

# Explore Relationship Marketing of a Coffee Shop Industry to Customer Retention in Garut –Indonesia

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## Abstract:

To investigate the relationship between relationship marketing and customer retention in Garut's coffee shop commerce. The method used in this research is descriptive and associative methods. Descriptive method is a conjecture about the value of an independent variable, not making comparisons or relationships. Associative Method is a statement that shows the conjecture about the relationship between two or more variables. Then, the acquisition of data and information used survey technique that is five option questionnaires. These surveys are gathering information both with interviews and with field data that illustrates the factors associated with relationship marketing and customer retention. response of respondents regarding both relationship marketing and consumer retention variables of coffee shop industry in Garut have a good assessment criteria. Then, there is a fairly strong relationship from the Relationship Marketing variable to Customer Retention. R Square value indicates that the Customer Retention variable can be explained by the Relationship Marketing variable by 35.2% while the remaining 64.8% is explained by other variables (epsilon) that were not examined in this study. the better relationship marketing done by a Coffe Shop in Garut, the more customer retention in that company. To have loyal customers, companies must strive to maintain it. Customer retention will bring benefits in this case long-term income, in addition to supporting the company's programs, both in the form of new product development and services provided by the company.

**Keywords:** Relationship marketing, customer retention, indonesia

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## I. INTRODUCTION

Indonesia is one of the countries that produce premium quality coffee commodities and also the fourth largest coffee producer in the world, after Brazil, Vietnam and Colombia. Then, Indonesians are the seventh of the biggest of coffee consumer in the world. (ICO, 2018). Therefore, of course it is not surprising that the population is also fond of the drink. Recently, Indonesian are experiencing changes in coffee consuming lifestyle. The habit of drinking coffee is not only done at home, but also many people like to gather and spend time in the coffee shop. In fact, this habit has leisurely penetrated into the daily lives of Indonesian over the past several years, and more

and more consumers relish being atmosphere in a coffeehouse as a way to enjoy their spare time. They are willing to spend more money on coffee consumption in the coffee shops because the place can be used for different purposes such as studying, working, and playing (Hattox, 2014). These phenomena have an impact to Indonesia coffee drinker accretions. Indonesian Coffee Exporters and Industries Association (AEKI) said that national coffee consumption growth increased from 0.8 kilograms per capita to 1.3 kilograms per capita. In 201, ICO reported that the growth of coffee drinkers in Indonesia is growing rapidly to 8% , while the world growth of coffee only reaches 6%. (ICO, 2018). The Indonesian coffee

industry has experienced an increase in the downstream industry as seen in the rise of cafes and coffee shops today.

These phenomena, also occurs not only in the big cities but equally in all cities in Indonesia include Garut Regency. Garut is one of the best coffee producers in the World. So, it is make sense if many people specifically come to Garut just to enjoy a cup of coffee. This is lead to many popping up coffee shops in the city of Garut. Each coffee shop offers a variety of drinks, especially coffee menus and amenities to satisfy consumers. Because of the increasing number of coffee shops makes higher competition. Ibis reports that the coffee shop business has low barriers to entry but a high level of competition and labour intensiveness. Given the economic value and uniqueness of these industrial characteristics, it is crucial that coffee shop businesses understand the market in order to achieve continuous profits. (Ibis, 2011)

To respond to the increasingly competitive coffee shop business competitive then the product positioning aspect is something that needs more attention seriously. Because the success of a product in a competition depends also on how a product is positioned in the intended target market and how consumers perceive the products offered. Coffee shop owners find it increasingly difficult to remain in business because of intense competition and the vagaries of customer preferences (Muhammad & Lee, 2015). Companies that want to excel must have strategies in winning competition, including strategies in attracting customers, retaining customers, and managing customers. Retaining customers is far more profitable for the company than finding new customers. Companies are required to be able to understand customers more closely so that there is a mutually beneficial bond between the two parties (Kotler & Keller, 2016).

One strategy that can support business success is to apply relationship marketing. Relationship marketing provides an approach that helps

companies create relationships with customers and other parties that are interrelated in business processes. Relationship marketing is the whole process of building and maintaining profitable customer relationships by providing customer value and customer satisfaction (Kotler & Armstrong, 2012). The factors that most affect relationship marketing are trust, commitment, communication, and conflict handling (Ndubisi, 2006). Establish a good relationship with customers, provide convenience services where it can continue to be established and create a deeper emotional relationship between the company and consumer, then can form a customer loyalty to the company called customer retention. Company should have outlook in interpersonal marketing which can crack consumers into clients, from prospect to a partner, and construct value for consumers for a long time. Due to this reason, the more marketing resources engaged at customer retention compared with searching new patrons (Ahmad & Buttle, 2001). Customer retention can be consider not only from the amount of consumers but also from the consumer perspective. Customer satisfaction affects customer retention.

