneur	37	Ever	7-8 times	Yes	Simplify the Transaction
8	Male	Entrepreneur	40	Ever	9-10 times	Yes	Discount and Credit Program
9	Female	House Wife	44	Ever	7-8 times	Yes	Discount and Credit Program
10	Female	Entrepreneur	25	Ever	11-12 times	Yes	Simplify the Transaction
11	Male	Entrepreneur	27	Ever	7-8 times	Yes	Good Service
12	Male	House Wife	41	Ever	11-12 times	Yes	Discount and Credit Program
13	Male	Entrepreneur	46	Ever	7-8 times	Yes	Simplify the Transaction
14	Female	Student	22	Ever	3-4 times	Yes	Simplify the Transaction
15	Male	Private Employee	47	Ever	5-6 times	Yes	Discount and Credit Program
16	Male	Entrepreneur	42	Ever	9-10 times	Yes	Simplify the Transaction
17	Female	House Wife	36	Ever	7-8 times	Yes	Good Service
18	Female	House Wife	37	Ever	5-6 times	Yes	Simplify the Transaction
19	Female	Entrepreneur	27	Ever	7-8 times	Yes	Simplify the Transaction
20	Male	Private Employee	32	Ever	3-4 times	Yes	Simplify the Transaction
21	Male	Student	23	Ever	5-6 times	Yes	Simplify the Transaction
22	Male	Entrepreneur	33	Ever	7-8 times	Yes	Simplify the Transaction

Continued From Appendix 4

No	Gender	Occupation	Age	Whether or not Buy Product from Informa	Number of Transaction Within a Year	Membership of Informa	Factor Affecting to be Customer
23	Female	House Wife	35	Ever	7-8 times	Yes	Discount and Credit Program
24	Male	Entrepreneur	46	Ever	3-4 times	Yes	Good Service
25	Male	Private Employee	26	Ever	7-8 times	Yes	Good Service
26	Female	Entrepreneur	45	Ever	5-6 times	Yes	Good Service
27	Male	Entrepreneur	40	Ever	9-10 times	Yes	Good Service
28	Female	Entrepreneur	44	Ever	5-6 times	Yes	Discount and Credit Program
29	Male	Private Employee	27	Ever	7-8 times	Yes	Simplify the Transaction
30	Female	House Wife	43	Ever	7-8 times	Yes	Simplify the Transaction
31	Female	House Wife	36	Ever	3-4 times	Yes	Discount and Credit Program
32	Male	Entrepreneur	34	Ever	7-8 times	Yes	Simplify the Transaction
33	Male	Entrepreneur	38	Ever	9-10 times	Yes	Simplify the Transaction
34	Male	Entrepreneur	25	Ever	7-8 times	Yes	Simplify the Transaction
35	Male	Student	23	Ever	3-4 times	Yes	Simplify the Transaction
36	Male	Entrepreneur	42	Ever	9-10 times	Yes	Discount and Credit Program
37	Male	Private Employee	32	Ever	5-6 times	Yes	Simplify the Transaction
38	Male	Entrepreneur	40	Ever	7-8 times	Yes	Simplify the Transaction
39	Male	Entrepreneur	47	Ever	5-6 times	Yes	Simplify the Transaction
40	Female	House Wife	37	Ever	5-6 times	Yes	Simplify the Transaction
41	Female	Entrepreneur	42	Ever	7-8 times	Yes	Discount and Credit Program
42	Female	House Wife	24	Ever	3-4 times	Yes	Discount and Credit Program
43	Female	Entrepreneur	43	Ever	11-12 times	Yes	Simplify the Transaction
44	Male	Private Employee	44	Ever	7-8 times	Yes	Discount and Credit Program
45	Female	House Wife	38	Ever	11-12 times	Yes	Simplify the Transaction

