

NURTURING MARKETING RELATIONSHIPS: THE ROLE OF LOYALTY TENDENCIES BEYOND RELATIONSHIP DYNAMICS

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ABSTRACT

Maintaining strong marketing relationships with customers is crucial to a company's long-term success. In an era full of intense competition, customer loyalty tendencies have an important role in influencing the dynamics of the relationship between companies and customers. However, customer loyalty tendencies are not only influenced by internal factors, but also by external factors that complicate the dynamics of marketing relationships. This research aims to investigate the role of customer loyalty tendencies beyond the dynamics of marketing relationships. We want to understand how external factors, such as changing market trends and social environmental influences, influence customer loyalty trends, as well as their impact on sustainable marketing relationships. The research method used in this research is qualitative. We conducted an in-depth review of relevant literature, including related journals, articles and books. We also analyzed case studies and previous research to gain comprehensive insight into this topic. The research results show that customer loyalty tendencies play a key role in maintaining sustainable marketing relationships. External factors such as changes in market trends, social environmental influences, and competitors' actions can influence customer loyalty tendencies. It is important for companies to adopt a responsive approach to environmental changes and continuously monitor changes in customer needs and preferences.

Keywords: Maintaining Marketing Relationships, Loyalty Tendency, External Factors.

INTRODUCTION

Marketing is a broad and fundamental concept in the business world that involves a series of activities aimed at understanding customer needs and wants and fulfilling them in a way that is profitable for the company. More specifically, marketing can be defined as the process of planning, implementing, and controlling activities related to the exchange of goods or services between producers and consumers. This marketing process involves careful market analysis to identify the right market segments, development of products or services that meet market needs, competitive pricing, efficient distribution, and effective communication with customers. In essence, marketing is not just about selling products or services, but more about building and maintaining strong relationships with customers (Asri et al., 2023). It involves a deep understanding of customer needs and preferences, as well as the ability to deliver high perceived value through the products or services offered. Marketing also involves a process of continuous adjustment to changes in the business environment and consumer behavior, with the aim of remaining relevant and competitive in an ever-changing marketplace. In addition, marketing also involves various strategies and techniques to build a strong brand and generate customer loyalty. This includes the use of effective branding, creative promotions, as well as good customer relationship management. With a holistic and sustainable approach, marketing can be one of the key elements in the long-term success of a company, due to its ability to create value for customers and generate sustainable competitive advantage (Mandagi, 2022)..

According to (Pratiwi, 2021) Maintaining marketing relationships is a strategy that aims to maintain and increase positive interactions between companies and customers on an ongoing basis. This involves a series of activities and initiatives undertaken by the company to ensure that relationships with customers remain strong, close, and mutually beneficial. In this context, nurturing marketing relationships is not just about selling products or services to customers, but also about building deeper bonds, understanding customer needs and preferences, and providing ongoing added value..

One important aspect of nurturing marketing relationships is effective communication between companies and customers. This involves using various communication channels, from social media, to email, to customer service, to stay connected with customers and respond to their needs or concerns quickly and efficiently. Open and transparent communication allows companies to build strong trust with customers, which is the foundation of a sustainable marketing relationship (Elianto et al., 2020). Maintaining marketing relationships also involves constant monitoring and evaluation of customer satisfaction and the feedback provided by them. By understanding customer satisfaction levels and the factors that influence their purchasing decisions, companies can identify areas where they can improve their products or services, as well as develop more effective strategies to meet customer needs. Relationship marketing is not just about keeping existing customers, but also about expanding networks and increasing business growth through developing relationships with new customers. It involves marketing strategies that focus on customer retention as well as relational marketing that prioritizes forming long-term bonds with customers (Setiyaningrum & Ramawati, 2020). Thus, nurturing relationship marketing is key to creating customer loyalty, increasing retention, and achieving sustainable growth in business..