Although, many scholars discussed the concept of relationship marketing and lot of quantities of research has been published on the subject, most of the theoretical and practical work occurs in developed countries, where large organisations are invariably the primary focus of many studies. To add, whilst we understand that there are many prospects delivered by relationship marketing and its connection with customer retention, there is still much ambiguity as to its practices in Indonesia. There is a clear gap in the research in relation to organised coffee shop in Indonesia and therefore, the purpose this paper to identify the most important attributes that consumers consider while maintaining the coffee shop businesses. Secondly, this research seeks to investigate the relationships between relationship marketing and customer retention, and as the little parts of engine in establishing chains for building

strong relationships with various potential stakeholders. The main research aim is to investigate the relationship between relationship marketing and customer retention in Garut's coffee shop commerce.

## II. Literature Review

### *Marketing Management*

The marketing concept states that achieving organizational goals depends on determining the needs and desires of the target market and delivering desired satisfaction and is more effective and efficient than those carried out by competitors. So marketing is very important for companies, especially in today's economic globalization which is very influential in marketing activities. Marketing management is a broad concept that encompasses social processes, giving rise to implications not only for individuals, but also for those directly involved in the marketing process (Gamble & Gilmore, 2013). While, according to Kotler and Armstrong marketing management is the art and science of choosing target markets and building mutually beneficial relationships (Kotler & Keller, 2016). So, marketing management encompasses a complete activity, starting with analysing the market which is intended to explore existing business opportunities by using planning in accordance with organizational goals. The ready-made plan is then implemented so as to produce production in accordance with market demand.

### *Relation Marketing*

The definition of relationship marketing is the whole process of building and maintaining profitable customer relationships by providing customer value and customer satisfaction (Kotler & Armstrong, 2012). Relationship marketing provides an approach that helps companies create relationships with customers and other parties that are interrelated in business processes. The goal is to provide long-term value to customers, and the measure of success is long-term customer

satisfaction (Payne & Frow, 2006).

Relationship marketing consists of four dimensions (Ndubisi, 2006), namely:

#### a. Trust

One of the main determinants between a company and partners is trust. Relationships will not be formed without trust in them. Consumer trust affects loyalty to the company. Trust is the result of the company's honesty in keeping its promises. The relationship is formed after the trust is established between the company and the customer. Whether or not a relationship with customers continues can be predicted when customers trust the company's products or services to choose to use it or leave the company.

#### b. Commitment

According to Hunt, commitment is defined as an activity of exchange (Social Economic exchange) which is very important in the interests of one another. Commitment is an effort to retain customers and maintain long-term relationships between the two parties. Commitment is defined as a strong desire to maintain relationships. High commitment from a customer to the company will be demonstrated by strong confidence and acceptance of the values that are applied by the company. Commitment is very important to guarantee the long term cooperation.

#### c. Communication

Communication as an exchange of information between buyers and sellers is a very important aspect of success. Communication can also be a medium to resolve disputes, through corporate communication to align company expectations with customer perceptions. It can be concluded that marketing communication is a corporate pattern that is implied through marketing activities

such as planning, pricing, promoting and distributing goods and services that can satisfy the needs of existing and potential buyers. Communication activities aim to spread information, convey messages, influence or persuade, and remind the market of the products offered by the company.

d. Handling

Complaints Define problem handling as the ability to avoid potential conflicts, provide solutions before problems occur, and discuss solutions openly when problems arise.

### *Consumer Retention*

Consumer retention is a process that makes a customer loyal to a particular company and repurchases or uses the services of the company again. Most companies benefit from retention in the form of profits, lower costs and long-term benefits (Danish & Humayon, 2015). According to Payne, customer retention as a marketing objective prevents customers from moving to competitors. The strategy of maintaining customers is very necessary for companies in facing competitive market competition (Payne & Frow, 2006). The direct benefit of retaining customers is the reduction in marketing and advertising cost, some research also shows customers who are satisfied with a service will do word-of-mouth communication (Cranage, 2004). Long-term customer-company relationship will make consumers do more purchases (Peterson, 1995). Loyal customers will also be more responsive to buying different type of product and service that issued by the company, eventhey can pay more, and creating demand ( (Cranage, 2004), (Peterson, 1995)). Finally, these customers will also not be too sensitive on price so the margin of company's income will be even greater.