Continued From Appendix 4

No	Gender	Occupation	Age	Whether or not Buy Product from Informa	Number of Transaction Within a Year	Membership of Informa	Factor Affecting to be Customer
46	Male	Entrepreneur	35	Ever	5-6 times	Yes	Discount and Credit Program
47	Female	Entrepreneur	28	Ever	3-4 times	Yes	Discount and Credit Program
48	Male	Entrepreneur	44	Ever	7-8 times	Yes	Simplify the Transaction
49	Female	House Wife	23	Ever	5-6 times	Yes	Discount and Credit Program
50	Male	Entrepreneur	41	Ever	9-10 times	Yes	Discount and Credit Program
51	Male	Entrepreneur	25	Ever	7-8 times	Yes	Simplify the Transaction
52	Female	House Wife	22	Ever	7-8 times	Yes	Discount and Credit Program
53	Male	Private Employee	45	Ever	5-6 times	Yes	Discount and Credit Program
54	Male	Entrepreneur	41	Ever	7-8 times	Yes	Simplify the Transaction
55	Female	Entrepreneur	25	Ever	3-4 times	Yes	Discount and Credit Program
56	Male	Private Employee	43	Ever	9-10 times	Yes	Discount and Credit Program
57	Male	Entrepreneur	44	Ever	7-8 times	Yes	Simplify the Transaction
58	Female	House Wife	23	Ever	3-4 times	Yes	Discount and Credit Program
59	Female	Private Employee	32	Ever	5-6 times	Yes	Simplify the Transaction
60	Male	Entrepreneur	40	Ever	7-8 times	Yes	Discount and Credit Program
61	Female	Entrepreneur	42	Ever	9-10 times	Yes	Discount and Credit Program
62	Female	Entrepreneur	26	Ever	7-8 times	Yes	Simplify the Transaction
63	Male	Private Employee	34	Ever	7-8 times	Yes	Simplify the Transaction
64	Female	Entrepreneur	42	Ever	9-10 times	Yes	Simplify the Transaction
65	Female	Entrepreneur	38	Ever	3-4 times	Yes	Simplify the Transaction
66	Male	Entrepreneur	47	Ever	5-6 times	Yes	Discount and Credit Program
67	Female	Entrepreneur	43	Ever	7-8 times	Yes	Business Partner Refference
68	Male	Entrepreneur	27	Ever	9-10 times	Yes	Business Partner Refference

Continued From Appendix 4

No	Gender	Occupation	Age	Whether or not Buy Product from Informa	Number of Transaction Within a Year	Membership of Informa	Factor Affecting to be Customer
69	Female	Private Employee	44	Ever	7-8 times	Yes	Simplify the Transaction
70	Male	Entrepreneur	34	Ever	5-6 times	Yes	Discount and Credit Program
71	Male	Entrepreneur	39	Ever	7-8 times	Yes	Simplify the Transaction
72	Female	Entrepreneur	35	Ever	5-6 times	Yes	Discount and Credit Program
73	Female	Private Employee	42	Ever	3-4 times	Yes	Business Partner Reference
74	Male	Entrepreneur	33	Ever	7-8 times	Yes	Simplify the Transaction
75	Female	Entrepreneur	39	Ever	7-8 times	Yes	Business Partner Reference
76	Male	Private Employee	26	Ever	7-8 times	Yes	Discount and Credit Program
77	Female	Student	22	Ever	5-6 times	Yes	Simplify the Transaction
77	Female	Private Employee	40	Ever	9-10 times	Yes	Business Partner Reference
78	Male	Private Employee	47	Ever	7-8 times	Yes	Discount and Credit Program
79	Male	Private Employee	46	Ever	11-12 times	Yes	Simplify the Transaction
80	Female	Private Employee	40	Ever	7-8 times	Yes	Discount and Credit Program
81	Male	Entrepreneur	33	Ever	3-4 times	Yes	Discount and Credit Program
82	Male	Entrepreneur	41	Ever	5-6 times	Yes	Simplify the Transaction
83	Male	Entrepreneur	35	Ever	7-8 times	Yes	Discount and Credit Program
84	Male	Entrepreneur	38	Ever	9-10 times	Yes	Discount and Credit Program
85	Female	Entrepreneur	43	Ever	7-8 times	Yes	Simplify the Transaction
86	Male	Entrepreneur	30	Ever	7-8 times	Yes	Discount and Credit Program
87	Male	Entrepreneur	26	Ever	5-6 times	Yes	Good Service
88	Male	Entrepreneur	31	Ever	5-6 times	Yes	Good Service
89	Female	Private Employee	45	Ever	9-10 times	Yes	Simplify the Transaction

