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The Influence of Public Relations and Customer Value Marketing on Customer Loyalty in Janji Jiwa Poris

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ABSTRACT

This study aims to examine public relations, customer value marketing and customer loyalty. The sampling technique used was purposive sampling, i.e. people who had bought the product of the promise of soul in Poris with a total of 125 respondents. The data used was by distributing Google forms. Hypothesis testing using the simultaneous test method (F test) and the coefficient of determination test (R^2). The test results prove that public relations and customer value marketing have a positive effect on customer loyalty.

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1. Introduction

The coffee industry in Indonesia has a very good opportunity with increasing market share for foreign and domestic markets, but this must be supported by the availability of coffee ingredients to meet market demand at home and abroad. It takes extraordinary effort to get the best taste. The emergence of various coffee shops with the concept of co-working space in big cities, coupled with free wi-fi, and high quality coffee. Coffee Shop is now not only a place to hang-out but is starting to develop into something more, in the aspect of Indonesian social behavior. The lifestyle of Indonesians who like to gather makes coffee shops a separate identity for certain groups, both teenagers and adults

[1]. Janji Jiwa is a coffee shop company in Indonesia which has more than 100 branches both within the city and outside the city. Janji Jiwa sells many products, ranging from espresso-based hot coffee drinks, cold drinks, snacks such as Jiwa toast. Apart from coffee and food, Janji Jiwa also sells tumblers. Businesses in this field still have many opportunities and potential to expand widely because of the many innovations and creations that have been developed. The development of competition makes it increasingly difficult for a company to maintain the loyalty of its customers.

The difficulty of maintaining consumer loyalty can occur due to environmental turmoil resulting in shifts in consumer demands, thus demanding company management to be able to adapt [2]. The overall marketing orientation has changed from a production concept to a marketing and social concept [3]. The company prioritizes the wishes of its consumers, so that they respond well to the company in the long run. Consumers do not only act as buyers or users of products or services, but consumers are company assets whose loyalty must be maintained. In other words, producers find the right product or service for their customers, not to find the right customer for the product, besides that, achieving consumer satisfaction can be obtained if the company pays attention to the quality of service offered to consumers. [4].

The consumer's perception of the value of the quality offered is relatively higher than competitors will affect the level of consumer loyalty, the higher the perceived value perceived by the customer, the greater the possibility of a relationship (transaction) [5]. And the desired relationship is a long-term relationship, because the effort and costs incurred by the company are believed to be much greater if it has to attract new customers or customers who have left the company, rather than retaining them.

Creating strong and close relationships with customers is the dream of all marketers and this is often the key to long-term marketing success [6]. The goal of every company today is to focus more on increasing customer loyalty. The role of marketing communication is very vital considering the role of communication as facilitating the relationship between the company and the customer. Where the purpose of communication is not only to encourage the first purchase, but also to ensure post-purchase satisfaction so that it is likely that repeat purchases or consumer loyalty will occur. Consumer loyalty itself is an activity carried out by consumers so that repeated purchase transactions or repurchases occur.

2. Theoretical Framework And Hypotheses

Public Relations is communication that can be trusted to bridge the company with its consumers with the aim of adding customer value and stimulating buyers and consumer satisfaction and at the same time forming an impression on the company [7]. Based on the description above, the hypothesis can be formulated as follows:

H1 : Public Relations has a significant effect on Customer Loyalty

Customer value, namely the ratio between the benefits obtained by customers economically, functionally, or psychologically from several sources, such as time, money, energy, or psychology, which are used to obtain benefits, such as the use of products related to skills, endurance, work performance, and the resale value of the product/service [8]. This service is useful for determining how far the product or service that the company offers is related to training, delivery, and response while providing services to consumers which are included in employee benefits. Then, the benefits of image are related to the impressions and opinions that customers think about the company that produces or creates the product/service. Not only benefits are felt, there are sacrifices that need to be made by consumers who participate in determining consumer value. These sacrifices, such as monetary sacrifices as an effort carried out by consumers in the form of monetary units, precisely the price of services/products, as well as non-monetary sacrifices, such as time, energy, and psychology. the higher the consumer's rating, the higher the satisfaction the consumer gets. This study is also supported Vedadi et al., (2014) The Effect of Customer Value and Satisfaction on Customer Loyalty: The Moderating Role of Ethical Reputation to hospital consumers Tehran Heart Center in Iran [9].