In today's era of globalization and increasingly fierce business competition maintaining strong marketing relationships has become a must for companies. Effective relationship marketing is not just about enticing customers to make a one-time purchase, but rather about building a strong and sustainable bond with them. One of the key factors that influence the success of relationship marketing is customer loyalty. Customer loyalty is not only about retaining customers to keep buying products or using services from a company, but also about fostering deep emotional and affective bonds between customers and brands..

In the context of business, the importance of understanding and maintaining marketing relationships cannot be doubted. Along with changes in consumer behavior and technological advances, the dynamics of the relationship between companies and customers have also changed significantly. Previously, the main focus of marketing was often only on selling products or services (Dahlan et al., 2022). Nowadays, however, a more holistic and sustainable approach is required, where building long-term relationships with customers becomes a top priority. One concept that has emerged in this context is the concept of loyalty propensity. Loyalty propensity refers to a customer's willingness and desire to remain loyal to a brand or company over a long period of time. It encompasses a number of factors, including customer satisfaction, trust in the brand, perceived value, and overall experience with the product or service offered.

According to (Nurbiyanto et al., 2021) Loyalty is a complex and multifaceted concept that has attracted the attention of experts from various disciplines, including marketing, psychology, and management. According to experts, loyalty is often explained as a strong commitment or loyalty to an entity, such as a brand, company, or individual, which is reflected in consistent behavior in choosing and using their products or services. Experts in marketing often associate loyalty with repeat purchases or consistent behavior in choosing a particular

brand over time. According to Kotler and Armstrong in (Istiyawari et al., 2021) customer loyalty is the tendency of customers to make repeated purchases of a brand or product rather than existing brands in a comparable market. This reflects the relationship that has been emotionally established between the customer and the brand, where the customer feels satisfied and trusts the product or service offered.

Loyalty is often explained as deep loyalty or commitment to an individual or group. According to Meyer and Allen in (Agustina et al., 2024) interpersonal loyalty is the desire to maintain strong relationships and involvement in social relationships, which are often based on perceptions of mutual benefit and support between the parties involved. However, it is important to note that loyalty is not just about making repeat purchases or maintaining interpersonal relationships, but also about the desire to recommend brands or individuals to others. According to Reichheld (1996) in (Fitri, 2023) true loyalty involves the tendency to give positive recommendations to others and promote brands or individuals to others, which can result in organic growth and broad positive influence. Thus, loyalty can be seen as a complex phenomenon involving a combination of commitment, satisfaction, trust, and consistent behavior in different contexts..

While the importance of loyalty tendencies is recognized, understanding how these factors affect the overall dynamics of relationship marketing is still a challenge for many companies. There is a paradigm shift from a transaction-oriented approach to a relationship-focused approach, which emphasizes the importance of building and maintaining strong bonds with customers over time.

It is in this context that research into the role of loyalty tendencies in nurturing marketing relationships becomes highly relevant. Through a deeper understanding of how loyalty tendencies influence the interaction between companies and customers, as well as their impact on long-term outcomes such as customer retention, brand loyalty and profitability, companies can develop more effective strategies in nurturing sustainable marketing relationships. Thus, the purpose of this study is to investigate the role that loyalty tendencies play in relationship marketing dynamics, as well as to provide deeper insights into how companies can optimize their strategies to nurture strong relationships with customers in this ever-changing and competitive era.

RESEARCH METHODS

The research method used in this study is qualitative, focusing on an in-depth understanding of the role of loyalty tendencies in maintaining marketing relationships beyond relationship dynamics. The qualitative approach was chosen because it allows researchers to explore and understand the complexity of the phenomena involved, including the psychological, social, and emotional factors that influence the relationship between companies and customers (Sugiyono, 2017). To gain comprehensive insights, this research will involve a series of in-depth interviews with marketing managers, marketing experts, and customers from various companies and industries. The interviews will focus on their understanding of the concept of loyalty, the strategies used to nurture marketing relationships, and their experiences and perceptions of the role of loyalty tendencies in relationship marketing..

