

The Effect of Relational Marketing on Customer Loyalty Through Satisfaction and Trust of Islamic Bank Savings Customers in Klaten City

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Article Information	Abstract
Article History: Received: February 2024 Accepted: March 2024 Published: March 2024	This study aims to analyze the effect of relational marketing on customer loyalty through satisfaction and trust in Islamic bank savings in Klaten city. This research method is quantitative. The data source of this research is primary data. The data collection method used in this research is by distributing questionnaires. The population of this study is a company that carries out business activities based on sharia principles or Islamic law. With a sample size of 132 respondents based on Malhorta's calculation. After the data is collected, it is analyzed using SmartPLS4.0 software. The results that can be revealed in this study are Relational Marketing has no significant effect on Customer Loyalty, Relational Marketing has a significant positive effect on Customer Satisfaction, Relational Marketing has a positive and significant effect on Customer Trust, Customer Satisfaction has no effect on Customer Loyalty, Customer Trust has a positive and significant effect on Customer Loyalty, Customer Satisfaction does not mediate the relationship between the effect of Relational Marketing on Customer Loyalty, Customer Trust mediates the relationship between the effect of Relational Marketing on Customer Loyalty.
Keywords: Customer Loyalty, Customer Satisfaction, Relational Marketing, Trust	
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INTRODUCTION

Islamic banks were established and grew out of the desire of the Muslim community who wanted an institution with a system of storing and distributing money or funds without the element of usury in this case interest, indeed this Islamic bank is recommended for Muslims, but in reality there are still many who are not interested and choose Islamic banking services, if after the issuance of the MUI fatwa on interest in conventional banks which was ruled the same as usury, thus creating an alternative to avoid haram assets, an Islamic bank system was created. Islamic banks have been developed since the enactment of Law No. 10 of 1998 concerning banking which regulates Islamic banks quite clearly and strongly in terms of institutions and operations (Wiyani & Sholahuddin, 2024).

Islamic banks are banks that run based on sharia principles, with the main sources of the Koran and Hadith interpreted by scholars (Anindyastri et al., 2022). Djajanto et al (2019) explained that the objectives of Islamic banking are in accordance with the principles of Islamic economics which emphasize unity, equilibrium, freedom (free will) and responsibility.

Islamic banks existed in Indonesia around the 90s or more precisely after the existence of Law Number 7 of 1992 concerning Banking, which has been revised by

Law Number 10 of 1998, in the form of a bank institution whose operations are based on a profit-sharing system or Islamic banks which were later revised by Law Number 21 of 2008 concerning Islamic banking which contains that Islamic banking is everything that concerns Islamic banks, including an institution, business activities, as well as ways and processes in carrying out its business activities (Maryono et al., 2020).

One of the characteristics of Islamic banks is that they do not receive or charge interest to customers, but receive or charge profit sharing and other rewards in accordance with the contracts agreed (Abror et al., 2020). There are several basic needs of consumers of financial products such as easy access to cash, protection of assets, ease of making money transfers, delaying payment for goods or services, financial advice or information. The most basic concept in marketing is meeting the needs and desires of consumers who can control the behavior of a consumer in choosing products and services.

The Islamic banking system has security in common with the conventional bank system in terms of seeking profits in serving the public in the financial business. However, both have differences in terms of the service reward system provided to customers. By adhering to their respective principles of reward, these two banking systems compete freely in the money market where millions of customers are competed for with various strategies. The Islamic banking business is not only carried out by purely sharia-based banks, but almost all conventional banks also open this Islamic banking business. With so many banking businesses at this time, people have more choices in managing their funds, which also cannot be separated from banking affairs, be it in borrowing funds or saving (Syarif et al., 2023)

Customer loyalty reflects the customer's desire to continue to interact with Islamic banks, conduct banking transactions, and recommend the bank to others (Djajanto et al., 2019). Customer loyalty refers to customer loyalty and commitment to a financial institution or brand. In the context of this research, the loyalty of Islamic bank savings customers describes the extent to which savings customers in Klaten continue to choose and use the services of the Islamic bank (Maryono et al., 2020).