Continued From Appendix 4

No	Gender	Occupation	Age	Whether or not Buy Product from Informa	Number of Transaction Within a Year	Membership of Informa	Factor Affecting to be Customer
90	Male	Entrepreneur	29	Ever	13-14 times	Yes	Good Service
91	Male	Student	23	Ever	3-4 times	Yes	Discount and Credit Program
92	Female	Entrepreneur	29	Ever	5-6 times	Yes	Discount and Credit Program
93	Male	Police / Soldier	31	Ever	7-8 times	Yes	Good Service
94	Male	Entrepreneur	48	Ever	13-14 times	Yes	Good Service
95	Male	Entrepreneur	40	Ever	7-8 times	Yes	Good Service
96	Female	Entrepreneur	32	Ever	11-12 times	Yes	Good Service
97	Female	Entrepreneur	36	Ever	7-8 times	Yes	Good Service
98	Male	Entrepreneur	40	Ever	9-10 times	Yes	Discount and Credit Program
99	Female	Entrepreneur	32	Ever	7-8 times	Yes	Good Service
100	Female	Entrepreneur	45	Ever	9-10 times	Yes	Discount and Credit Program
101	Female	Entrepreneur	42	Ever	3-4 times	Yes	Good Service
102	Female	Entrepreneur	25	Ever	5-6 times	Yes	Good Service
103	Female	Entrepreneur	32	Ever	15-16 times	Yes	Discount and Credit Program
104	Female	Entrepreneur	29	Ever	7-8 times	Yes	Good Service
105	Female	Police / Soldier	42	Ever	9-10 times	Yes	Good Service
106	Female	Entrepreneur	28	Ever	5-6 times	Yes	Discount and Credit Program
107	Female	Entrepreneur	37	Ever	7-8 times	Yes	Discount and Credit Program
108	Female	Entrepreneur	44	Ever	7-8 times	Yes	Good Service
109	Female	Entrepreneur	27	Ever	5-6 times	Yes	Good Service
110	Female	Police / Soldier	45	Ever	9-10 times	Yes	Good Service
111	Female	Entrepreneur	43	Ever	7-8 times	Yes	Good Service

Continued From Appendix 4

No	Gender	Occupation	Age	Whether or not Buy Product from Informa	Number of Transaction Within a Year	Membership of Informa	Factor Affecting to be Customer
112	Female	Police / Soldier	42	Ever	5-6 times	Yes	Discount and Credit Program
113	Female	Entrepreneur	38	Ever	7-8 times	Yes	Discount and Credit Program
114	Female	Entrepreneur	28	Ever	7-8 times	Yes	Discount and Credit Program
115	Female	Entrepreneur	40	Ever	5-6 times	Yes	Business Partner Refference
116	Female	Police / Soldier	47	Ever	7-8 times	Yes	Discount and Credit Program
117	Female	Entrepreneur	37	Ever	>17	Yes	Business Partner Refference
118	Female	Entrepreneur	42	Ever	9-10 times	Yes	Discount and Credit Program

Appendix 5 Tabulation Respondent Answers

No	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y _{1.1}	Y _{1.2}	Y _{1.3}	Y _{1.4}	Y _{1.5}	Y _{1.6}	Y _{2.1}	Y _{2.2}	Y _{2.3}
1	5	5	3	3	3	3	3	3	5	3	5	5	5	5	5	5	5	5	5
2	5	5	4	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
3	5	5	5	5	5	4	5	5	5	3	5	5	5	5	5	5	5	5	5
4	5	5	5	5	5	4	5	5	5	3	5	5	4	5	5	5	5	5	4
5	5	5	5	5	5	4	5	5	5	3	5	5	4	5	5	5	5	5	4
6	5	5	5	5	5	3	5	5	5	3	4	4	4	4	4	4	4	4	4
7	5	4	5	4	4	4	4	5	5	3	5	5	4	5	5	5	5	5	4
8	5	4	5	4	4	4	4	5	5	3	4	4	4	4	4	4	4	4	4
9	4	4	4	4	4	3	5	4	4	3	4	4	4	4	4	4	4	4	4
10	5	4	5	4	4	4	4	5	5	3	4	3	4	5	5	3	4	3	4
11	4	4	4	4	4	4	3	4	4	3	4	3	4	4	4	3	4	3	4
12	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	4	5	5	5
13	3	3	3	3	3	4	3	4	4	3	4	3	4	3	3	3	4	3	4
14	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
15	3	3	3	3	3	4	3	4	4	3	4	3	4	3	3	3	4	3	4
16	3	3	3	3	3	4	3	4	4	3	4	3	4	3	3	3	4	3	4
17	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
18	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
19	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
20	2	2	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
21	2	2	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
22	2	3	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
23	3	4	4	5	5	5	5	4	5	3	5	5	4	5	5	5	5	5	4
24	3	4	4	5	5	5	5	4	5	3	5	5	4	5	5	5	5	5	4
25	4	3	5	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
26	3	4	4	5	5	5	5	4	5	3	5	5	4	5	5	5	5	5	4
27	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4

