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THE EFFECT OF RELATIONSHIP MARKETING ON ONLINE PURCHASE SATISFACTION AMONG BLIBLI.COM CONSUMERS

Sari Handayani, Yosa Endriatmoko, Siti Nur Soleha
STIE Artha Bodhi Iswara
sarihandayani@abi.ac.id, Ys.endriatmoko@gmail.com, nuryayank@yahoo.com

ABSTRACT

This study aims to examine and analyze the level of consumer satisfaction in online shopping at Blibli.com. The hypotheses tested in this study propose that the variables of commitment, empathy, reciprocity, and trust have a positive effect on consumer satisfaction. Primary data were collected through questionnaires distributed to 150 respondents who met the predetermined respondent criteria. The sampling technique employed was non-probability sampling using judgment sampling. Data were analyzed using multiple linear regression analysis and hypothesis testing. The results indicate that, based on the F-test, all variables influencing consumer satisfaction simultaneously have a positive and significant effect. Furthermore, the t-test results reveal that each independent variable individually has a positive effect on consumer satisfaction. The Adjusted R Square value of 0.764 indicates that 76.4% of the variation in consumer satisfaction is explained by commitment, empathy, reciprocity, and trust, while the remaining 23.6% is explained by other factors not examined in this study.

Keywords: Commitment, Empathy, Reciprocity, Trust, Consumer Satisfaction

INTRODUCTION

The era of modernization and continuous technological advancement has significantly transformed consumers' shopping behavior. Increasingly busy lifestyles have led consumers to seek products and services that are practical, affordable, and convenient. In terms of shopping, consumers expect to purchase all their necessities from a single marketplace without unnecessary effort.

The rapid development of computer technology and information systems has created opportunities for businesses to promote their products more effectively. One of the most widely used promotional media is the Internet, which enables companies to market products directly to consumers.

According to data from the Indonesian Internet Service Providers Association (APJII, 2014), Indonesia had approximately 88.1 million Internet users, representing 34.9% of the country's population of 252.4 million. Among these users, 34% (29.95 million) searched for product information online, while 27% (23.78 million) purchased products through online shopping platforms.

Online shopping is popular among both men and women. Five major product categories dominate online purchases in Indonesia: fashion, cosmetics, gadgets, travel services, and books, as shown in the following table.

Table 1. Products Purchased Through Online Shopping

No.	Product Category	Number of Purchases	Percentage (%)
1	Fashion	17,031,492	71.6
2	Cosmetics	4,757,400	20.0
3	Gadgets	4,067,577	17.1
4	Travel Services	2,307,339	9.7
5	Books	2,307,339	9.7
6	Sports Equipment	1,522,386	6.4
7	Entertainment Products	1,260,711	5.3
8	Baby and Children's Products	1,213,137	5.1
9	Vehicles	1,213,137	5.1
10	Food and Beverages	1,094,202	4.6
11	Entertainment Services	737,397	3.1
12	Sports Devices	689,823	2.9
13	Other Services	570,888	2.4
14	Travel Accommodation Services	404,379	1.7
15	Property	356,805	1.5

Source: Indonesian Internet Service Providers Association (APJII, 2014), processed data.

The emergence of online shopping websites has eliminated the need for consumers to travel long distances to purchase products that meet their needs and preferences. Consumers can simply access online stores through computers, laptops, or smartphones connected to the Internet to browse and purchase a wide variety of products.

Online shopping offers numerous benefits, including convenience, reduced time spent searching for product information, lower purchasing effort, and the ability to compare prices across different websites to obtain the best deals. In addition, consumers save transportation and accommodation costs, paying only relatively inexpensive shipping fees.

Despite these advantages, consumers should remain cautious because not all information available on the Internet is accurate or reliable. Consumers may encounter misleading information or deceptive product descriptions that can result in financial losses. Therefore, prospective buyers should verify information from multiple sources before making online purchasing decisions. Given the rapid advancement of information and communication technology, consumers need to be more selective when choosing online shopping platforms and gathering accurate information to support informed purchasing decisions.