Loyal literally means loyal, or loyalty can be interpreted as loyalty. This loyalty is taken without coercion, but arises from one's own awareness in the past (Kuswati et al., 2021). Efforts made to create customer satisfaction are more likely to affect consumer attitudes (Syarif et al., 2023). Meanwhile, the concept of consumer loyalty explains more about buyer behavior. According to (Kotler & Keller, 2018), Customer loyalty is a deeply held commitment to buy or support a preferred product or service again in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch.

Rousseau, Sitkin, Burt, and Camerer emphasize trust is important because it is a psychological condition that underlies certain actions or behaviors. The importance of trust is also conveyed by experts including Utami who emphasizes trust as the basis of interpersonal relationships in friendship when experiencing a problem. Apart from interpersonal relationships, in organizations trust can be very meaningful, especially during precarious and risky situations such as turnover, stress, burnout, and low commitment of members in the organization. Trust is also important in increasing customer satisfaction in e-commerce.

Customer trust in the company is an invaluable asset for the company. Because trust is seen as the basis for relationships with customers. Companies that have a good image in the eyes of customers will generally attract more potential customers, because they believe that the company has good quality and can be trusted. A trusted company is a guarantee of the consistency of a product's performance and provides whatever benefits customers are looking for when buying products from the company. According to (Kolonio & Soepeno, 2019) trust is an important fundamental element where someone will make transactions with other people. With this, people feel more about the level of risk of error that will be accepted. According to Park in (Abror et al., 2020), expressing customer satisfaction is a customer's feeling in response to the goods or services that have been consumed. Moosa & Kashiramka (2023), state that customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services. Meanwhile, Kotler & Keller (2018) conceptualizes customer satisfaction as a feeling that arises as an output of the assessment of the experience of using a product or service.

Customer satisfaction refers to the level of customer satisfaction and desire for products, services, and experiences provided by financial institutions (Putri & Lestari, 2022). Gonu et al (2023) explain that customer satisfaction involves customer perceptions of service quality, response speed, reliability, ease of use, and other factors that affect their satisfaction with Islamic banks.

The purpose of this study was to analyze the effect of relational marketing on customer loyalty through satisfaction and trust of Islamic bank savings customers in the city of Klaten.

HYPOTHESIS DEVELOPMENT

Relational Marketing and Customer Loyalty

Mardalis (2018) Relational marketing is a strategic approach to marketing that aims to build and maintain meaningful long-term relationships with customers. When applied to the banking or financial services industry, relational marketing can greatly influence customer loyalty. Relational marketing emphasizes the importance of ongoing communication between a bank or financial institution and its customers. Regular and relevant communication helps nurture relationships with customers and strengthens their emotional bond with the institution.

This hypothesis is formed on the basis of research results from (Rihdiarwidiastuti, 2017) which found that relational marketing has a positive and significant effect on loyalty. Based on the description above, the researcher formulates the following hypothesis:

H1 : Relational marketing has a positive and significant effect on loyalty

Relational Marketing and Customer Satisfaction

Relational marketing is a marketing approach that focuses on building long-term relationships with customers, with the aim of creating customer satisfaction, extending customer retention, and increasing customer loyalty. Relational marketing views customers as valuable assets that can provide long-term value to the company. Through a customer-focused approach, companies can provide a better experience to customers. Responsive service, effective communication, and timely solutions can significantly increase customer satisfaction.

This hypothesis is formed on the basis of research results from (Pasaribu et al., 2022) which found that relational marketing has a positive and significant effect on satisfaction. Based on the description above, the researcher formulates the following hypothesis:

H2: Relational marketing has a positive and significant effect on satisfaction

Relational Marketing and Customer Trust

Relational marketing emphasizes building long-term relationships between companies and customers. Through consistent and continuous interaction, companies can form closer relationships with customers. This can help increase the level of customer trust because customers feel cared for, valued, and heard. Relational marketing can help strengthen customer trust by forming strong, transparent, responsive and value-oriented relationships. Strong customer trust is a valuable asset for companies because it can increase customer loyalty, customer retention, and overall brand reputation.