Continued From Appendix 5

No	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y _{1.1}	Y _{1.2}	Y _{1.3}	Y _{1.4}	Y _{1.5}	Y _{1.6}	Y _{2.1}	Y _{2.2}	Y _{2.3}
28	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
29	4	3	3	3	3	4	3	4	4	3	4	3	4	3	3	3	4	3	4
30	4	4	4	4	4	4	3	4	4	3	5	5	4	5	5	5	5	5	4
31	5	5	5	5	5	5	5	5	5	3	5	5	4	5	5	5	5	5	4
32	1	1	1	1	1	4	1	4	4	3	4	4	4	4	4	4	4	4	4
33	4	4	4	4	4	4	4	4	4	3	5	5	4	5	5	5	5	5	4
34	1	1	1	1	1	4	1	4	4	3	4	4	4	4	4	4	4	4	4
35	1	1	1	1	1	4	1	4	4	3	4	4	4	4	4	4	4	4	4
36	4	4	4	4	4	4	4	4	4	3	4	3	4	3	3	3	4	3	4
37	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
38	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
39	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
40	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	4
41	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
42	3	3	3	3	3	5	3	5	5	3	3	3	3	3	3	3	5	3	5
43	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
44	3	3	3	3	3	5	3	5	5	3	3	3	3	3	3	3	5	3	5
45	3	3	3	3	3	5	3	5	5	3	3	3	3	3	3	3	5	3	5
46	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
47	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
48	4	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	3	4
49	3	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
50	4	3	3	3	3	4	3	4	4	3	4	3	4	3	3	3	4	3	4
51	4	4	4	4	4	4	3	4	4	3	5	5	4	5	5	5	5	5	4
52	5	5	5	5	5	5	5	5	5	3	5	5	4	5	5	5	5	5	4
47	1	1	1	1	1	4	1	4	4	3	4	4	4	4	4	4	4	4	4
48	4	4	4	4	4	4	4	4	4	3	5	5	4	5	5	5	5	5	4

Continued From Appendix 5

No	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y _{1.1}	Y _{1.2}	Y _{1.3}	Y _{1.4}	Y _{1.5}	Y _{1.6}	Y _{2.1}	Y _{2.2}	Y _{2.3}
49	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
50	3	3	3	3	3	5	3	5	5	3	3	3	3	3	3	3	5	3	5
51	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
52	3	3	3	3	3	5	3	5	5	3	3	3	3	3	3	3	5	3	5
53	3	3	3	3	3	5	3	5	5	3	3	3	3	3	3	3	5	3	5
54	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
55	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
56	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5
57	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4
58	4	5	4	4	4	5	5	4	4	3	4	5	4	4	4	5	5	5	4
59	5	4	5	4	4	5	5	4	4	3	5	4	5	4	4	4	5	5	4
60	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	3
61	5	4	5	5	5	5	5	4	4	3	5	4	5	5	5	4	5	5	4
62	4	5	4	4	4	5	5	4	4	3	4	5	4	4	4	5	5	5	4
63	4	3	3	3	3	3	3	5	3	3	4	3	3	3	3	3	3	3	5
64	4	4	5	5	5	5	5	5	5	3	4	4	5	5	5	4	5	5	5
65	4	3	3	3	3	3	3	5	3	3	4	3	3	3	3	3	3	3	5
66	4	3	3	3	3	3	3	5	3	3	4	3	3	3	3	3	3	3	5
67	4	4	5	5	5	5	5	5	5	3	4	4	5	5	5	4	5	5	5
68	4	4	5	5	5	5	5	5	5	3	4	4	5	5	5	4	5	5	5
69	4	4	5	5	5	5	5	5	5	3	4	4	5	5	5	4	5	5	5
70	4	4	5	5	5	5	5	5	5	3	4	4	5	5	5	4	5	5	5
71	4	3	5	5	5	5	5	5	5	3	4	3	5	5	5	3	2	5	5
72	3	4	4	5	5	5	5	4	5	3	3	4	4	5	5	4	5	5	4
73	3	4	4	5	5	5	5	4	5	3	3	4	4	5	5	4	5	5	4
74	4	3	5	4	4	4	4	4	4	3	4	3	5	4	4	3	4	4	4
75	3	4	4	5	5	5	5	4	5	3	3	4	4	5	5	4	5	2	4

