

The Effect Of Marketing Communications Strategy And Promotion On Customer Loyalty With Customer Satisfaction As A Moderating Variable In Pt. Bank Rakyat Indonesia Tbk Especially In Work Units Kcp Diski Year 2019

Dedi Purnomo^{1*}, Yusuf Ronny Edward², Syaifuddin³, Sofiyan⁴

^{1,2,3,4} Faculty Of Economics, Prima Indonesia University, Medan, Indonesia

*Corresponding author

Email: rusiadi@dosen.pancabudi.ac.id

Abstract.

The research was conducted with the aim of knowing the effect of marketing and promotional communication strategies on customer loyalty with customer satisfaction as the moderating variable. The study used primary data sourced from research questionnaires. The population in this study are customers at PT.Bank Rakyat Indonesia.Tbk, especially the KCP Diski work unit, amounting to 14,021 people. Then the sample used in the study was 100 respondents with saturated sampling technique. The data analysis method used Moderated Regression Analysis (MRA). The results showed that the Marketing Communication Strategy had a positive and significant effect on Customer Loyalty using BRI bank products. Promotion has a positive and significant impact on customer loyalty using BRI bank products. Customer satisfaction is not able to be a moderating variable of Marketing Communication Strategy on Customer Loyalty using BRI bank products. Customer satisfaction is not able to be a moderating variable of the level of promotion of customer loyalty using BRI bank products. Thus, the customer satisfaction variable cannot be an independent variable or an intervening variable.

Keywords: *Marketing communication strategy, promotion, customer loyalty and customer satisfaction*

I. INTRODUCTION

Strategy is a tool to achieve goals in its development, and the concept of strategy to continue to grow Marketing is: "A social process by which individuals and groups obtain what they need and want by creating and exchanging production and value with other individuals and groups"

According to Effendy, all developments in a field currently require a communication strategy, communication can be considered successful or not, much is determined by a communication strategy Communication strategy is a combination of communication planning (communication planning) and management (management communication) in achieving its goals. Communication strategy is one way to regulate the implementation of a communication process, from planning, implementation to evaluation to achieve a goal. Communication strategy is one of the important aspects that allows the acceleration and sustainability of a development program, especially in marketing

Communication strategy is essentially a planning and management of communication in achieving a certain Marketing communication is a company or agency tool that has the use of providing information, persuading, and also reminding consumers directly or indirectly about a product or brand they sell Promotion is a one-way flow of information or persuasion that can direct an organization or a person to create transactions between buyers and sellers The main purpose of promotion is to modify consumer behavior, inform, influence, and persuade and remind target consumers about the company and the products or services it sells

From the explanation above, a marketing and promotional communication strategy is very important in introducing a product or service to consumers, making it easier for consumers to recognize and try the

product or service. So in this study the authors want to analyze "The Influence of Marketing and Promotional Communication Strategies on Customer Loyalty With Customer Satisfaction As Moderating Variable At Pt. Bank Rakyat Indonesia Tbk Especially in the Kcp Diski Work Unit in 2019".

At this time the Indonesian economy is increasingly open to the world, competition in the banking sector is unavoidable. The father of modern corporate strategy, Michael Porter, in the science of competition said that competition can be won if the company masters the forces to win. Indonesian banks must prepare themselves carefully to win the onslaught of global competition. Moreover, Indonesia will face the ASEAN Economic Community (AEC) in 2015 for the real sector and the capital market, while banking itself will only start in 2020. Indonesian banks must muster strength which is the key to successful competition in the global business sphere. All kinds of business regulations and the capabilities of banking institutions must be prepared properly.

One of the Himbara banks (State Banks Association) that has also enlivened the digital transformation era is Bank Rakyat Indonesia or BRI bank. BRI carries out digital transformation by launching several digital services or products as an effort to improve services to customers. Bank BRI seems to have prepared an earlier digitization step, namely since 2016 with the BRI volution concept that it carries and has been tested from 2017 to 2020.

Launching from Business Finance, several transformations carried out by BRI bank are creating a digital system called BRISPOT which is an online credit service and recording system that can be used by regional Mantri. Another digital service offered by BRI is the launch of BRImo, which is an m-banking and i-banking application for customers and non-customers to access online banking services. BRI also launched Digital Saving, namely through mobile phones with the Web and the Brimo application, customers can open accounts from home, making it very easy for customers to experience the banking world which is getting more advanced day by day.

II. METHODS

Moderated Regression Analysis (MRA) Test

The mathematical model of the relationship between the regression variables and the moderating variable is as follows [9]:

$$Y = a_1 + b_1X_1 + b_4X_3 + b_5 X_1X_3 + e_1$$

$$Y = a_2 + b_2X_2 + b_3X_3 + b_6 X_2X_3 + e_2$$

Description:

Y = Customer Loyalty

a = Constant

X₁ = Marketing Communication Strategy

X₂ = Promotion

X₁*X₂ = Marketing Communication Strategy*Promotion

X₂*X₃= Promotion* Customer Satisfaction

e= standard error.

If the variable X₃ is a moderating variable, then the coefficients b₅ and b₆ must be significant at (the specified level of significance). There are several types of classification of moderating variables including [10]:

Pure moderator (pure moderator), meaning that this moderating variable purely acts as a moderator variable in the relationship formed. Pure moderation occurs when b₄ and b₃ are not significant, b₅ and b₆ are significant.