The results of the study show that consumer ratings have a crucial influence on consumer satisfaction. Regarding value, satisfaction, loyalty, and retention in professional services shows when value impacts consumer satisfaction [10]. The consumer rating variable has a crucial impact on satisfaction [11]. Based on the description above, the hypothesis can be formulated as follows:

H2 : Customer Value Marketing has a significant effect on Customer Loyalty

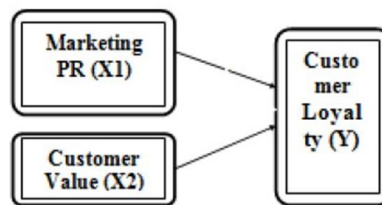


Figure 2. Conceptual Framework

3. Method

The type of research used in this study is research that explains phenomena between variables (explanatory research) which intends to explain the position of other variables through hypothesis testing. This research was conducted to determine the effect of public relations (X1), customer value marketing (X2) and customer loyalty (Y) variables tested on the promise of a soul.

The population in this study are people who have bought soul vows in Poris. The number of population is large, and not much is known about its number and identity. Which is that the number of question indicators is 25 x 5, the number of samples used is 125 respondents. The sampling technique uses probability sampling, namely people who have purchased the product of the promise of the soul. The data collection method uses a questionnaire on the Google form. How to distribute the questionnaire is done online.

Table 1. Respondent Data

Profile	Indicator	f	Percentage (%)
Gender	Man	77	61.6%
	Woman	48	38.4%
Age	15 - 20 years	3	2.4%
	21 - 30 years	79	63.2%
	31 - 40 years	39	31.2%
	> 40 years	4	3.2%
Income	< IDR 4,000,000	37	29.6%
	Rp. 4,000,000 - Rp. 8,000,000	41	32.8%
	Rp. 8,000.00 - Rp. 12,000,000	30	24%
	> IDR 12,000,000	17	13.6%

Profile	Indicator	f	Percentage (%)
Education	High School/Equivalent	57	45.6%
	D3 - D4	14	11.2%
	S1	48	38.4%
	S2	6	4.8%
Work	Student / Student (i)	46	36.8%
	Education Personnel	2	1.6%
	Private sector employee	50	40%
	civil servant	12	9.6%
	Businessman	15	12%
Domicile	Bekasi	4	3.2%
	Bogor	21	16.8%
	Depok	10	8%
	Jakarta	54	43.2%
	Tangerang	44	27.2%

Source: Data processed SPSS, 2022

Measurement Which used in obtain answer from respondent measured using a Likert scale. This Likert scale is 1-5, that is very No agree – very agree.

4. Results and Discussion

1. Test validity

The following is a detailed table of validity test results for each variable used in this study, namely:

Table 2. Validity Test

Variable	Indicator	Anti-Image Matrices (Correlations)
PCR	PCR1	0.000
	PCR2	0.000
	PCR3	0.000
	PCR4	0.000
	PCR5	0.000
	PCR6	0.000
	PCR7	0.000
CVM	CVM 1	0.000
	CVM 2	0.000
	CVM 3	0.000
	CVM 4	0.000

Variable	Indicator	Anti-Image Matrices (Correlations)
	CVM 5	0.000
	CVM 6	0.000
	CVM 7	0.000
CLY	CLY 1	0.000
	CLY 2	0.000
	CLY 3	0.000
	CLY4	0.000
	CLY5	0.000
	CLY6	0.000

From table 2 it shows that the anti-image correlations show that the anti-image correlation value for each statement has a value of less than 0.5 which indicates that the second stage is passed.