Continued From Appendix 5

No	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y _{1.1}	Y _{1.2}	Y _{1.3}	Y _{1.4}	Y _{1.5}	Y _{1.6}	Y _{2.1}	Y _{2.2}	Y _{2.3}
76	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
78	4	4	4	4	2	4	4	4	3	4	3	4	4	4	4	4	4	4	4
79	3	3	3	3	4	3	4	4	3	4	4	3	3	3	3	3	4	3	4
80	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4
81	4	5	4	4	4	4	4	4	3	4	4	4	5	4	4	4	4	4	4
82	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	3
83	5	4	4	4	5	5	4	4	3	4	4	5	4	4	4	5	5	5	4
84	4	5	4	4	5	2	4	4	3	4	5	4	5	4	4	4	5	5	4
85	4	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	3
86	4	5	5	5	5	5	4	4	3	4	5	4	5	5	5	4	5	5	4
87	5	4	4	4	5	5	4	4	3	4	4	5	4	4	4	5	5	5	4
88	3	3	3	3	3	3	5	3	3	3	4	3	3	3	3	3	3	3	5
89	4	5	5	5	5	5	2	5	3	5	4	4	5	5	5	4	5	5	5
90	3	3	3	3	3	3	5	3	3	3	4	3	3	3	3	3	3	3	5
91	3	3	3	3	3	3	5	3	3	3	4	3	3	3	3	3	3	3	5
92	4	5	5	5	5	5	5	5	3	5	4	4	5	5	5	4	5	5	5
93	4	5	5	5	5	5	5	5	3	5	4	4	5	5	5	4	5	5	5
94	4	5	5	5	5	5	5	5	3	5	4	4	5	5	5	4	5	5	5
95	4	5	5	5	5	5	5	5	3	5	4	4	5	5	5	4	5	5	5
96	3	5	5	5	5	5	5	5	3	5	4	3	5	5	5	3	5	5	5
97	4	4	4	4	4	3	4	4	3	4	4	4	4	4	4	4	4	3	4
98	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5
99	3	3	3	3	5	3	5	5	3	5	3	3	3	3	3	3	3	5	3
100	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5
101	3	3	3	3	5	3	5	5	3	5	3	3	3	3	3	3	3	5	3
102	3	3	3	3	5	3	5	5	3	5	3	3	3	3	3	3	3	5	3
103	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5

Continued From Appendix 5

No	X ₁	X ₂	X ₃	X ₄	X ₅	X ₆	X ₇	X ₈	X ₉	X ₁₀	Y _{1.1}	Y _{1.2}	Y _{1.3}	Y _{1.4}	Y _{1.5}	Y _{1.6}	Y _{2.1}	Y _{2.2}	Y _{2.3}	
104	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5
105	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
106	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
107	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
108	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4
109	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
110	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
111	4	4	3	4	3	4	3	4	4	3	4	4	3	4	3	4	4	3	4	4
112	3	3	4	3	4	3	4	4	4	3	3	3	4	3	4	3	3	4	4	4
113	3	3	3	3	4	3	4	4	4	3	3	3	3	3	4	3	3	4	4	4
114	4	4	3	4	3	4	3	4	4	3	4	4	3	4	3	4	4	3	4	4
115	3	3	4	3	3	3	3	4	4	3	3	3	4	3	3	4	3	3	4	4
116	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
117	3	3	3	4	3	4	3	4	4	3	3	3	3	4	3	4	4	3	4	4
118	3	4	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4

Appendix 6 Validity and Reliability Test

		Correlations										Relationship Marketing (X)
		x1	x2	x3	x4	x5	x6	x7	x8	x9	x10	
x1	Pearson Correlation	1	,815**	,731**	,642**	,627**	,188	,567**	,306**	,231*	,735**	,778**
	Sig. (2-tailed)		,000	,000	,000	,000	,042	,000	,001	,012	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x2	Pearson Correlation	,815**	1	,722**	,773**	,756**	,325**	,736**	,159	,370**	,609**	,833**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,085	,000	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x3	Pearson Correlation	,731**	,722**	1	,893**	,910**	,385**	,831**	,248**	,437**	,726**	,911**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,007	,000	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x4	Pearson Correlation	,642**	,773**	,893**	1	,973**	,487**	,900**	,218**	,503**	,724**	,939**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,018	,000	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x5	Pearson Correlation	,627**	,756**	,910**	,973**	1	,461**	,924**	,223**	,506**	,710**	,936**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,015	,000	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x6	Pearson Correlation	,188	,325**	,385**	,487**	,461**	1	,459**	,312**	,681**	,210	,549**
	Sig. (2-tailed)	,042	,000	,000	,000	,000		,000	,001	,000	,022	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x7	Pearson Correlation	,567**	,736**	,831**	,900**	,924**	,459**	1	,217**	,477**	,657**	,895**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,018	,000	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x8	Pearson Correlation	,306**	,159	,248**	,218**	,223**	,312**	,217**	1	,509**	,438**	,425**
	Sig. (2-tailed)	,001	,085	,007	,018	,015	,001	,018		,000	,000	,000
	N	118	118	118	118	118	118	118	118	118	118	118