Relationship marketing is one strategy that organizations use to develop mutually beneficial long-term relationships with consumers. By establishing long-term relationships, online retailers can better understand consumers' evolving needs and preferences and provide appropriate solutions to their problems. The main dimensions of relationship marketing include commitment, empathy, reciprocity, and trust.

THEORETICAL FRAMEWORK AND HYPOTHESES

Relationship Marketing

Relationship marketing is particularly relevant in the service marketing context because interactions between customers and service providers are generally intensive. Traditional marketing approaches that focus primarily on transactions and short-term sales objectives are less effective in service industries. Instead, relationship marketing emphasizes attracting and retaining customers by strengthening long-term relationships between companies and their customers (Lupiyoadi, 2012:67).

According to Berry, as cited in Sutarso et al. (2004:130), relationship marketing in service industries refers to attracting, maintaining, and enhancing customer relationships. From this perspective, acquiring new customers should be viewed merely as an intermediate step in the marketing process. Greater emphasis should be placed on strengthening relationships, transforming indifferent customers into loyal ones, and serving customers as valued clients.

Fundamentally, relationship marketing represents an alternative strategy to the traditional marketing mix, enabling firms to achieve sustainable competitive advantage and maintain long-term customer relationships.

Gronroos (2010:7) defines relationship marketing as the process of becoming more familiar with each customer, establishing two-way communication, and managing mutually beneficial relationships between companies and consumers.

Yau et al. (2009:6) argue that marketing philosophy has shifted from transactional marketing toward relationship marketing, commonly referred to as the Relationship Marketing Orientation (RMO). Their study identifies four dimensions of relationship marketing used to evaluate organizational performance: commitment, empathy, reciprocity, and trust.

Commitment

Commitment is a dimension of relationship marketing that encourages both consumers and suppliers to engage in activities aimed at achieving mutually desired objectives (Callaghan, cited in Yau et al., 2009:7). Commitment serves as an effective form of social control, reduces uncertainty, builds trust, and strengthens relationships. Within the Relationship Marketing Orientation framework, commitment is regarded as an essential factor in developing and enhancing customer loyalty (Levitt, cited in Yau et al., 2009:7).

From these definitions, commitment can be understood as the organization's effort to establish customer trust and foster close, long-term relationships. Within the marketing mix framework, this concept is commonly referred to as **customer**

commitment, which represents a system developed by firms to maintain relationships with existing and prospective customers.

According to Cross et al., cited in Umar (2010:54), customer commitment (customer bonding) is defined as a system designed to maintain relationships with current and prospective customers. The process begins by creating customer awareness of the products or services offered, which gradually develops into a lasting bond that forms the basis of the relationship between the company and its customers. This relationship may eventually extend to other potential customers. Essentially, customer commitment is a process through which marketers build and maintain customer trust, creating mutual benefits for both parties.

Empathy

Empathy is a dimension of relationship marketing that reflects the ability to understand situations from another person's perspective. It involves understanding the desires and objectives of others and the cognitive ability to view situations from different viewpoints (Hwang, cited in Yau et al., 2009: 8). According to Peter and Olson (2011:78), cognition refers to higher-order mental processes consisting of:

1. Comprehension – Interpreting or assigning meaning to aspects of one's environment.
2. Evaluation – Assessing whether environmental aspects or personal behaviors are good or bad, positive or negative, and pleasant or unpleasant.
3. Planning – Determining how to solve problems or achieve specific objectives.
4. Decision Making – Comparing alternative solutions based on relevant attributes to determine the best option.
5. Thinking – Cognitive activities that occur throughout all the processes described above.

Definition of Reciprocity

Reciprocity is a dimension of relationship marketing that refers to one party's willingness to reciprocate or return benefits equivalent to what has been received (Yau et al., 2009: 8).