2. Reliability Test

The results of the reliability test for each variable in this study can be seen from the calculation results as follows:

Table 3. Reliability Test

Variable	Cronbach's Alpha	Limitation	Information
Public Relations	0.910	>0.6	Reliable
Customer Value Marketing	0.854	>0.6	Reliable
Customer Loyalty	0.764	>0.6	Reliable

Based on the results of the reliability test in the table above, it can be seen that all statement items/indicators in Public Relations , Customer Value Marketing and Customer Loyalty have a value greater than 0.60. it can be concluded that all variables are valid and reliable, so that they can be included in the research model.

3. Normality test

Table 4. Data Normality Test

Kolmogorov-Smirnov test	Unstandardized Residuals	Information
asympt. Sig	0.200	Ho Accepted

Based on table 4, the normality test results yield a sig of KS-Z = 0.200 > 0.05 so that Ho is accepted and the conclusion is that the data distribution is normal (the data is of good quality).

4. Multicollinearity Test

Table 5. Multicollinearity Test

Variable	tolerance	VIF	Information
Public Relations	0.804	1,244	Multicollinearity Free
Customer Value Marketing	0.804	1,244	Multicollinearity Free

Based on the table above it can be seen that the variables of product quality, service quality, and customer satisfaction have a tolerance value of > 0.10 and VIF < 10. So it can be said that there are no symptoms or multicollinearity problems in the regression model in this study.

5. Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Variable	SIG	Information
<i>Public Relations</i>	0.510	Ho accepted
<i>Customer Value Marketing</i>	0.398	Ho accepted

From the results of data processing obtained:

- Sig of t for *Public Relations* 0.510 > 0.05 Ho is accepted (no heteroscedasticity)
- Sig of t for *Customer Value Marketing* 0.398 > 0.05 Ho is accepted (no heteroscedasticity)

Conclusion: The assumption of heteroscedasticity is fulfilled.

6. Multiple Linear Regression Test

7.

Table 7 . Multiple Linear Regression Test

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
1 (Constant)	1,861	,338		5,502	,000
TOTAL_PCR	,134	,079	,150	1,692	,093
TOTAL_CVM	,374	.086	,388	4,364	,000

a. Dependent Variable: TOTAL_CLY

Based on the results of the multiple linear regression test above, the equation values are obtained:

$$Y = 1,861 + 0,134 + 0,374 + e$$

8. Simultaneous Test (Test F)

Table 8. ANOVA ^a

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	,108	2	.054	,411	,664 ^b
	residual	16.006	122	,131		
	Total	16,114	124			

a. Dependent Variable: ABS_RES

b. Predictors: (Constant), TOTAL_CVM, TOTAL_PCR

The F statistical test basically shows how far the influence of the independent variables simultaneously explains the dependent variable. This simultaneous test was carried out by comparing α (alpha) with a significance value. If the significance value $< \alpha$ (0.05), then H_0 is rejected. So that it can be said that there is a simultaneous influence between the independent variables and the dependent variable, and vice versa. If the significance value $> \alpha$ (0.05), then H_0 is accepted, which means that there is no influence between the independent variables on the dependent variable simultaneously.

9. Determination Coefficient Test (R^2)

Table 9 Coefficient of Determination (R^2)

Summary models

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,082 ^a	,007	-.010	,36221

a. Predictors: (Constant), TOTAL_CVM, TOTAL_PCR

From the processing results above, it is obtained that $\text{adj-R}^2 = -0.10$. This means that the variation of the independent variable (product quality, service quality, and customer satisfaction) is able to explain the variation of the dependent variable (customer loyalty) of 10%. While the rest ($100\% - 10\% = 90\%$) is a variation of other independent variables that affect earnings quality but are not included in the model. (Model GOODNESS OF FIT because the value of R^2 is close to 1).

5. Conclusions

Based on the results of research on the effect of public relations and customer value marketing on customer loyalty at Janji Jiwa Poris, the conclusions of this study are as follows:

1. Public Relations (X1) has a positive and significant effect on customer loyalty in Janji Jiwa Poris
2. Customer value (X2) has a positive and significant marketing effect on customer loyalty at Jiwa Poris.

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