

**THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF RELATIONSHIP
MARKETING ON CUSTOMER LOYALTY
(Study on Dentino Dental Care Bali Patients)**

I Nyoman Dyo Sucahya Permana

Faculty of Economics and Business, Udayana University
Email: sucahyadyo@gmail.com

I Made Wardana

Faculty of Economics and Business, Udayana University

ABSTRACT

In addition to taking care of their teeth's health, people nowadays also seek dental care to enhance the aesthetics of their smiles with procedures like veneers, whitening, and dental jewellery. With this potential, extensive business opportunities in the health sector are created. This research was conducted at Dentino Dental Care located in Sukawati, Gianyar. The aim of this research is to test and explain the role of customer satisfaction in mediating the influence of relationship marketing on customer loyalty in Dentino Dental Care patients. The sample in this study was 100 respondents. Data collection was carried out by distributing questionnaires via Google Form. The collected data was analyzed using the classical assumption test, path analysis techniques, Sobel test and VAF test. The study's findings demonstrate that relationship marketing influences patient loyalty in a positive and significant way, as well as how customer satisfaction influences patient loyalty in a positive and significant way. Additionally, patient satisfaction can partially mediate the relationship marketing's effect on patient loyalty. Dentino Dental Care The implications of this research can be material for consideration and input for Dentino Dental Care in maintaining customer loyalty by considering relationship marketing and customer satisfaction variables.

Keywords: Customer Satisfaction; Relationship Marketing; Customer Loyalty.

INTRODUCTION

Dental care carried out by people is not only for the health of their teeth, but dental care is carried out for the beauty of their teeth by carrying out treatments such as bleaching, veneers, dental jewelry (Hastuti, 2022). Competition in the business world is increasingly fierce, including in the health business sector. Demand for dental services is one of the factors influencing competition in this industry. One of the dental health clinics in Bali, Gianyar Regency to be precise, is Dentino Dental Care which is located at Jalan Ciung Wanara, Banjar Kebalian, No. 9, Sukawati. Dentino Dental Care apart from providing dental health care, also offers dental beauty treatments such as installing braces, bleaching, veneers. The problem faced by Dentino Dental Care is increasingly tight competition with competitors, which has an impact on customer loyalty. Dentino Dental Care only serves general patients and cannot serve patients who use health insurance (BPJS), so patients who initially received treatment at Dentino Dental Care then with new competitors serving BPJS patients can move to dental care clinics that accept BPJS services.

Table 1. Dentino Dental Care Patient Visit Data for 2019 - 2023

Year	2019	2020	2021	2022	2023
Patient Visits	230	138	433	328	235

Source: Dentino Dental Care

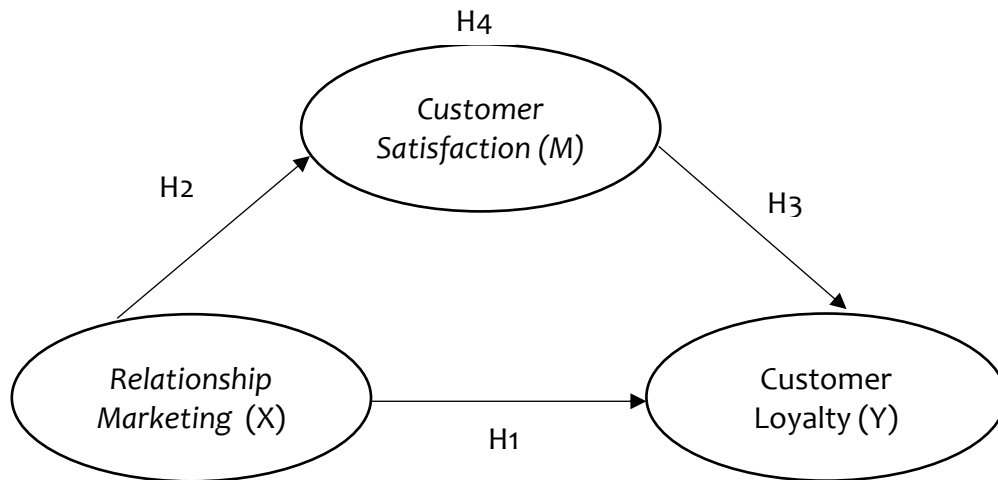
Table 1 states that there is a decrease in patient visits to Dentino Dental Care. This can be seen in 2021 as many as 433 followed by the following year, namely in 2022 as many as 328 patients and in 2023 as many as 235 patient visits. Relationship marketing is one of the measures Dentino Dental Care has adopted in response to this situation, which it recognises as a possibility for solving its challenges. According to the findings of interviews with Dentino Dental Care, the company works to preserve a positive relationship between its patients and itself. It offers patients who have received repeated treatment discounted rates in an effort to foster a sense of loyalty among its clientele. Dentino Dental Care provides convenience in the form of free consultation services for patients regarding complaints they are experiencing by communicating via WhatsApp or coming directly to the practice to find solutions to complaints and dental problems faced by patients. By implementing this system, it is hoped that we will be able to maintain good relationships with patients so as to create customer loyalty.