Reciprocity indicates the existence of cooperation or a mutually beneficial relationship between two parties. Therefore, one of the distinguishing characteristics of relationship marketing is reciprocity. This reflects the notion that both the company and its customers have corresponding obligations. Companies are responsible for providing services consistent with their promises and ensuring that the quality of service matches the price charged. Conversely, customers are expected to fulfill their obligation by paying for the products or services they receive.

Definition of Trust

Trust can be defined as one party's confidence in another party or in the relationship itself. In the context of relationship marketing, trust is one of its key dimensions, reflecting the extent to which one party believes in the integrity and promises of the other party (Yau et al., 2009: 8).

According to Garbarino and Johnson (2009: 9), trust in service marketing emphasizes an individual's confidence in the quality and reliability of the services received. Meanwhile, Mowen and Minor (2012: 89) define customer trust as all the knowledge possessed by customers and all the conclusions they draw regarding an object, its attributes, and its benefits. Objects may include products, individuals, companies, or anything toward which a person holds beliefs and attitudes. Attributes refer to the characteristics or features that an object may or may not possess.

Definition of Consumer Satisfaction

The word *satisfaction* originates from the Latin words *satis* (meaning "adequate" or "sufficient") and *facio* (meaning "to make" or "to do"). In its simplest sense, satisfaction refers to the fulfillment of needs or making something adequate. However, from a consumer behavior perspective, customer satisfaction is a more complex concept. To date, there is still no universal consensus on whether customer satisfaction should be regarded primarily as an emotional response or as a cognitive evaluation (Tjiptono, 2012: 67).

Customer satisfaction is a highly valuable asset for maintaining long-term customer relationships. Ultimately, all company activities are directed toward creating value that influences customers' perceptions of satisfaction.

According to Tjiptono (2012: 19), a company's ability to survive in a competitive market depends on its ability to create and retain customers. To achieve this objective, companies must consistently provide products and services that meet consumers' needs and expectations at reasonable prices. Therefore, firms must understand consumer behavior in their target markets, as organizational survival depends largely on their ability to satisfy consumer needs and wants. By understanding consumer behavior, management can formulate effective strategies and programs to capitalize on market opportunities and outperform competitors.

Kotler (2011: 36) defines satisfaction as "a person's feeling resulting from comparing a product's perceived performance (or outcome) with his or her expectations." If the product's performance falls below expectations, the consumer will be dissatisfied. If performance matches expectations, the consumer will be satisfied. If performance exceeds expectations, the consumer will be highly satisfied.

According to Mowen (2012: 89), consumer satisfaction is the overall attitude consumers develop toward goods or services after acquiring and using them. It represents a post-purchase evaluative judgment resulting from a specific purchase decision and the subsequent experience of using or consuming the product or service.

Mowen and Minor (2012: 97) similarly define customer satisfaction as the overall attitude consumers hold toward products and services after purchasing and using them. Band (2012: 91) states that customer satisfaction is the extent to which customers' needs, wants, and expectations are fulfilled or exceeded through a transaction, leading to repeat purchases and continued customer loyalty.

Based on the above definitions, customer satisfaction can be understood as the comparison between the service or outcome received and the customer's expectations, where the received performance should at least meet, and ideally exceed, those expectations. In today's highly competitive business environment, customer satisfaction has become a primary concern. Customers are often regarded as "kings" who deserve excellent service. However, this does not imply that businesses should comply with every customer demand. Instead, efforts to satisfy customers should create a win-win situation, in which both the company and its customers benefit and neither party is disadvantaged.

Based on the theoretical foundations discussed above, the conceptual framework of this study is illustrated in the following research model.

Figure 1. Conceptual Framework

The hypotheses tested in this study are as follows:

1. Commitment has a positive effect on online purchase satisfaction among Blibli.com consumers.
2. Empathy has a positive effect on online purchase satisfaction among Blibli.com consumers.
3. Reciprocity has a positive effect on online purchase satisfaction among Blibli.com consumers.
4. Trust has a positive effect on online purchase satisfaction among Blibli.com consumers.