This hypothesis is formed on the basis of research results from (Maulana & Yunus, 2018) which found that relational marketing has a positive and significant effect on consumer trust. Based on the description above, the researcher formulates the following hypothesis:

H3: Relational marketing has a positive and significant effect on consumer trust.

Customer Satisfaction and Customer Loyalty

Customer satisfaction is often a key predictor of ongoing customer loyalty (Widiastuti & Diatmika, 2024). When customers are satisfied with the products, services, and experiences they receive from a company, they tend to remain loyal and continue to use that product or service in the future. Satisfied customers have a tendency to make repeat purchases from the company. They feel comfortable and trust a particular brand or product, so they are more likely to return to buy from that company rather than looking for alternatives from competitors. Customer satisfaction has a significant impact on customer loyalty, and companies that are able to maintain high levels of satisfaction will usually also experience higher levels of customer loyalty. This shows the importance of a company's focus on understanding customer needs and preferences, providing superior service, and building strong relationships with customers.

This hypothesis is formed on the basis of research results from (Supertini et al., 2020) which found that customer satisfaction has a positive and significant effect on customer loyalty. Based on the description above, the researcher formulates the following hypothesis:

H4: Customer satisfaction has a positive and significant effect on customer loyalty.

Customer Trust and Customer Loyalty

Customers who believe in the company tend to choose to continue doing business with the company. When customers feel confident that the company will provide consistent and high-quality products or services, they are more likely to remain loyal. Customer trust can form the basis for strong brand loyalty. Customers who trust a particular brand are likely to choose products or services from that brand consistently, even if there are options available from competitors. Customer trust plays a key role in shaping customer loyalty. Companies that are able to build and

maintain customer trust will tend to experience higher levels of customer loyalty, which can have a positive impact on the company's long-term growth and success.

This hypothesis is formed on the basis of research results from (Rafiah, 2019) which found that customer trust has a positive and significant effect on customer loyalty. Based on the description above, the researcher formulates the following hypothesis:

H5: Customer trust has a positive and significant effect on customer loyalty

Customer Satisfaction Mediates the Relationship Between Relational Marketing and Customer Loyalty

Relational marketing emphasizes the importance of building strong long-term relationships with customers. Through this approach, companies strive to better understand customer needs and preferences. When companies implement effective relational marketing strategies, this increases customer satisfaction. Customers feel valued, heard, and connected to the Company. Satisfied customers tend to choose to remain loyal to the brand or company, make repeat purchases, give positive recommendations to others, and are less likely to switch to competitors.

This hypothesis is formed on the basis of research results from (Akbar, 2018) which found that satisfaction can mediate the relationship between relational marketing and loyalty.

Based on the description above, the researcher formulates the following hypothesis:

H6: Customer satisfaction mediates the relationship between relational marketing and customer loyalty.

Customer Trust Mediates the Relationship Between Relational Marketing and Customer Loyalty

Relational marketing aims to build strong relationships between companies and customers, by emphasizing personal interaction, open communication, and a deep understanding of customer needs. When customers trust the company, they tend to feel more comfortable and emotionally connected to the brand or company. They are confident that the company will deliver consistent, high-quality products or services that meet their expectations. This trust is the foundation of customer loyalty. Customers who trust the company are more likely to remain loyal and make repeat purchases from the brand.

This hypothesis is formed on the basis of research results from (Lantang & Keni, 2022) which found that trust can mediate the relationship between relational marketing and loyalty.

Based on the description above, the researcher formulates the following hypothesis:

H7: Customer trust mediates the relationship between relational marketing on customer loyalty

RESEARCH METHOD

This research method is quantitative which uses primary data by analyzing how knowledge and insights related to strategies that can increase customer loyalty and satisfaction in Islamic banks. Quantitative method is one type of research method whose specifications are systematic, planned and clearly structured from the beginning to the creation of the research design (Sekaran & Bougie, 2016).