The data sources used in this research are scientific journals, articles, and books related to marketing, management, and consumer psychology. Data from these sources will be used to support the findings from the interviews, as well as to enrich the understanding of the theories

and concepts underlying this research. In addition, text analysis from these sources will assist in building a solid conceptual framework for understanding the role of loyalty tendencies in nurturing marketing relationships. With a combination of primary data from interviews and secondary data from relevant literature, this research is expected to provide a deep and comprehensive insight into how loyalty tendencies affect relationship marketing dynamics and the implications for business practices..

RESULTS AND DISCUSSION

Maintaining marketing relationships is a very vital aspect of the company's business strategy in the era of globalization and increasingly fierce competition. This concept includes a series of activities and strategies aimed at maintaining and enhancing positive interactions between companies and customers, which in turn can bring long-term benefits to both parties. In this context, the role of loyalty propensity in nurturing marketing relationships has become a research topic that attracts the attention of academics and business practitioners. Loyalty propensity highlights the degree of customer loyalty to a particular brand or company, which is reflected in the tendency to make repeat purchases, recommend the brand to others, and actively participate in interactions with the brand. However, it is important to understand that loyalty propensity is not only influenced by internal factors such as product or service quality, but also by external factors such as influences from the social environment and changing market trends..

A number of previous studies have been conducted to explore the role of loyalty tendencies in maintaining marketing relationships beyond relationship dynamics. For example, research by (Storbacka & Moser, 2020) suggests that customer loyalty propensity can play an important role in shaping brand image and customer value perceptions. Aaker highlighted the importance of building emotional bonds between customers and brands as a way to increase customer loyalty propensity. This finding is consistent with other studies that emphasize the importance of the quality of the relationship between companies and customers in maintaining customer loyalty and creating a sustainable competitive advantage (Eriksson, 2022).

PeResearch by (Jain et al., 2022) highlights the importance of trust as one of the key factors in influencing customer loyalty tendencies. They found that customers who feel trust in a brand or company tend to be more loyal and tend to maintain longer relationships. This research suggests that building and maintaining customer trust is a key aspect of a successful relationship marketing strategy. In addition, research by (Zhang & Chang, 2021) emphasizes the importance of customer satisfaction as a key predictor of loyalty tendencies. Oliver states that customers who are satisfied with their experience in using a company's products or services tend to be more loyal and tend to maintain a long-term relationship with the company.

Research also shows that customer loyalty tendencies are not always static and can be influenced by various external factors. For example, research by (Victoriia, 2020) shows that customers can often be influenced by influences from their social environment, such as recommendations from friends or family, in making purchasing decisions. External factors such as changes in market trends, offers from competitors, or bad experiences with brands can also influence customer loyalty tendencies and affect relationship marketing dynamics..

Thus the results of previous research indicate that maintaining strong marketing relationships requires a deep understanding of the role of loyalty tendencies beyond relationship dynamics. Factors such as trust, satisfaction, and social environmental influences can play an important role in shaping customer loyalty tendencies and generating mutually beneficial interactions between companies and customers. Therefore, companies need to

develop marketing strategies that are oriented towards building long-term relationships with customers, taking into account various factors that can influence customer loyalty tendencies and maintain sustainable marketing relationships..

The results of the research on nurturing marketing relationships with a focus on the role of loyalty tendencies beyond relationship dynamics provide important insights in understanding the complexity of factors that influence interactions between companies and customers. From the results, it can be concluded that customer loyalty propensity has a significant impact on maintaining sustainable marketing relationships. Previous research has shown that customers who have high levels of loyalty tendencies are more likely to make repeat purchases, recommend brands to others, and maintain long-term relationships with companies..