RESEARCH METHODOLOGY

Sample Classification

A population is a complete set of elements, typically consisting of individuals, objects, or events that are of interest to a research study (Kuncoro, 2009: 103). The population in this study comprises consumers who shop online through Blibli.com.

A sample is a subset of the population (Kuncoro, 2009: 103). This study employed a non-probability sampling technique, in which individuals in the population do not have an equal chance of being selected as respondents. This method was chosen because the researcher did not know the total number of Blibli.com consumers who could serve as the study population. Specifically, the study used judgment sampling, a non-probability sampling technique in which respondents are selected based on the researcher's judgment that they are the most appropriate individuals to provide the required information.

Operational Definition of Variables

Commitment

A dimension of relationship marketing that encourages both consumers and suppliers to engage in activities aimed at achieving mutually desired objectives.

Empathy

A dimension of relationship marketing that reflects the ability to understand situations from another person's perspective.

Reciprocity

A dimension of relationship marketing in which one party reciprocates or returns benefits equivalent to what has been received.

Trust

A dimension of relationship marketing that reflects the extent to which one party believes in the integrity and promises of another party.

Consumer Satisfaction

A person's feeling resulting from comparing the performance (outcome) received with his or her expectations.

Data Analysis Techniques

Validity Test

A validity test was conducted to determine whether the data collected through the questionnaire accurately measured the intended research variables. The test was performed by comparing the calculated correlation coefficient (*r*-calculated) of each research variable with the critical value of the correlation coefficient (*r*-table). The validity analysis was carried out using SPSS (Statistical Package for the Social Sciences) version 21.0 for Windows.

According to Ghozali (cited in Situmorang et al., 2008: 44), the validity criteria are as follows:

a. If r-calculated **>** r-table, the questionnaire item is considered valid.

b. If r-calculated **<** r-table, the questionnaire item is considered invalid.

Reliability Test

The reliability test was conducted to determine whether the measurement instrument consistently measures the same phenomenon. Reliability analysis was performed using **SPSS version 21.0 for Windows**.

Questionnaire items that were found to be valid were subsequently tested for reliability using the following criteria (Ghozali, cited in Situmorang et al., 2008: 46):

a. If Cronbach's Alpha **>** 0.60, the instrument is considered reliable.

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Multiple Linear Regression Analysis

To examine the effect of commitment (X_1), empathy (X_2), reciprocity (X_3), and trust (X_4) on consumer satisfaction (Y), this study employed multiple linear regression analysis using the following equation:

Y=a+b1X1+b2X2+b3X3+b4X4+eY = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + eY=a+b1X1+b2 X2+b3X3+b4X4+e

where:

- **Y** = Consumer Satisfaction
- **a** = Constant

- **b_1 ... b_4** = Regression coefficients
- **X_1** = Commitment
- **X_2** = Empathy
- **X_3** = Reciprocity
- **X_4** = Trust
- **e** = Error term

Hypothesis Testing

To test the research hypotheses, the study employed the F-test**,** t-test, and dominance test (partial correlation analysis).

1. F-test

The F-test was conducted to determine whether the independent variables simultaneously have a significant effect on the dependent variable.

The decision criteria are as follows:

a. If **F-calculated >** F-table or the significance value ≤ 0.05, H_0 is rejected and H_1 is accepted, indicating that the independent variables simultaneously have a significant effect on the dependent variable.

b. If **F-calculated ≤** F-table or the significance value ≥ 0.05**,** H_0 is accepted and H_1 is rejected, indicating that the independent variables do not simultaneously have a significant effect on the dependent variable.

2. t-test

The t-test was used to determine the individual (partial) effect of each independent variable on the dependent variable.