Dwyer and Tanner found that customer retention has a very strong influence on profits. The increase in retention that occurs will result in

an increase in profits, especially the retention generated due to good relations established between the company and customers and not because of customer coercion due to the absence of other alternative products or the amount of switching costs (Dwyer & Tanner, 2008). Otherscholars also agree that customer retention is the key to profitability(Desai & Mahajan, 1998). Therefore, developing and maintaining long-term customer retention is the vital aspect on to the survival and growth of the company because customer retention is a tendency of the customer to stick with their service provider(Syaqirah & Faizurrahman, 2014).

The dimensions of customer retention are (Zikmund, Babin, Carr, & Griffin, 2013):

- a. Welcome  
Appreciation Strategy of the Company's due to the initial relationship with the customer.
- b. Reliability  
In this case the company's output capability is reliable (both products and services sold).
- c. Responsiveness  
Consumers want to be treated properly, so that it impacts on the company's concern in meeting the desires and needs of consumers.
- d. Recognition  
Customer recognition has to do with giving more attention and appreciation from the company.
- e. Personalization  
The ability of the company to adjust its promotional programs and products, according to certain customer characteristics.
- f. Access strategy  
The ability of a company to access and build relationships with its customers. This is related to the "Traditional Communication

*Problem Statement and Research Hypothesis*

Many companies try to differentiate from competitors by providing the best service. Low prices and good product specifications do not always win the competition, instead the key lies in creating strong relationships with customers. Basically, total customer satisfaction is impossible even if only for a while. Efforts to improve and enhance satisfaction can be done with a variety of strategies. The one strategy that can be used is relationship marketing. Customer satisfaction obtained from goods or services can cause purchases of goods or services to become more frequent and eventually become permanent customers, so that it can be referred to as customer retention.

The better relationship marketing that done by a company, the more customer retention counted. To have loyal customers, companies must strive to maintain it. Customer retention will bring benefits in this case long-term income, in addition to supporting the company's programs, both in the form of new product development and services provided by the company. Based on the literature review that was built, the hypothesis is as follows:  $H_0$  : "Relationship Marketing do not Influences Customer Retention"

III. Methodology

This research is expected to be able to solve existing problems that can ultimately reveal dimensions that are useful for recommendations that refer to company implementation. The method used in this research is descriptive and associative methods. Descriptive method is a conjecture about the value of an independent variable, not making comparisons or relationships. Associative Method is a statement that shows the conjecture about the relationship between two or more variables. Then, the acquisition of data and information used survey techniquethat is five option questionnaires. These surveys are gathering information both with interviews and with field data that illustrates the factors associated with

relationship marketing and customer retention.

*Operational Variables*

There are operational variables, namely:

1. Independent variable is a variable that can affect or be the cause of change or the emergence of endogenous variables, namely Relationship Marketing (X)
2. Dependent variables are variables that can be influenced by independent variables, namely Customer Retention (Y).

In order for these variables to be easily measured, it is necessary to operationalize the variables that describe the observed variables into dimensions and indicators which then become the items to be measured in the study. Operationalization of variables in this study can be seen in the table below:

Table 1  
Operational Variables

Variabel	Dimension	Indicator	No. Item	Scale
<i>Relationship Marketing</i> (X1) (Ndubisi, 2006)	Trust	- Guarantee	1,2	Interval
		- Promise	3	
	Commitment	- Ensuring the need	4	
		- Conformity	5	
	Communication	- Message	6,7	
		- Promotion	8	
<i>Customer Retention</i> (Y) (Zikmund, Babin, Carr, & Griffin, 2013)	Handling	- Complaining	9	Interval
		- Problem	10	
	Welcome	- Introduction	11	
		- Reability	12,13	
	Responsiveness	- Concern	14,15	
		- attention	16,17	
Personaliza	- Adjusme	18		



Variabel	Dimension	Indicator	No. Item	Scale
	tion	nt		
	Access	- Access	19,2	
	Stratégie		0	

#### Analysis Methods

The analytical tool used in this study is Path Analysis which can explain the causal relationship between cause variables and effect variables. The data analysis method used in this study is the least squares regression method (OLS). The method is considered sufficient in the analysis to estimate the factors that influence customer retention of relationship marketing variables in coffee shops in Garut and still pay attention to the indicators of the coefficient of determination (R<sup>2</sup>), F-test, and t-test. Econometric tests must meet the provisions of classical assumptions so that they can be used to explain an economic phenomenon accurately (Gujarati & Porter, 2009).