Continued From Appendix 6

x9	Pearson Correlation	,231	,370**	,437**	,503**	,506**	,681**	,477**	,509**	1	,257**	,600**
	Sig. (2-tailed)	,012	,000	,000	,000	,000	,000	,000	,000		,005	,000
	N	118	118	118	118	118	118	118	118	118	118	118
x10	Pearson Correlation	,735**	,609**	,726**	,724**	,710**	,210	,657**	,438**	,257**	1	,803**
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,022	,000	,000	,005		,000
	N	118	118	118	118	118	118	118	118	118	118	118
Relationship Marketing (X)	Pearson Correlation	,778**	,833**	,911**	,939**	,936**	,549**	,895**	,425**	,600**	,803**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	,000	,000	
	N	118	118	118	118	118	118	118	118	118	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	118	100,0
	Excluded ^a	0	,0
	Total	118	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,929	10



Continued From Appendix 6

		Correlations						Purchase Decision (Y1)
		y1.1	y1.2	y1.3	y1.4	y1.5	y1.6	
y1.1	Pearson Correlation	1	,736**	,618**	,640**	,618**	,697**	,809**
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000
	N	118	118	118	118	118	118	118
y1.2	Pearson Correlation	,736**	1	,580**	,761**	,738**	,976**	,908**
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000
	N	118	118	118	118	118	118	118
y1.3	Pearson Correlation	,618**	,580**	1	,781**	,809**	,557**	,822**
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000
	N	118	118	118	118	118	118	118
y1.4	Pearson Correlation	,640**	,761**	,781**	1	,963**	,745**	,931**
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000
	N	118	118	118	118	118	118	118
y1.5	Pearson Correlation	,618**	,738**	,809**	,963**	1	,706**	,920**
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000
	N	118	118	118	118	118	118	118
y1.6	Pearson Correlation	,697**	,976**	,557**	,745**	,706**	1	,887**
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000
	N	118	118	118	118	118	118	118
Purchase Decision (Y1)	Pearson Correlation	,809**	,908**	,822**	,931**	,920**	,887**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	
	N	118	118	118	118	118	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	118	100,0
	Excluded ^a	0	,0
	Total	118	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,942	6

Continued From Appendix 6

		Correlations			Customer Satisfaction (Y2)
		y2.1	y2.2	y2.3	
y2.1	Pearson Correlation	1	,548**	,323**	,831**
	Sig. (2-tailed)		,000	,000	,000
	N	118	118	118	118
y2.2	Pearson Correlation	,548**	1	,187*	,834**
	Sig. (2-tailed)	,000		,043	,000
	N	118	118	118	118
y2.3	Pearson Correlation	,323**	,187*	1	,579**
	Sig. (2-tailed)	,000	,043		,000
	N	118	118	118	118
Customer Satisfaction (Y2)	Pearson Correlation	,831**	,834**	,579**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	118	118	118	118

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliability

Case Processing Summary

		N	%
Cases	Valid	118	100,0
	Excluded ^a	0	,0
	Total	118	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,621	3

Appendix 7 Distribution Frequency

		x1			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2,5	2,5	2,5
	2	3	2,5	2,5	5,1
	3	26	22,0	22,0	27,1
	4	56	47,5	47,5	74,6
	5	30	25,4	25,4	100,0
Total		118	100,0	100,0	

		x2			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2,5	2,5	2,5
	2	2	1,7	1,7	4,2
	3	29	24,6	24,6	28,8
	4	57	48,3	48,3	77,1
	5	27	22,9	22,9	100,0
Total		118	100,0	100,0	