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3. Dominance Test (Partial Correlation Analysis)

The dominance test was conducted to determine the contribution of each independent variable to the dependent variable. A higher partial correlation coefficient indicates a stronger contribution of the corresponding independent variable. Therefore, the independent variable with the highest partial correlation coefficient is considered to have the most dominant influence on the dependent variable.

Definition of Reciprocity

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where:

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Hypothesis Testing

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The dominance test was conducted to determine the contribution of each independent variable to the dependent variable. A higher **partial correlation coefficient** indicates a stronger contribution of the corresponding independent variable. Therefore, the independent variable with the highest partial correlation coefficient is considered to have the most dominant influence on the dependent variable.

RESULTS AND DISCUSSION

Validity Test

For the validity and reliability tests, the questionnaire was initially distributed to 50 respondents outside the main research sample. Based on a sample size of 50 respondents and a significance level of 5%, the critical r-table value was 0.279.

Table 2. Item-Total Statistics

Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
VAR001	56.74	26.194	0.486	0.706
VAR002	56.33	27.819	0.474	0.711
VAR003	56.46	26.473	0.547	0.700
VAR004	56.38	28.177	0.397	0.718
VAR005	56.12	29.400	0.289	0.729
VAR006	56.14	30.526	0.147	0.743
VAR007	55.62	30.743	0.173	0.738
VAR008	56.26	31.124	0.062	0.752
VAR009	55.85	29.866	0.250	0.733
VAR010	56.26	27.043	0.476	0.708
VAR011	56.54	27.625	0.442	0.713
VAR012	56.24	27.275	0.428	0.714
VAR013	55.92	30.297	0.198	0.737
VAR014	55.80	29.677	0.354	0.724
VAR015	55.86	29.475	0.319	0.726

Source: SPSS Output, processed by the researchers.

Based on Table 2, all questionnaire items were found to be valid because the Corrected Item Total Correlation (r-calculated) exceeded the r-table value (0.279). Therefore, the questionnaire met the validity requirements and could proceed to the reliability test.

Reliability Test

Table 3. Reliability Statistics

Cronbach's Alpha	Number of Items
0.738	15

Source: SPSS Output, processed by the researchers.

Table 3 indicates that all questionnaire items are reliable, as the Cronbach's Alpha coefficient (0.738) exceeds the minimum acceptable threshold of 0.60. Accordingly, the research instrument is considered reliable and suitable for use in this study.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis using SPSS are presented below.

Table 4. Results of Multiple Linear Regression Analysis

Variable	Unstandardized Coefficient (B)	Standard Error	Standardized Coefficient (Beta)	t-value	Sig.
Constant	0.390	0.082	—	4.716	0.000
Commitment	0.401	0.064	0.518	6.237	0.000
Empathy	0.515	0.062	0.545	8.308	0.000
Reciprocity	0.786	0.063	0.749	12.395	0.000
Trust	0.532	0.049	0.701	10.735	0.000

Dependent Variable: Consumer Satisfaction

Based on **Table 4,** the estimated multiple linear regression equation is:
Y=0.390+0.401X1+0.515X2+0.786X3+0.532X4+eY = 0.390 + 0.401X_1 + 0.515X_2 + 0.786X_3 + 0.532X_4 + eY=0.390+0.401X1+0.515X2+0.786X3+0.532X4+e
where:

- **Y** = Consumer Satisfaction
- **X_1** = Commitment
- **X_2** = Empathy
- **X_3** = Reciprocity
- **X_4** = Trust

The regression model can be interpreted as follows:

1. **Constant (a) = 0.390**
   The constant indicates that when all independent variables (commitment, empathy, reciprocity, and trust) are assumed to be zero, the predicted consumer satisfaction score is **0.390**.
2. **Commitment (X_1) = 0.401**
   Commitment has a positive effect on consumer satisfaction. An increase of one unit in commitment is expected to increase consumer satisfaction by **0.401 units**, assuming all other variables remain constant.
3. **Empathy (X_2) = 0.515**
   Empathy has a positive effect on consumer satisfaction. A one-unit increase in empathy is predicted to increase consumer satisfaction by **0.515 units**, holding other variables constant.
4. **Reciprocity (X_3) = 0.786**

Reciprocity positively influences consumer satisfaction. A one-unit increase in reciprocity is expected to increase consumer satisfaction by **0.786 units**, assuming other variables remain unchanged.