One important finding of the research results is that customer loyalty tendencies are not only influenced by internal factors such as product or service quality, but also by external factors such as influences from the social environment and changing market trends. This highlights the importance of understanding the social and economic context in which customers operate in designing effective relationship marketing strategies. In this case, companies need to consider these external factors in making marketing decisions, as well as developing strategies that are responsive to environmental changes. The results also show that customer trust and satisfaction play a key role in shaping loyalty tendencies. Customers who feel trust in the brand or company and are satisfied with their experience in using the product or service are more likely to become loyal and maintain a long-term relationship. Therefore, it is important for companies to build and maintain customer trust, as well as continuously improve the quality of their products or services to ensure continued customer satisfaction. The results also show that customer loyalty tendencies are not always static, but can be influenced by changing external factors. Companies need to understand that customer loyalty trends can change with changes in the social, economic and market environment. Therefore, they need to adopt a flexible and responsive approach to nurturing sustainable marketing relationships, by constantly monitoring changing trends and customer needs and adjusting their strategies accordingly..

Thus the results of this study make a valuable contribution to the understanding of the role of loyalty tendencies in maintaining marketing relationships beyond relationship dynamics. The implication of this research is that companies need to develop marketing strategies that are oriented towards building long-term relationships with customers, taking into account the various factors that influence customer loyalty tendencies and maintain sustainable marketing relationships.

1. Effect of Loyalty Tendency on Repeat Purchases

The influence of loyalty tendencies on repeat purchases is a crucial aspect in the context of marketing relationships between companies and customers. In a business era full of intense competition, retaining existing customers has become more important than finding new customers. Therefore, understanding how customers' loyalty tendencies affect their purchasing behavior has great implications for a company's marketing strategy. In this talk, we will explore in-depth the influence of loyalty propensity on repeat purchases, including the factors that influence loyalty propensity, its impact on repeat purchases, and its strategic implications for companies..

Loyalty propensity refers to a customer's level of loyalty or commitment to a particular brand, product or company. It includes the tendency to choose the same brand over time, make repeat purchases, as well as give positive recommendations to others. The influence of loyalty

propensity on repeat purchases can be significant. Customers who have a high propensity for loyalty tend to choose the same brand more often over time, even in the face of greater choice and tougher competition. Factors that influence customer loyalty tendencies are very diverse. One of them is product or service quality. Customers tend to be more loyal to brands or companies that offer high-quality products or services that meet their expectations (Santos et al., 2022). Another factor at play is the customer's experience with the brand or company. Positive experiences, such as good customer service or a pleasant purchase experience, tend to strengthen customer loyalty tendencies. In addition, emotional and psychological factors can also influence loyalty tendencies. For example, customers who feel emotionally connected to a brand or company tend to be more loyal.

The impact of loyalty tendencies on repeat purchases can be very significant for the long-term success of a company. First, repeat purchases create stable and reliable revenue for the company. When customers make repeat purchases consistently, it helps increase the company's overall revenue and profitability. In addition, loyal customers tend to be strong brand advocates. They are more likely to recommend the brand to others, help expand the company's market share, and create favorable network effects (Ghorbanzadeh & Rahehagh, 2021). Repeat purchases also help increase customer retention, which means companies can reduce the cost of acquiring new customers.

Customer loyalty trends are not always stable and can be affected by various external factors. Changes in market trends, offers from competitors, or changes in customer preferences can affect customer loyalty tendencies. Therefore, companies need to adopt an approach that is responsive to environmental changes and continuously monitor changes in customer needs and preferences. In this case, product innovation, creative marketing strategies, and improved service quality can be the key to maintaining a strong trend of customer loyalty.

In the face of the challenges and opportunities faced by companies in nurturing customer loyalty trends, there are several strategic implications that can be considered. First, it is important to identify and understand the factors that influence customer loyalty trends in depth. This enables companies to develop appropriate strategies to strengthen customer loyalty trends, whether through improved product or service quality, better customer service, or the development of effective loyalty programs. In addition, companies also need to continuously monitor changes in the business environment and customer behavior, and adapt their strategies accordingly.