Loyalty can be understood as the psychology of customer commitment which then results in purchase sequence, purchase proportion and purchase probability, therefore customer loyalty greatly influences business development and income (Novianti and Endri, 2018). Relationship marketing plays an important role in increasing customer loyalty, as stated by Semaranata and Telagawathi (2022) in their research showing that relationship marketing has a positive and significant effect on sympathy customer loyalty in Singaraja City. These results are in line with research conducted by Yuwita and Nugroho (2020) which also concluded that relationship marketing has a positive and significant effect on customer loyalty. However, research conducted by Karim et al. (2020) found different results that relationship marketing did not have a significant effect on customer loyalty, likewise research conducted by Sugiarto (2021) found the same results that relationship marketing did not have a significant effect on customer loyalty.

Customer satisfaction also leads to customer loyalty, which is defined as a collection of customer attitudes and behaviors that reflect their commitment to a brand, product, or service (Alzoubi et al., 2021). Customer satisfaction can also be influenced by relationship marketing, as stated by Putranto and Sudrajat (2021) in their research results showing that relationship marketing has a positive and significant effect on customer satisfaction. Likewise, research conducted by Darmayasa and Yasa (2021), Yuwita and Nugroho (2020) shows the same results that relationship marketing has a positive and significant effect on customer satisfaction. The differences in results from several previous studies and the existence of a phenomenon make it important to carry out research again, so that a clearer picture of how the role of customer satisfaction mediates the influence of relationship marketing on customer loyalty at Dentino Dental Care is obtained.

The theory underlying this research is consumer behavior theory. According to Swastha and Handoko (2019), consumer behavior is the activity of individuals who are directly involved in obtaining and using products or services, including the decision-making process and preparation that determine these activities. Consumer behavior theory is a study that studies how to search for, select, buy, use and evaluate goods or services to meet their needs.

Figure 2. Conceptual Framework



Research conducted by Semaranata and Telagawathi (2022) shows that relationship marketing has a positive and significant effect on sympathy customer loyalty in Singaraja City. Apart from that, Yuwita and Nugroho (2020) and Hadi et al. (2023) also concluded that relationship marketing has a positive and significant effect on customer loyalty.

H1: Relationship marketing has a positive and significant effect on customer loyalty.

Research from Putranto and Sudrajat (2021) shows that relationship marketing has a positive and significant effect on customer satisfaction. Apart from that, the results of research conducted by Darmayasa and Yasa (2021) state that relationship marketing has a positive and significant effect on customer satisfaction.

H2: Relationship marketing has a positive and significant effect on customer satisfaction.

Research conducted by Yogaswara and Pramudana (2022) shows that customer satisfaction has a positive and significant effect on customer loyalty at Warung Kopi Bhineka Denpasar. Research conducted by Supertini et al. (2020), Karuniawan and Santika (2023), Hermawan et al. (2021) also shows that customer satisfaction has a positive and significant effect on customer loyalty.

H3: Customer satisfaction has a positive and significant effect on customer loyalty.

Based on research by Darmayasa and Yasa (2021), Rozak et al., (2022), stated that customer satisfaction can significantly mediate relationship marketing on customer loyalty. Similar results were also obtained by Maumaya and Mundung (2023) who stated that customer satisfaction was significantly able to mediate relationship marketing on customer loyalty.

H4: Customer satisfaction can mediate the influence of relationship marketing on customer loyalty.

RESEARCH METHODS

The type of research carried out is associative research with a quantitative approach to determine roles customer satisfaction mediates the influence of relationship marketing on customer loyalty to Dentino Dental Care patients. The population used in this study were Dentino Dental Care patients. The number of respondents in this study was 100 respondents with the criteria for respondents being at least 17 years old or currently pursuing high school/vocational/equivalent education and the respondents were Dentino Dental Care patients who had treatment at Dentino Dental Care at least twice in the last year.

The data collection method is by questionnaire and tested using validity and reliability

tests. The data analysis technique uses the classic assumption test path analysis test (path analysis), sobel test and vaf test.