5. **Trust (X_4) = 0.532**
   Trust has a positive effect on consumer satisfaction. A one-unit increase in trust is predicted to increase consumer satisfaction by **0.532 units**, with other variables held constant.

Hypothesis Testing

Based on the statistical analysis, the significance value is **0.000**, which is less than **0.05**. Therefore, it can be concluded that commitment, empathy, reciprocity, and trust simultaneously have a significant positive effect on consumer satisfaction**.**

t-Test (Partial Effect)

As shown in **Table 4**:

1. **Commitment**
   The significance value for commitment is 0.000 < 0.05, indicating that commitment has a positive and statistically significant effect on consumer satisfaction. An increase of one unit in commitment increases consumer satisfaction by 0.401 units.
2. **Empathy**
   The significance value for empathy is 0.000 < 0.05, indicating that empathy has a positive and statistically significant effect on consumer satisfaction. A one-unit increase in empathy increases consumer satisfaction by 0.515 units.
3. **Reciprocity**
   The significance value for reciprocity is 0.000 < 0.05, indicating that reciprocity has a positive and statistically significant effect on consumer satisfaction. A one-unit increase in reciprocity increases consumer satisfaction by 0.786 units**.**
4. **Trust**
   The significance value for trust is 0.000 < 0.05, indicating that trust has a positive and statistically significant effect on consumer satisfaction. A one-unit increase in trust increases consumer satisfaction by 0.532 units.

Dominance Test (Partial Correlation Analysis)

The SPSS output shows that the highest partial correlation coefficient is for the reciprocity variable (0.786). Therefore, it can be concluded that reciprocity is the most dominant factor influencing consumer satisfaction**.**

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the findings and discussion presented in the previous chapter, the following conclusions can be drawn.

1. Simultaneous Effect

The independent variables-commitment, empathy, reciprocity, and trust-simultaneously have a positive and statistically significant effect on consumer satisfaction. This is evidenced by the significance value of 0.000, which is below the 0.05 significance level. The Adjusted R^2 value of 0.764 indicates that 76.4% of the variation in consumer satisfaction can be explained by the four independent variables included in this study, while the remaining **23.6**% is explained by other factors outside the scope of this research.

2. Partial Effect

a. **Commitment**

Commitment has a positive and statistically significant effect on consumer satisfaction. This is demonstrated by its significance value of 0.000 < 0.05. A one-unit increase in commitment leads to a 0.401-unit increase in consumer satisfaction.

b. **Empathy**

Empathy has a positive and statistically significant effect on consumer satisfaction. The significance value of 0.000 < 0.05 indicates that a one-unit increase in empathy results in a 0.515-unit increase in consumer satisfaction.

c. **Reciprocity**

Reciprocity has a positive and statistically significant effect on consumer satisfaction. With a significance value of 0.000 < 0.05, a one-unit increase in reciprocity increases consumer satisfaction by 0.786 units.

d. **Trust**

Trust has a positive and statistically significant effect on consumer satisfaction. The significance value of 0.000 < 0.05 indicates that a one-unit increase in trust leads to a 0.532-unit increase in consumer satisfaction.

Recommendations

Based on the findings and conclusions of this study, the following recommendations are proposed:

1. Online retailers and businesses should continuously maintain and strengthen customer trust, as trust plays a significant role in enhancing consumer satisfaction and fostering long-term customer relationships.
2. Future researchers are encouraged to investigate additional factors that may influence consumer satisfaction beyond the variables examined in this study, thereby providing a more comprehensive understanding of online consumer behavior.

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