#### IV. Results

##### Sample Profile

Based on data obtained through the distribution of questionnaires to 200 respondents who are coffee shop visitors in Garut, then obtained a description of the characteristics of respondents who are grouped by gender as follows: Regarding the characteristics based on sex, researchers divide into 2 groups, namely male sex and female gender, 148 male respondents or about 74 % and the remaining 26 % or 52 female respondents. So it can be concluded that the customers of Coffe Shop in Garut are dominated by men. Then, in the age category, it is found that the biggest proportion of respondents (66%) was between the ages of 15 and 25 with a further 26.5 % between the ages of 26 to 49, then the rest proportion around 8.5 % belong to people within age 50 or older . The majority of respondents have come to coffee shop one to five times in a month (25%) and six or more (75%) in the 12 months preceding the study. Respondents either come for coffee

(38.5%), business/study (31%), meet friends or relatives (20%) or some other reason (10.5%).

##### Sample Responses

Below, we can find assessment criteria for sampel responses on Table 2.

Table 2  
Sampel Responses

No	Score	Sampel Responses
1	409 – 486	Very Good
2	331 – 408	Good
3	253 – 330	Enough
4	175 – 252	Not Good
5	97 – 174	Very not Good

The description of respondents' responses from Relationship Marketing variable can be explained as follows:

Table 3  
Overall Respondent Response Variable  
Relationship Marketing

No	Dimension	Score	Sampel Responses
1	Trust	363.33	Good
2	Commitment	363.50	Good
3	Communication	363.67	Good
4	Handling	346.50	Good
	<b>Average</b>	<b>359.25</b>	Good

The table above explains the overall response of respondents regarding relationship marketing variables. The average assessment score obtained is 359.25 with good assessment criteria. For the overall response of respondents with the highest assessment score is the communication dimension of 363.67 with good assessment criteria. This shows that Coffee shops' owner always maintains good communication with its consumers.

Communication is an interactive and participatory process with an emphasis on the external and internal aspects of the sustainable meaning presentation, negotiation, and construction (Van Ruler, 2018). As for the overall response of respondents with the lowest assessment score is the handling dimension of 346.50 with good assessment criteria. This shows that the coffee shop manager is still good in handling complaints but not as good as others dimension.

From the results of questionnaires distribution to 20 respondents, the description of respondents' responses to the Customer Retention variable can be explained as follows (table 4) :

Table 4

Overall Respondent Response Variable Consumer Retention

No	Dimension	Score	Assesment Criteria
1	Welcome	364	Good
2	Reliability	360.50	Good
3	Responsiveness	361	Good
4	Recognition	374.50	Good
5	Personalization	380	Good
6	Access Strategy	372.50	Good
	<b>Average</b>	<b>368.75</b>	Good

The table above explains the overall response of respondents to the customer retention variable. The average assessment score obtained is equal to 368.75 with good assessment criteria. Overall, respondent responses with the highest assessment score is the dimensions of personalization of 380 with good assessment criteria. This shows that the Coffee Shop in Garut is able to give a good impression to its consumers. It can be Seen from the number of consumers who feel satisfied when

they visiting. As for the lowest rating score is about the reliability dimension with 360.50 or good assessment criteria. This shows that the Coffee Shop in Garut is quite capable in terms of reliability both in terms of the quality and performance of employees and their products.

The validity test results show that the value of Corrected Item-Total Correlation ( $r_{count}$ ) for each statement item obtained  $> r_{table}$  0.1996. Thus the questionnaire data distributed to respondents for Relationship Marketing variables can be declared valid and appropriate as a measurement tool in subsequent data analysis. Then, reliability test conducted on all items in this study and the result showed that all research items can be said to be reliable because after testing the reliability it produces a Cronbach's Alpha ( $r_{count}$ )  $> r_{table}$  of 0.1996 so that it can be stated that the instruments on each of these variables are said to be reliable as a measurement tool in this study

*Hypothesis Testing*

The following table are the results of simple linear regression analysis calculations using SPSS software tools.