RESULTS AND DISCUSSION

Based on the research results, it can be seen that the characteristics of the respondents include gender, age, highest level of education and occupation as shown in Table 2. If we look at gender, women dominate in this study with a percentage of 52 percent. If we look at age, those over 30 years old dominate with a percentage of 42 percent. Judging from the respondents' occupations, entrepreneurs dominate with a percentage of 31 percent.

Table 2.
Respondent Characteristics

No.	Variable	Classification	Amount (person)	Percentage (%)
1	Gender	Man	48	48
		Woman	52	52
		Total	100	100
2	Age	17-23 years old	35	35
		24 - 30 years old	23	23
		> 30 years	42	42
		Total	100	100
3	Last education	Senior High School	61	61
		Diploma	1	1
		Bachelor	38	38
		Total	100	100
4	Work	Student	29	29
		Private employees	12	12
		Government employees	28	28
		Self-employed	31	31
		Total	100	100

Source: Data processed, 2024

Table 3. Shows the results of the validity test, where all variables have a correlation coefficient above 0.30 for the total score of statement items, which means that the statement items in the research instrument are valid.

Table 3.
Validity Test

No.	Variable	Instrument	Pearson Correlation	Information
1	Customer Loyalty (Y)	Y1	0.897	Valid
		Y2	0.855	Valid
		Y3	0.878	Valid
2	Relationship Marketing	X1	0.880	Valid

	(X)	X2	0.889	Valid
		X3	0.845	Valid
		X4	0.781	Valid
3	Customer Satisfaction	M1	0.895	Valid
	(M)	M2	0.780	Valid
		M3	0.858	Valid

Source: Data processed, 2024

Table 4. Shows that the reliability test for each variable, namely customer loyalty of 0.843, relationship marketing of 0.858 and customer satisfaction of 0.797, has a value above 0.60 as shown in the Cronbach's Alpha results, so it can be said that all instruments has met the reliability requirements.

Table 4.
Reliability Test

No.	Variable	Cronbach's Alpha	Information
1	Customer Loyalty (Y)	0.843	Reliable
2	Relationship Marketing(X)	0.858	Reliable
3	Customer Satisfaction(M)	0.797	Reliable

Source: Data processed, 2024

Based on the data presented in Table 5. The customer loyalty variable with the highest average is the statement "I will continue to have dental treatment at Dentino Dental Care even though I don't serve BPJS patients.", obtaining an average value of 4.15, including high criteria. This suggests that most respondents are not swayed by unfavourable remarks made about the business and instead decide to receive care at Dentino Dental Care.

The statement with the lowest average result on the customer loyalty variable is the statement "I will invite other people who experience dental problems to undergo treatment at Dentino Dental Care.", obtained the lowest average value of 3.73, including high criteria, but has value the lowest average compared to the other statements. This means that there are some patients who do not want to invite other people who experience dental problems to Dentino Dental Care.

Table 5.
Description of Respondents' Answers to Customer Loyalty

No	Statement	Proportion of Respondents' Answers (person)					Average	Criteria
		1	2	3	4	5		
1	I have repeatedly had dental treatment at Dentino Dental Care.	1	6	11	44	38	4.11	Tall
2	I will continue to have dental treatment at Dentino Dental Care even though it does not serve BPJS patients.	1	5	11	44	39	4.15	Tall
3	I will invite other people who experience dental problems to undergo treatment at Dentino Dental Care.	1	7	31	40	21	3.73	Tall

Average	4.00	Good
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Source: Data processed, 2024

The statement "Dentino Dental Care is always transparent and honest in providing information about treatment to patients." has the highest average relationship marketing variable, with an average value of 4.34 achieved, considering the very criterion, according to the data shown in Table 6. well, this means that in general respondents think that Dentino Dental Care is always transparent and honest in providing information about treatment to patients so that patient trust in Dentino Dental Care arises.

The statement that received the lowest average result on the relationship marketing variable is "Dentino Dental Care has an easily accessible system for patients who wish to submit complaints." It received an average score of 3.87, which is good considering the criteria, but it was the lowest when compared to the other statements. This indicates that while most respondents thought Dentino Dental Care handled complaints well overall, some still felt that the company could have done a better job.

Table 6.
Description of Respondents' Answers to Relationship Marketing

No	Statement	Proportion of Respondents' Answers (person)					Average	Criteria
		1	2	3	4	5		
1	Dentino Dental Care is always transparent and honest in providing information about treatment to patients.	0	3	13	31	53	4.34	Very good
2	Dentino Dental Care is committed to a sense of mutual need between patients and the company.	0	8	10	38	44	4.18	Good
3	Dentino Dental Care often communicates with you via WhatsApp.	0	4	14	45	37	4.16	Good
4	Dentino Dental Care has an easy-to-access system for patients who wish to submit complaints.	0	7	26	40	27	3.87	Good
Average						4.14	Good	

Source: Data processed, 2024

Based on the data presented in Table 7, the customer satisfaction variable with the highest average is the statement "I feel happy having treatment at Dentino Dental Care because the service provided is very good.", an average value of 4.15 was obtained which is within the criteria. high, this means that in general respondents are happy with what Dentino Dental Care provides.