In conclusion, the influence of loyalty tendencies on repeat purchases has a significant impact on the long-term success of a company. Understanding the factors that influence customer loyalty tendencies, their impact on repeat purchases, and their strategic implications can help companies develop effective marketing strategies to nurture strong relationships with customers and achieve sustainable customer loyalty. As such, this discussion provides important insights for companies in facing the challenges of intense competition and achieving sustainable growth in their business.

2. Relationship between Loyalty Tendency and Recommending Brands

The relationship between loyalty tendencies and recommending brands is an important aspect in the modern marketing context. In an era where the power of social influence is increasing through social media and other online platforms, recommending brands to others can have a significant impact on brand growth and reputation. In this talk, we will explore in-depth the relationship between loyalty propensity and brand recommending behavior, the factors that influence it, and the strategic implications for companies.

Loyalty propensity reflects a customer's level of loyalty or commitment to a particular brand, product or company. It includes the tendency to choose the same brand over time, make repeat purchases, as well as give positive recommendations to others. Recommending a brand to others is not just about telling them about a good brand, but also about sharing positive experiences and giving trustworthy advice.

The relationship between loyalty propensity and brand recommending behavior becomes particularly relevant in the context of word-of-mouth marketing and social influence. Customers who have high loyalty propensity tend to be strong brand advocates. They feel emotionally connected to the brand, have positive experiences with the product or service, and feel satisfied with their relationship with the brand. In this case, recommending the brand to others becomes a natural and authentic act. Factors that influence the relationship between loyalty tendencies and brand recommending behavior may vary. First, the customer's experience with the brand or company has a significant impact. Customers who have a positive experience with a brand are more likely to recommend it to others. In addition, customer satisfaction also plays an important role. Customers who feel satisfied with a product or service are more likely to recommend it to others. In addition, emotional and psychological factors also influence brand recommending behavior. Customers who feel emotionally connected to a brand tend to be more loyal and more motivated to recommend it to others (Kwiatek et al., 2020)..

The impact of the relationship between loyalty tendencies and brand recommending behavior is significant for brand success and business growth. First, recommending the brand to others helps expand the brand's reach and creates a favorable network effect. By having a group of customers who are loyal and active in recommending the brand to others, companies can expand their market share with relatively low marketing costs. In addition, recommending brands to others helps build a strong brand reputation. Positive recommendations from friends or family tend to be more trusted than brand advertisements or promotions. However, it is important to remember that brand recommending behavior is not always positive. Customers who are dissatisfied with their experience with the brand are likely to give negative recommendations to others. Therefore, companies need to continuously monitor and improve the quality of their products or services to ensure that customers have a positive experience that motivates them to recommend the brand to others.

In the face of the challenges and opportunities faced by companies in the relationship between loyalty tendencies and brand recommending behavior, there are several strategic implications that can be considered. First, companies need to build strong relationships with customers and increase their satisfaction with the product or service. This will help strengthen customers' loyalty tendencies and encourage them to recommend the brand to others. In addition, companies also need to leverage social media and other online platforms to stimulate and facilitate brand recommending behavior among their customers. In conclusion, the relationship between loyalty propensity and brand recommending behavior has a significant impact on brand success and business growth. Understanding the factors that influence this relationship, its impact on customer behavior, and its strategic implications can help companies develop effective marketing strategies to build strong brands and achieve sustainable growth. By strengthening customer loyalty tendencies and stimulating brand recommending behavior, companies can create beneficial network effects and expand their market share at relatively low marketing costs..

3. The Influence of External Factors on Loyalty Tendencies

The influence of external factors on loyalty tendencies is a very important aspect of understanding the dynamics of the relationship between customers and brands in a marketing context. These external factors include various elements beyond a company's direct control, such as the social, economic and political environment, as well as competitor actions and changing market trends. In this discussion, we will explore in depth the influence of external factors on customer loyalty tendencies, how these factors affect relationship marketing, and their strategic implications for companies. The social environment, for example, can influence a customer's perception and preference for a particular brand or product. Influences from friends, family or public figures can affect customers' purchase choices and loyalty tendencies. In addition, changes in market trends can also affect loyalty tendencies. Competitors offering more innovative or attractive products or services, or changes in consumer preferences, can shift customer loyalty from one brand to another..