Data is obtained through respondents' answers using a closed questionnaire type. Primary data refers to information obtained directly from the first hand by researchers related to variables of interest for the specific purpose of the study. The closed questionnaire itself means a request to the respondent to make a choice between a series of alternatives that have been given by the researcher (Sekaran & Bougie, 2016)

The data collection method used in this research is by distributing questionnaires. Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and analyze and then draw conclusions (Sugiyono, 2019). The population in this study includes companies that carry out business activities based on sharia principles or Islamic law. The principles of Islamic sharia include several things, namely the principles of justice and balance ('adl wa tawazun), universalism (alamiyah), and benefit (maslahah).

The sample consists of several members selected from the population. Sampling is the process of selecting an appropriate number of elements from the population, so that the study of the sample and understanding of its properties or characteristics allows us to generalize those properties or characteristics to the population elements (Sekaran & Bougie, 2016). According to Malhotra's calculations (2006: 291) the sample size must be greater than at least four to five times the number of questions. In this research, there are 22 question indicators, then the number of indicators is multiplied by 6 to obtain the minimum sample required. Through Malhotra's calculation, the minimum sample size needed is 132 respondents.

The data collection method used in this study is to use the distribution of questionnaires via google form. The questionnaire is made using a Likert scale format with a scale that is often used in the preparation of questionnaires is an interval scale. In this study, hypothesis testing used the Partial Least Square (PLS) data analysis technique with the SmartPLS 4.0 program.

RESULTS AND DISCUSSION

This study aims to analyze the effect of rational marketing on customer loyalty through satisfaction and trust of Islamic bank savings customers in Klaten City. The description of this respondent is the information needed according to the characteristics of the respondents who filled out the answers. The descriptions of respondents in this study are as follows:

The characteristics of respondents based on their age show that respondents aged 17-20 years are 118 people with a percentage of -. Then the number of respondents aged 21-30 years was 12 people with a percentage of - Then respondents aged > 30 were 0 people with a percentage of - From the table shows that respondents aged 21-30 years are the most numerous and dominate in this study.

Characteristics of respondents based on their gender show that respondents who have male gender are 34 people with a percentage of 26.2% Then respondents who have female gender are 96 people with a percentage of 73.8% From the table shows that respondents with female gender are the most numerous and dominate in this study.

The characteristics of respondents based on their type of work show that respondents with student jobs dominate with a total of 2 people with a percentage of 1.5%. Then for the type of student work as many as 100 people with a percentage of

76.9%. For the type of employee work as many as 18 people with a percentage of 13.8%. And finally other types of work as many as 10 people with a percentage of 7.7%.

PLS Program Analysis

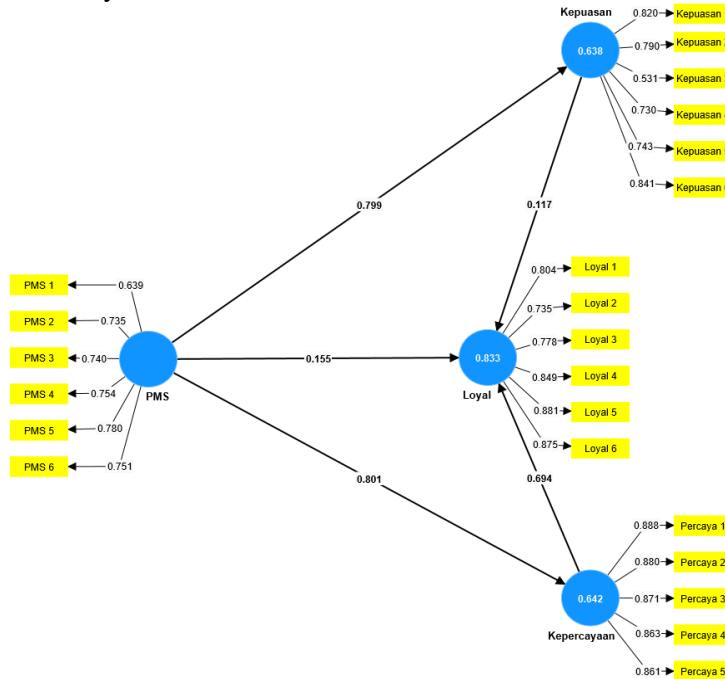


Figure 2. Outer Model

Outer model testing is used and carried out to determine the specification of the relationship between latent variables and their indicators, this test includes validity, reliability and multicollinearity