Table 5  
Linear Regression Analysis  
Coefficients

Model	B	Standard Error	Beta	t	Sign.
1 (Constant)	14.079	3.351		4.200	.000
1 (nt)				1	0

X				7.	.0
	.64	.09		1	0
	3	0	.593	8	0
				3	0

a. Dependent Variable: Y

Based on the table 5, obtained t count of 7.183 is greater than t table of 1.9867 or Sig. (0,000) <of alpha (0.05). This shows that the Relationship Marketing variable influences Customer Retention. Variable Relationship Marketing has an influence and positive effect on Customer Retention. The multiple linear regression model in this study is as follows:

$$Y = 14.079 + 0.643X$$

Based on the multiple regression equation above, the following analysis is obtained that this constant of 14,079 shows that the number of Customer Retention will increase when the Relationship Marketing variable remains 0. So, there is influence of Relationship Marketing (X) variables on changes in the Customer Retention variable. Changes in the Relationship Marketing variable have a regression coefficient of 0.643. The coefficient is positive, indicating that any 1% increase in Relationship Marketing will result in an increase in Customer Retention of 0.643%. Table 10 shows determinant coefficient of the model.

Table 6  
Determinant Coefficient  
Model Summary

	R	Std. Error of the Estimate
Model 1	.593 <sup>a</sup>	4.264

a. Predictors: (Constant), X

The coefficient of determination test is used to testing the goodness-fit of a regression model. Based on the above output, a correlation value of 0.593 is obtained, so the correlation between

Marketing Relationship variables to Customer Retention can be said to be quite strong because the value of R is between the value of 0.500-0.600. So there is a fairly strong relationship from the Relationship Marketing variable to Customer Retention. R Square value of 0.352 or 35.2%. This value indicates that the Customer Retention variable can be explained by the Relationship Marketing variable by 35.2% while the remaining 64.8% is explained by other variables (epsilon) that were not examined in this study.

#### V. Conclusions and Managerial Implication

It was found on the literature review that customer retention deals with forming and maintaining long-term relationships with customers (Gerpott, , Rams, & Schindler, 2001) in an ensuring to continue doing business with them in the future (Murphy, Burton, Gleaves, & Kitshoff, 2006). Building relationships enhancing the level of customer retention because relationships with customers result in higher levels of customer satisfaction and also customer loyalty rates (Hansemark & Albinsson, 2004). The relationship marketing variable gets an average score with good rating criteria. The highest scoring score is regarding the communication dimension. This shows that Coffee shop's managers always maintains good communication with its consumers. Communication builds consumer trust by providing solutions that can be used to resolve needs. In addition, communication enhances partners' ability to align their hopes and perceptions (Hutt, Stafford, Walker, & Reingen, 2000). The same result we can found on the customer retention variable. It gets an average score with good rating criteria. For the highest score is regarding dimensions of personalisation. This shows that managers are able to give a good impression to its consumers. It can be seen from satisfy consumer in their visiting to the shops. Relationship satisfaction portrays customer satisfaction entirely, such as customer's affective or emotional state toward a relationship



(Palmatier, Dant, Grewal, & Evans, 2006).

The shops owner should make more efforts in addition to their communication with consumer. Communication is demarcated as advertisement, sales force face to face connections, public Relation, packaging and any form that company send its products to external environment. Communications are trying to impart customers about products, encourage customers to search for product information, escalation customer satisfaction and loyalty (Macintosh, Anglin, Szymanski, & Gentry, 1992). Communication approaches that can be used through print and electronic media, it is recommended that companies make activities that involve visitors to establish closer communication. Then, coffee shop owner must find employees in the marketing department to communicate or promote the company to customers, to facilitate the process of recruiting new customers or retaining old customers. In addition, the company should provide information needed by its customers quickly and accurately, through maximizing existing media to customers such as social media so that the delivery of information can be provided and received by customers on time.

The shops owners also should improve their knowledge of consumer. The strategy is to combine personalization dimensions that will enhance customer satisfaction and loyalty. Personalization is the process of expending a customer's information to provide a targeted solution (Peppers & Rogers, 2004.) Personalization approaches that can be used is by identify what kind consumer that the café targeted by looking at what are their buy for the last time they visited. Then, make it personal. Such as Amazon is known for selling books. Customer satisfaction denotes to customers' a whole evaluation of their buying and drinking understanding (Edvardsson, Johnson, Gustafsson, & Strandvik, 2000).

The better relationship marketing done by a company, the more customer retention in that

company. To have loyal customers, companies must strive to maintain it. Customer retention will bring benefits in this case long-term income, in addition to supporting the company's programs, both in the form of new product development and services provided by the company. To conclude, there is an influence of relationship marketing to consumer retention.

#### VI. Limitation and Directions for Future Research

This research is limit on respondents who contributed and cannot be universalize to the larger population. Also, the research was accomplished over a moderately diminutive dated due to time and financial limitations. Recommendations for future research is to use another sampling method to ensure the results can be more comprehensive;

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