Continued from Appendix 7

x3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2,5	2,5	2,5
3	25	21,2	21,2	23,7
4	47	39,8	39,8	63,6
5	43	36,4	36,4	100,0
Total	118	100,0	100,0	

x4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2,5	2,5	2,5
3	24	20,3	20,3	22,9
4	49	41,5	41,5	64,4
5	42	35,6	35,6	100,0
Total	118	100,0	100,0	

x5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	3	2,5	2,5	2,5
3	25	21,2	21,2	23,7
4	48	40,7	40,7	64,4
5	42	35,6	35,6	100,0
Total	118	100,0	100,0	

Continued from Appendix 7

x6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	,8	,8	,8
	3	12	10,2	10,2	11,0
	4	52	44,1	44,1	55,1
	5	53	44,9	44,9	100,0
	Total	118	100,0	100,0	

x7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2,5	2,5	2,5
	2	1	,8	,8	3,4
	3	31	26,3	26,3	29,7
	4	35	29,7	29,7	59,3
	5	48	40,7	40,7	100,0
	Total	118	100,0	100,0	

x8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	,8	,8	,8
	3	4	3,4	3,4	4,2
	4	62	52,5	52,5	56,8
	5	51	43,2	43,2	100,0
	Total	118	100,0	100,0	

Continued from Appendix 7

x9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	9	7,6	7,6	7,6
	4	56	47,5	47,5	55,1
	5	53	44,9	44,9	100,0
	Total	118	100,0	100,0	

x10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2,5	2,5	2,5
	2	2	1,7	1,7	4,2
	3	21	17,8	17,8	22,0
	4	48	40,7	40,7	62,7
	5	44	37,3	37,3	100,0
	Total	118	100,0	100,0	

Continued From Appendix 7

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	19	16,1	16,1	16,1
4	67	56,8	56,8	72,9
5	32	27,1	27,1	100,0
Total	118	100,0	100,0	

y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	30	25,4	25,4	25,4
4	56	47,5	47,5	72,9
5	32	27,1	27,1	100,0
Total	118	100,0	100,0	

y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 3	20	16,9	16,9	16,9
4	61	51,7	51,7	68,6
5	37	31,4	31,4	100,0
Total	118	100,0	100,0	

Continued From Appendix 7

y1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	24	20,3	20,3	20,3
	4	48	40,7	40,7	61,0
	5	46	39,0	39,0	100,0
	Total	118	100,0	100,0	

y1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	25	21,2	21,2	21,2
	4	47	39,8	39,8	61,0
	5	46	39,0	39,0	100,0
	Total	118	100,0	100,0	

y1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	28	23,7	23,7	23,7
	4	59	50,0	50,0	73,7
	5	31	26,3	26,3	100,0
	Total	118	100,0	100,0	

y2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	,8	,8	,8
	3	9	7,6	7,6	8,5
	4	49	41,5	41,5	50,0
	5	59	50,0	50,0	100,0
	Total	118	100,0	100,0	

y2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	,8	,8	,8
	3	31	26,3	26,3	27,1
	4	36	30,5	30,5	57,6
	5	50	42,4	42,4	100,0
	Total	118	100,0	100,0	

y2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	2,5	2,5	2,5
	4	69	58,5	58,5	61,0
	5	46	39,0	39,0	100,0
	Total	118	100,0	100,0	

Continued from Appendix 7

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
x1	118	1	5	3,91	,896
x2	118	1	5	3,87	,873
x3	118	1	5	4,08	,898
x4	118	1	5	4,08	,888
x5	118	1	5	4,07	,894
x6	118	2	5	4,33	,693
x7	118	1	5	4,05	,968
x8	118	2	5	4,38	,598
x9	118	3	5	4,37	,624
x10	118	1	5	4,08	,921
Relationship Marketing (X)	118	19	50	41,22	6,528
y1.1	118	3	5	4,11	,651
y1.2	118	3	5	4,02	,728
y1.3	118	3	5	4,14	,683
y1.4	118	3	5	4,19	,750
y1.5	118	3	5	4,18	,758
y1.6	118	3	5	4,03	,710
Purchase Decision (Y1)	118	18	30	24,66	3,774
y2.1	118	2	5	4,41	,670

Continued from Appendix 7

y2.2	118	2	5	4,14	,840
y2.3	118	3	5	4,36	,534
Customer Satisfaction (Y2)	118	10	15	12,92	1,567
Valid N (listwise)	118				

Descriptive Statistics

	Mean	Std. Deviation	N
Customer Satisfaction (Y2)	12,92	1,567	118
Relationship Marketing (X)	41,22	6,528	118
Purchase Decision (Y1)	24,66	3,774	118