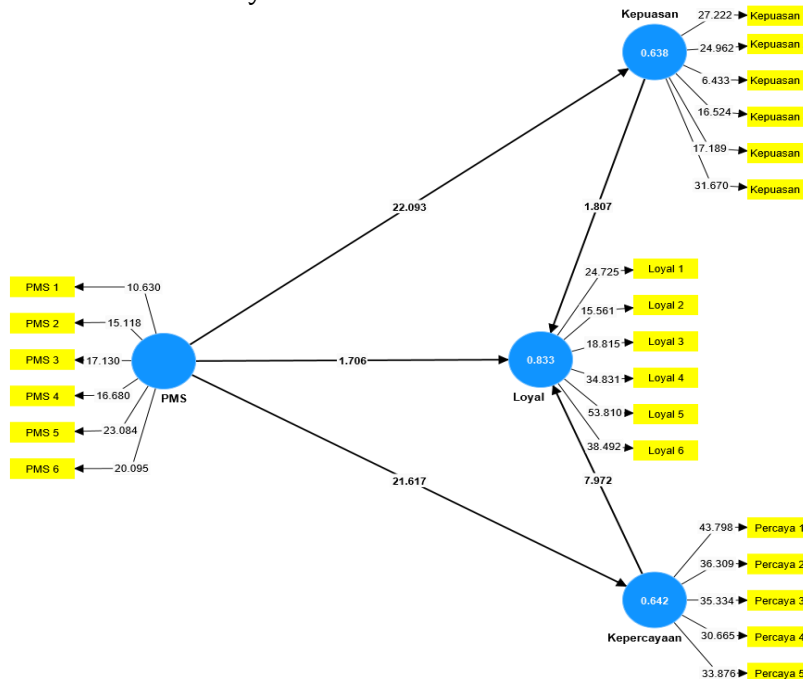


Figure 3. Inner Model

The inner model is used to test the effect between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring the R2 (R-square) value, Godness of Fit (Gof), and the path coefficient.

Outer Model Analysis
Convergent Validity

Table 1. Outer Loading Value

Variable	Outer Loading	Description
PMS 1	0.639	Valid
PMS 2	0.735	Valid
PMS 3	0.740	Valid
PMS 4	0.754	Valid
PMS 5	0.780	Valid
PMS 6	0.751	Valid
KEPU 1	0.820	Valid
KEPU 2	0.790	Valid
KEPU 3	0.531	Valid
KEPU 4	0.730	Valid
KEPU 5	0.743	Valid
KEPU 6	0.841	Valid
KEPER 1	0.888	Valid
KEPER 2	0.880	Valid
KEPER 3	0.871	Valid
KEPER 4	0.863	Valid
KEPER 5	0.861	Valid
LOYAL 1	0.804	Valid
LOYAL 2	0.735	Valid
LOYAL 3	0.778	Valid
LOYAL 4	0.849	Valid
LOYAL 5	0.881	Valid
LOYAL 6	0.875	Valid

Source: Primary data processed, 2024

The data in table 1, shows that there are no variable indicators whose outer loading value is below 0.5, so that all indicators are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity

Table 2. Average Variance Extracted Value

Variable	AVE	Description
Relational Marketing	0.540	Valid
Customer Satisfaction	0.562	Valid
Customer Trust	0.761	Valid
Customer Loyalty	0.676	Valid

Source: Primary data processed, 2024

Each variable in this study shows an AVE (Average Variance Extrancted) value of > 0.5 . This shows that each variable in this study can be said to be valid in terms of discriminant validity.