"I feel satisfied having treatment at Dentino Dental Care because it is in accordance with what I expected." received an average value of 3.96, which is included in the high criteria but has value. This statement has the lowest average result on the customer satisfaction variable.

This low average in comparison to previous assertions indicates that some respondents' expectations are still out of line with the actual outcomes.

Table 7.
Description of Respondents' Answers to Customer Satisfaction

No	Statement	Number of Respondents' Answers (person)					Average	Criteria
		1	2	3	4	5		
1	I feel happy having treatment at Dentino Dental Care because the service provided is very good.	0	1	18	46	35	4.15	Tall
2	I feel satisfied having treatment at Dentino Dental Care because it is in line with what I expected.	0	6	12	162	20	3.96	Tall
3	I feel better after having dental treatment at Dentino Dental Care.	0	6	12	54	28	4.04	Tall
Average							4.05	Good

Source: Data processed, 2024

Based on the results of the path analysis of substructural equation 1 in Table 8, the structural equation formed can be formulated as follows

$$M = \beta_2 X + e_1$$

$$M = 0.679 X + e_1$$

Table 8.
Substructural Equation Path Analysis Results 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,067	0.272		5,917	0,000
Relationship marketing	0.591	0.065	0.679	9,147	0,000
R ² : 0.461					

Source: Data processed, 2024

Based on the results of the substructural equation analysis II in Table 9, the structural equation formed can be formulated as follows

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.261 X + 0.395 M + e_2$$

Table 9.
Substructural Equation Path Analysis Results 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	0.936	0.417		
Relationship Marketing	0.274	0.116	0.261	2,363	0.020
Customer Satisfaction	0.477	0.133	0.395	3,580	0.001
R ² : 0.363					

Source: Data processed, 2024

Direct influence occurs if a variable influences another variable without any mediating variable. The influence of relationship marketing on customer loyalty is 0.261. The influence of relationship marketing on customer satisfaction is 0.679. The influence of customer satisfaction on customer loyalty is 0.395.

Indirect influence occurs if there are other variables that mediate the relationship between the two variables. Influencerelationship marketingon customer loyalty with the mediation of customer satisfaction of $0.679 \times 0.395 = 0.268$.

When direct influence is added, total influence happens.The impact of relationship marketing on customer loyalty is 0.261, while its indirect impact on customer loyalty through customer satisfaction is 0.268. Consequently, the sum of these two effects becomes $0.261 + 0.268 = 0.529$.

Based on the calculations above, we can summarize the calculations of direct influence, indirect influence and total influence.The following is a description of the explanation in Table 10, as follows

Table 10. Direct Effect, Indirect Effect of Relationship Marketing (X), on Customer Satisfaction (M) and Customer Loyalty (Y)

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Significant	Results
X→M	0.679		0.679	0,000	Significant
M→Y	0.395		0.395	0.020	Significant
X→Y	0.261	0.268	0.529	0.001	Significant

Source:Data processed, 2024

Utilising the One-Sample Kolmogorov-Smirnov Test, which is based on the normalcy test and is displayed in Table 11. Asymptotic value. The data utilised in this study are normally

distributed, as indicated by Sig. (2-tailed) Kolmogorov-Smirnov being greater than the alpha value of 0.05. Therefore, it can be said that the model satisfies the normality assumption.

Table 11.
Normality Test

Equality	Asymp. Sig. (2-tailed) Kolmogorov-SmirnovZ
Substructural 1	0.075
Substructural 2	0.074

Source: Data processed, 2024

Table 12 demonstrates that no independent variable has a VIF value greater than 10 or a tolerance value less than 0.10. As a result, there are no multicollinearity symptoms in the regression model.

Table 12.
Multicollinearity Test

Equality	Model	Tolerance	VIF
Substructure1	Relationship	1,000	1,000
	Marketing		
Substructure 2	Relationship	0.539	1,854
	Marketing		
	Customer Satisfaction	0.539	1,854

Source: Data processed, 2024

Table 13 indicates that all of the models have significance values higher than 0.05. demonstrates that there are no signs of heteroscedasticity in this research since the independent variable employed in it does not significantly affect the dependent variable, which is the absolute residual.