Continued from Appendix 7

		Correlations		
		Customer Satisfaction (Y2)	Relationship Marketing (X)	Purchase Decision (Y1)
Pearson Correlation	Customer Satisfaction (Y2)	1,000	,724	,754
	Relationship Marketing (X)	,724	1,000	,733
	Purchase Decision (Y1)	,754	,733	1,000
Sig. (1-tailed)	Customer Satisfaction (Y2)	.	,000	,000
	Relationship Marketing (X)	,000	.	,000
	Purchase Decision (Y1)	,000	,000	.
N	Customer Satisfaction (Y2)	118	118	118
	Relationship Marketing (X)	118	118	118
	Purchase Decision (Y1)	118	118	118

Appendix 8 Path Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Purchase Decision (Y1), Relationship Marketing (X) ^b		. Enter

a. Dependent Variable: Customer Satisfaction (Y2)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,795 ^a	,632	,625	,959	,632	98,665	2	115	,000

a. Predictors: (Constant), Purchase Decision (Y1), Relationship Marketing (X)

b. Dependent Variable: Customer Satisfaction (Y2)

Continued from Appendix 8

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181,423	2	90,711	98,665	,000 ^b
	Residual	105,730	115	,919		
	Total	287,153	117			

a. Dependent Variable: Customer Satisfaction (Y2)

b. Predictors: (Constant), Purchase Decision (Y1), Relationship Marketing (X)

x to y₂
y₁ to y₂
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,314	,619		6,973	,000
	Relationship Marketing (X)	,089	,020	,370	4,444	,000
	Purchase Decision (Y1)	,200	,035	,483	5,802	,000

a. Dependent Variable: Customer Satisfaction (Y2)

Continued from Appendix 8

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Purchase Decision (Y1), Relationship Marketing (X) ^b		Enter

a. Dependent Variable: Customer Satisfaction (Y2)

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,733 ^a	,538	,534	2,577	1,466

a. Predictors: (Constant), Relationship Marketing (X)

b. Dependent Variable: Purchase Decision (Y1)

Continued from Appendix 8

X to y_1
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,187	1,523		4,719	,000
	Relationship Marketing (X)	,424	,036	,733	11,616	,000

a. Dependent Variable: Purchase Decision (Y1)

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Relationship Marketing (X)	,462	2,163
	Purchase Decision (Y1)	,462	2,163

a. Dependent Variable: Customer Satisfaction (Y2)

Continued from Appendix 8

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,795 ^a	,632	,625	,959	1,336

a. Predictors: (Constant), Purchase Decision (Y1), Relationship Marketing (X)

b. Dependent Variable: Customer Satisfaction (Y2)

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Relationship Marketing (X)	1,000	1,000

a. Dependent Variable: Purchase Decision (Y1)

Continued from Appendix 8

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,733 ^a	,538	,534	2,577	1,466

a. Predictors: (Constant), Relationship Marketing (X)

b. Dependent Variable: Purchase Decision (Y1)

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 Motto : The person who says "there is no shortcut" because he never finding a way, that is why he couldn't discover it. Poor guy!



Education Experiences

Years	School	City
1998 - 1999	TK muslimat NU 08	Lumajang
1999 - 2005	SD Islam tompokersan	Lumajang
2005 - 2008	SMP Negeri 2 Luajmang	Lumajang
2008 - 2011	SMA PGRI 1 Lumajang	Lumajang
2011 - Now	Business Administration, University of Brawijaya	Malang

Achievement

Years	Achievement
2003	3rd Place Regent Championship BMX mini Cross regional Lumajang
2004	1st Place Beginner BMX Mini Cross Kediri
2004	Beginner Champion BMX Mini Cross Tangerang
2005	Winner Championship BMX Mini Cross Jogjakarta
2008	Award youngest Navigator Regional Championship Off-road held by Indonesian Offroad Federation , East Java
2010	1st Place Advanture Off-road held by Surabaya Off-road Club

Organization Experiences

Years	Organization	Position
2008	School Extracurricular	Chairman of Pencak Organisasi
2011	Padepokan Suroloyo	Public Relation

Informal Education and Training

Years	Training	Held on by
2003	Basic school Modelling	<u>martha tilaar</u>
2011	Reach Your dream	University of Brawijaya
2012	Character Building Education and Civilizational Transformation Future Generation	State Polythecnic of Malang
2013	Spiritual Discussion of East Java Culture	The Ministry of Education and culture - Central Java