Reliability Test

Table 3. Composite Reliability

Variable	Composite Reliability
Relational Marketing	0.875
Customer Satisfaction	0.883
Customer Trust	0.941
Customer Loyalty	0.926

Source: Primary data processed, 2024

Obtained composite reliability value of all research variables worth > 0.7. For relational marketing value of 0.875, customer satisfaction of 0.883, customer trust of 0.941, and customer loyalty of 0.926. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

Cronbachs Alpha

Table 4. Cronbachs Alpha

Variable	Cronbachs Alpha
Relational Marketing	0.829
Customer Satisfaction	0.839
Customer Trust	0.922
Customer Loyalty	0.903

Source: Primary data processed, 2024

Based on Table 4, it shows that the Cronbach alpha value of all variables in this study is above > 0.6, which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

Multicollinearity Test

Table 5. Multicollinearity Test

Inner VIF Values	VIF	Description
PMS → Loyalty	4.050	Non multicollinearity
PMS → Satisfactiom	1.000	Non multicollinearity
PMS → Trust	1.000	Non multicollinearity
Satisfaction → Loyalty	2.842	Non multicollinearity
Trust → Loyalty	2.876	Non multicollinearity

Source: Primary data processed, 2024

From table 5, it is obtained that each variable has a cut off value > 0.1 or equal to the VIF value < 5, so it does not violate the multicollinearity test.

Inner Model Analysis

This study will explain the results of the goodness of fit test, path coefficient test and hypothesis testing.

Model Goodness Test (Goodness of fit)

This model goodness test consists of two tests, namely R Square (R²) and Q-Square (Q²). The R² or R-Square value shows the determination of exogenous variables on endogenous variables. The greater the R² value indicates a better level of determination. R² values of 0.75, 0.50, and 0.25 can be concluded that the model

is strong, moderate, and weak (Ghozali, 2015). The following is the value of the coefficient of determination in this study

Table 6. R-Square Value

	R-Square
Customer Satisfaction	0.638
Customer Trust	0.642
Customer Loyalty	0.833

Source: Primary data processed, 2024

Based on table 5, the effect of relational marketing variables on customer satisfaction is obtained, namely with a value of 0.638 or 63.8%, it can be said that this relationship is a moderate relationship (moderate). Then R-Square is also used to see the influence of relational marketing variables on customer trust, namely with a value of 0.642 or 64.2%, it can be said that this relationship is a moderate relationship. Then, R-Square is used to see the magnitude of the influence of relational marketing variables on customer loyalty, namely with a value of 0.833 or 83.3%, it can be said that this relationship is a strong relationship.

The next test is the Q-Square test. The Q² value in structural model testing is done by looking at the Q² (Predictive relevance) value. The Q² value can be used to measure how well the observation value produced by the model is also its parameter. A value of Q² > 0 indicates that the model has predictive relevance, while a value of Q² < 0 indicates that the model lacks predictive relevance.

Based on the results of data analysis, the Q-Square value is 0.978357. This value explains the diversity of the research data can be explained by the research model by 97.8%, while the remaining 2.2% is explained by other factors that are outside this research model. Thus, from the results of these calculations, this research model can be declared to have good goodness of fit.

Hypothesis Test

For hypothesis testing in this study, we can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation).

Testing the path coefficient by using the bootsraping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. A p value < 0.05 indicates a direct effect between variables while a p value > 0.05 indicates no direct effect between variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96 then there is a significant influence. Hypothesis testing is done with the help of SmartPLS (Partial Least Square) software. Table 7, is the path coefficient value of the test results

Table 7. Direct Effect

Hypothesis	Effect	Original Sample	T-Statistic	P-Value	Results
H1	Relational Marketing → Customer Loyalty	0.155	1.706	0.089	Not Accepted
H2	Relational Marketing → Customer Satisfaction	0.799	22.093	0.000	Accepted

Hypothesis	Effect	Original Sample	T-Statistic	P-Value	Results
H3	Relational Marketing→ Customer Trust	0.801	21.617	0.000	Accepted
H4	Customer Satisfaction→ Customer Loyalty	0.117	1.807	0.071	Not Accepted
H5	Customer Trust→ Customer Loyalty	0.694	7.972	0.000	Accepted

Source: Primary data processed, 2024

Based on table 7, the interpretation is as follows:

1. The first hypothesis tests whether relational marketing has a positive and significant effect on customer loyalty. The table above shows a t-statistic value of 1.706 with an effect of 0.155 and a p-value of 0.089. With a t-statistic value <1.96 and a p value > 0.05, it can be concluded that hypothesis one is not accepted where there is no direct influence between relational marketing on customer loyalty.
2. The second hypothesis tests whether relational marketing has a positive and significant effect on customer satisfaction. The table above shows a t-statistic value of 22.093 with an effect of 0.799 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value <0.05, it can be concluded that the second hypothesis is accepted where there is a positive and significant influence between relational marketing on customer satisfaction.
3. The third hypothesis tests whether relational marketing has a positive and significant effect on customer trust. The table above shows a t-statistic value of 21.617 with an effect of 0.801 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value <0.05, it can be concluded that the third hypothesis is accepted where there is a positive and significant influence between relational marketing on customer trust.
4. The fourth hypothesis tests whether customer satisfaction has a positive and significant effect on customer loyalty. The table above shows a t-statistic value of 1.807 with an effect of 0.117 and a p-value of 0.071. With a t-statistic value <1.96 and a p value > 0.05, it can be concluded that the fourth hypothesis is not accepted where there is no influence between customer satisfaction on customer loyalty.
5. The fifth hypothesis tests whether customer trust has a positive and significant effect on customer loyalty. The table above shows a t-statistic value of 7.972 with an effect of 0.694 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value <0.05, it can be concluded that the fifth hypothesis is accepted where there is a positive and significant influence between customer trust on customer loyalty.

The next step is indirect effect testing which can be seen from the specific indirect effect results. If the P-Values value <0.05 then it is significant. This means that the mediator variable mediates the effect of an exogenous variable on an endogenous variable, in other words, the effect is indirect. If the P-Value > 0.05 then it is not significant. This means that the mediator variable does not mediate the effect of an exogenous variable on an endogenous variable. In other words, the effect is direct (Juliandi, 2018). Below is the specific indirect model value.

Table 8. Indirect Effect

Hypothesis	Effect	Original Sample	T-Statistics	P-Value	Results
H6	Relational Marketing→ Customer Satisfaction→ Customer Loyalty	0.093	1.799	0.073	Not Accepted
H7	Relational Marketing→ Customer Trust→ Customer Loyalty	0.556	7.322	0.000	Accepted

Source: Primary data processed, 2024

Based on the table 8, the results show that:

1. The sixth hypothesis tests whether customer satisfaction is able to mediate the effect of relational marketing on customer loyalty. The table above shows a t-statistic value of 1.799 with an effect of 0.093 and a p-value of 0.073. With a t-statistic value <1.96 and a p value> 0.05, it can be concluded that the sixth hypothesis is not accepted where customer satisfaction cannot mediate the effect of relational marketing on customer loyalty.
2. The seventh hypothesis tests whether customer trust is able to mediate the effect of relational marketing on customer loyalty. The table above shows a t-statistic value of 7.322 with an effect of 0.556 and a p-value of 0.000. With a t-statistic value> 1.96 and a p value <0.05, it can be concluded that the seventh hypothesis is accepted where customer trust can mediate the effect of relational marketing on customer loyalty.

Discussion

The Effect of Relational Marketing on Customer Satisfaction

The analysis results show that relational marketing has no direct effect on customer loyalty. This is evidenced by the t-statistic value of 1.706 with a magnitude of influence of 0.155 and a p-value of 0.089. With a t-statistic value <1.96 and a p value> 0.05. So, the results of this study contradict the results of research from (Rihdiarwidiastuti, 2017) which found that relational marketing has a positive and significant effect on loyalty.

Relational marketing emphasizes the importance of ongoing communication between banks or financial institutions and their customers. Regular and relevant communication helps maintain relationships with customers and strengthen their emotional ties with the institution.

The Effect of Relational Marketing on Customer Satisfaction

The analysis results show that relational marketing has a positive and significant effect on customer satisfaction. This is evidenced by the t-statistic value of 22.093 with a magnitude of 0.799 and a p-value of 0.000. With a t-statistic value> 1.96 and a p value <0.05. So, the results of this study are in line with the results of research from (Pasaribu et al., 2022) which found that relational marketing has a positive and significant effect on satisfaction.