The impact of external factors on loyalty tendencies can be very diverse. First, changes in the social or economic environment can cause shifts in consumer preferences and purchasing behavior. For example, changes in lifestyle trends or social values may alter customers' perceptions of a particular brand or product, affecting their loyalty tendencies. In addition, the actions of competitors can also affect customer loyalty propensity. If a competitor manages to offer a product or service that is more attractive or better suited to the customer's needs, this may reduce the customer's loyalty tendency towards the existing brand. However, the influence of external factors on loyalty propensity is not always negative. Companies can take advantage of certain external factors to strengthen relationships with customers and increase their loyalty propensity. For example, changes in market trends can provide an opportunity for companies to develop new products or services that better suit customer needs and preferences. In addition, influence from the social environment can also be used to build stronger brands by utilizing the influence of public figures or influential social media users (Soni, 2022).

The strategic implications of the influence of external factors on customer loyalty trends can be very significant for companies. First, companies need to continuously monitor and understand changes in the social, economic and market environment that may affect customer loyalty trends. By understanding these factors, companies can identify opportunities and challenges that may arise, and develop appropriate strategies to deal with them. In addition, companies also need to adopt a flexible and responsive approach in the face of environmental changes, quickly adjusting their marketing strategies according to the changes that occur. Companies also need to build strong relationships with customers as a strategy to reduce the negative impact of external factors on loyalty tendencies. By building strong and mutually beneficial relationships with customers, companies can create strong emotional bonds, which can help maintain customer loyalty tendencies amid dynamic environmental changes. This can be done through improving customer service quality, using effective loyalty programs, and open and transparent communication with customers (Kaur et al., 2020).

In conclusion, the influence of external factors on customer loyalty tendencies has a significant impact on the marketing relationship between companies and customers. Factors such as changes in the social, economic, and market environment, as well as the actions of competitors, can influence customers' perceptions and behaviors, and thus affect their loyalty tendencies towards a particular brand or product. In the face of the challenges and opportunities faced by companies, it is important that they adopt a responsive and flexible approach, and continuously monitor changes in the environment and customer behavior. By understanding the influence of external factors and taking appropriate measures to address their impact,

companies can build strong relationships with customers and achieve sustainable growth in their business.

CLOSING

In the context of modern marketing, maintaining relationships with customers is a very important aspect for the long-term success of a company. One of the main factors that influence success in maintaining marketing relationships is customer loyalty tendencies. Loyalty tendencies not only reflect the level of customer loyalty to the brand or company, but also have a direct impact on their purchasing behavior, as well as the behavior of recommending the brand to others. From the discussion that has been done, it can be concluded that customer loyalty tendencies have a very important role outside the dynamics of marketing relationships. Customers who have high loyalty tendencies are more likely to make repeat purchases, give positive recommendations to others, and maintain long-term relationships with brands or companies. However, customer loyalty tendencies are also affected by various external factors, such as changes in the social, economic, and market environment, as well as the actions of competitors.

Thus companies need to adopt a holistic and responsive approach in nurturing sustainable marketing relationships. It is important for companies to continuously monitor and understand changes in the environment and customer behavior, and adapt their strategies accordingly. In addition, companies also need to focus on building trust, satisfaction and emotional connections with customers, in an effort to strengthen customer loyalty tendencies. By maintaining strong relationships with customers and strengthening their loyalty tendencies, companies can create a solid foundation for sustainable business growth. Through these efforts, companies can build strong brands, expand their market share, and achieve a competitive advantage in their industry. Thus, nurturing marketing relationships by paying attention to the role of customer loyalty tendencies is a key step for a company's long-term success in an increasingly competitive and dynamic market.

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