Table 13.
Heteroskedasticity Test

Equality	Model	Q	Sig.
Substructure1	Relationship	-0.648	0.519
	Marketing		
Substructure 2	Relationship	0.822	0.413
	Marketing		
	Customer Satisfaction	-1,161	0.249

Source: Data processed, 2024

Mediation hypothesis testing can be done with the Sobel Test. The Sobel test is used to test the strength of the indirect influence of the relationship marketing variable (X) on customer loyalty (Y) through the customer satisfaction variable (M). Through the customer satisfaction variable (M), relationship marketing (X) indirectly influences the customer loyalty variable (Y). This indirect influence is computed by multiplying the path coefficient of X to M (a) by the path coefficient of M to Y (b), or ab. The size of the indirect standard error (indirect effect) is represented by the letters Sa and Sb, which represent the standard errors of coefficients a and b. If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the

mediating variable is assessed as significantly mediating the relationship between the dependent variable and the independent variable, indicating that Ho is rejected and Ha is accepted..

Ho: Customer satisfaction does not mediate the influence of relationship marketing on customer loyalty.

Ha: Customer satisfaction mediates the influence of relationship marketing on customer loyalty

$$Z = \frac{ab}{\sqrt{b^2s_a^2 + a^2s_b^2 + s_a^2s_b^2}}$$

Information :

$$a = 0.679$$

$$S_a = 0.065$$

$$b = 0.395$$

$$S_b = 0.133$$

$$Z = \frac{0,679 \cdot 0,395}{\sqrt{(0,395^2 \cdot 0,065^2) + (0,679^2 \cdot 0,133^2) + (0,065^2 \cdot 0,133^2)}}$$

$$Z = \frac{0,268}{0,094}$$

$$Z = 2.845$$

This means that the fourth hypothesis in this research has been validated: the customer satisfaction variable is a significant mediating variable between relationship marketing and customer loyalty at Dentino Dental Care. Based on the results of the Sobel test, which show that the results $Z = 2.845 > 1.96$, it can be said that Ho is rejected and Ha is accepted.

Variance Accounted For(VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula for calculating the VAF value is as follows.

$$\begin{aligned} \text{VAF} &= \frac{\text{Direct Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ &= \frac{0,268}{0,261 + 0,268} \\ &= 0.5068 \text{ (50.68\%)} \end{aligned}$$

There are criteria for the form of mediation influence using the VAF value (Sholihin & Ratmono, 2013: 82), namely:

- 1) If the VAF value is above 80%, it shows the role of mediation as full mediation.
- 2) If the VAF value is between 20% - 80%, it can be categorized as partial mediation.
- 3) If the VAF value is less than 20%, it shows almost no mediation effect.

Based on the VAF test, the calculated value is 50.68 percent, which is between 20 percent - 80 percent, so it can be categorized as partial mediation (Sholihin & Ratmono, 2013: 82), so it can be concluded that customer satisfaction partially mediates relationship marketing on loyalty consumer customers for Dentino Dental Care patients.

CONCLUSIONS AND SUGGESTIONS

Based on the results of data analysis and discussions presented in the previous chapters, several conclusions can be drawn, namely: relationship marketing has a positive and significant effect on customer loyalty for Dentino Dental Care patients. Relationship marketing has a positive and significant effect on customer satisfaction at Dentino Dental Care. Customer satisfaction has a positive and significant effect on customer loyalty to Dentino Dental Care.

Customer satisfaction is able to mediate the influence of relationship marketing on customer loyalty, where customer satisfaction plays a significant role partial in mediating the influence of relationship marketing on customer loyalty at Dentino Dental Care. Based on the research that has been carried out, there are several suggestions that can be of concern to Dentino Dental Care owners. There are several suggestions in this research for Dentino Dental Care. Based on the results of descriptive analysis in terms of relationship marketing variables, The statement that has the lowest average is "Dentino Dental Care has a system that is easy to access for patients who want to submit complaints." It is hoped that Dentino Dental Care can pay attention to several respondents who gave low marks to this statement and improve the handling of patient complaints to the maximum. "I feel better after having dental treatment at Dentino Dental Care." has the lowest average among the statements based on the descriptive analysis results for customer satisfaction variables. Dentino Dental Care is expected to pay attention to several respondents who gave this statement low marks and make sure that patients' problems are appropriately resolved. The suggestions that can be given for further research are that further research is expected to be able to add variables that can influence customer loyalty, as well as being able to expand the scope of research which is not only limited to the Dentino Dental Care dental clinic considering that there are many other business fields, thus providing a views that are more general and can be implemented in general.

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