Relational marketing views customers as valuable assets that can provide long-term value to the company. Through a customer-focused approach, companies can provide a better experience to customers.

The Effect of Relational Marketing on Customer Trust

The analysis results show that relational marketing has a positive and significant effect on customer trust. This is evidenced by the t-statistic value of 21.617 with a magnitude of 0.801 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05 . So, the results of this study are in line with the results of research from the results of research from (Maulana & Yunus, 2018) which found that relational marketing has a positive and significant effect on consumer trust.

Through consistent and continuous interaction, companies can form closer relationships with customers. This can help increase the level of customer trust because customers feel cared for, valued, and heard. Relational marketing can help strengthen customer trust by forming strong, transparent, responsive, and value-oriented relationships. Strong customer trust is a valuable asset for companies because it can increase customer loyalty, customer retention, and overall brand reputation.

The Effect of Customer Satisfaction on Customer Loyalty

The analysis results show that customer satisfaction has no influence on customer loyalty. This is evidenced by the t-statistic value of 1.807 with a magnitude of influence of 0.117 and a p-value of 0.071. With a t-statistic value < 1.96 and a p value > 0.05 . So, the results of this study contradict the results of research from (Supertini et al., 2020) which found that customer satisfaction has a positive and significant effect on customer loyalty.

When customers are satisfied with the products, services and experiences they receive from the company, they tend to remain loyal and continue to use that product or service in the future. Satisfied customers have a tendency to make repeat purchases from the company.

The Effect of Customer Trust on Customer Loyalty

The analysis results show that customer trust has a positive and significant effect on customer loyalty. This is evidenced by showing a t-statistic value of 7.972 with a magnitude of influence of 0.694 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value < 0.05 . So, the results of this study are in line with the results of research from (Rafiah, 2019) which found that customer trust has a positive and significant effect on customer loyalty.

Customers who trust the company tend to choose to continue doing business with the company. When customers feel confident that the company will provide consistent and high-quality products or services, they are more likely to remain loyal. Customer trust can form the basis for strong brand loyalty.

The Effect of Relational Marketing on Customer Loyalty Mediated by Customer Satisfaction

The results of the analysis show that customer satisfaction is unable to mediate the relationship between relational marketing and customer loyalty. This is evidenced by showing a t-statistic value of 1.799 and a p-value of 0.073. With a t-statistic value

<1.96 and a p value> 0.05. So, the results of this study contradict the results of research from (Akbar, 2018) which found that satisfaction can mediate the relationship between relational marketing and loyalty.

Relational marketing emphasizes the importance of building strong long-term relationships with customers. Through this approach, companies strive to better understand customer needs and preferences. When companies implement effective relational marketing strategies, this increases customer satisfaction. Customers feel valued, heard, and connected to the Company.

The Effect of Relational Marketing on Customer Loyalty Mediated by Customer Trust

The results of the analysis show that customer trust is able to mediate the relationship between relational marketing and customer loyalty. This is evidenced by showing a t-statistic value of 7.322 with a magnitude of influence of 0.556 and a p-value of 0.000. With a t-statistic value > 1.96 and a p value <0.05. So, the results of this study are in line with the results of research from (Lantang & Keni, 2022) which found that trust can mediate the relationship between relational marketing and loyalty.

Relational marketing aims to build strong relationships between companies and customers, emphasizing personalized interactions, open communication, and a deep understanding of customer needs. When customers trust the company, they tend to feel more comfortable and emotionally connected to the brand or company. They are confident that the company will deliver consistent, high-quality products or services that meet their expectations.

CONCLUSION

Based on the results and discussion, it is found that relational marketing has no effect on customer loyalty. Relational marketing has a positive and significant effect on customer satisfaction. Relational marketing has a positive and significant effect on customer trust. Customer satisfaction has no effect on customer loyalty. Customer trust has a positive and significant effect on customer loyalty. Customer satisfaction does not mediate the relationship between the influence of relational marketing on customer loyalty. Customer trust mediates the relationship between the influence of relational marketing on customer loyalty

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