Pseudo-moderation (quasi moderator), quasi-moderation is a variable that moderates the relationship between the independent variable and the dependent variable which is also the independent variable. Pseudo-moderation occurs when b₄ and b₃ are significant, b₅ and b₆ are significant

Moderation predictor (variable moderating predictor), meaning that this moderating variable only acts as a predictor variable (independent) in the relationship model that is formed. The moderating predictor occurred

when b4 and b3 were significant, b5 and b6 were not significant.

Moderation potential (modulator homologiser), meaning that the variable has the potential to be a moderating variable. Potential moderation occurs when b4 and b3 are not significant, b5 and b6 are not significant.

III. DISCUSSION

Reliability Test

Table 1. Reliability Test Results

Variable	Cronbach's Alpha	Description
Marketing Communication Strategy	0,801	Reliable
Promotion	0,790	Reliable
Customer Loyalty	0,766	Reliable
Customer satisfaction	0,867	Reliable

Source: Primary Data Processed 2022

The results of the reliability test in table 1 show that each variable has a Cronbach Alpha > 0.60 , so it can be concluded that all items in the marketing communication strategy, promotion, loyalty and customer satisfaction variables are reliable or can be trusted so that they can be used for further research.

The Results Of Normality Test

One-Sample Kolmogorov-Smirnov Test		
		standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	2,96063743
Most Extreme Differences	Absolute	,079
	Positive	,079
	Negative	-,060
Test Statistic		,079
Asymp. Sig. (2-tailed)		,125 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Primary Data Processed 2022

In the non-parametric statistical test results, Kolmogorof Smirnov stated that Asymp. Sig. (2-tailed) is 0.125 while the significance level used is 0.05. These results indicate that the data used is normally distributed, because the Asymp value. Sig. (2-tailed) is greater than 0.05 ($0.125 > 0.05$).

R2 Test (Coefficient of Determination)

Tabel 3. Hasil Uji R²

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,530 ^a	,281	,258	3,007
a. Predictors: (Constant), Customer satisfaction, Marketing_Communication_Strategy, Promotion				

Source: Primary Data Processed 2022

Based on the table above, it can be seen as follows:

- a. The correlation coefficient (R) of 0.530 means that there is a strong relationship between the independent variable and the dependent variable (because it is close to number 1).
- b. The coefficient of determination (R²) of 0.281 means that the contribution of the independent variable affects the dependent variable by 28.1% while the remaining 71.9% is influenced by other variables..

Effect of Marketing Communication Strategy on Customer Loyalty.

From the analysis in table 3, the significance value of Marketing Communication Strategy is $0.022 > 0.05$. So it can be said that the Marketing Communication Strategy has a positive and significant effect on Customer Loyalty (Y). This shows that when the Marketing Communication Strategy for bank products is good, the customer loyalty of the public using BRI bank products will increase, and vice versa when the Marketing Communication Strategy for bank products is negative, the customer loyalty of the public using bank products will also decrease. So that hypothesis one (H1) which states that the Marketing Communication Strategy has a positive and significant effect on Customer Loyalty using BRI bank products is accepted. These results support the results of previous research conducted by Rachmat Hidayat and Tinik Sugianti which showed that the Marketing Communication Strategy had a positive effect on Customer Loyalty [11] [12]. This shows that the better the Marketing Communication Strategy for PT Bank Rakyat Indonesia's products in the KCP Diski Work Unit, the customer loyalty in using the product will increase.

Effect of Promotion level on Customer Loyalty.

From the analysis in table 3 above, a significance value of $0.05 = 0.05$ was obtained. So it can be said that Promotion has a positive and significant effect on Customer Loyalty (Y). This shows that when there are more promotions about products, the Loyalty of public customers using BRI bank products will also increase, and vice versa, if the promotion level is lower, then Customer Loyalty using BRI bank products will also decrease. The results of this study support the results of previous research conducted by Gusti Ayu Putu Ratih Kusuma Dewi which showed that knowledge had a positive effect on customer loyalty. So that the second hypothesis (H2) which states that the level of promotion has a positive and significant effect on Customer Loyalty using BRI bank products is accepted [13].

Customer satisfaction moderates the effect of marketing communication strategies on customer loyalty using BRI bank products.

The results of the MRA test in table 3 obtained information that the significance level of the moderating variable of customer satisfaction is 0.555 which means the significance is > 0.05 and the significance level of the marketing communication strategy*customer satisfaction variable shows the value of 0.298 which means the significance is > 0.05 (not significant) which means that meaning that they do not affect significantly. This customer satisfaction variable is still potential in moderating the relationship between marketing communication strategy variables and customer loyalty using BRI bank products. According to Azis, moderating potential (modulator homologiser), means that the variable has the potential to be a moderating variable [14]. Potential moderation occurs when b4 and b3 are not significant, b5 and b6 are not significant. The results of this study indicate that the marketing communication strategy moderated by the customer satisfaction variable has a negative and significant effect on customer loyalty using BRI bank products. When the marketing communication strategy is getting higher and customer satisfaction is getting better with BRI bank, then the loyalty of customers who use BRI bank products will not necessarily be high. These results can also be interpreted as a customer satisfaction variable that cannot act as a moderating variable. This study does not support the research that has been done by Tinik Sugianti which shows the results that customer satisfaction can be a moderating variable [15]. So it can be concluded that hypothesis 3 (H3) which states that customer satisfaction moderates the effect of marketing communication strategies on customer loyalty using BRI bank products is rejected.

Customer satisfaction moderates the effect of promotion on customer loyalty using BRI bank products.

SPSS output results on the MRA test table 3. The results show the significance level of the moderating variable of customer satisfaction is 0.555 which means the significance is > 0.05 and the significance level of the promotion*customer satisfaction variable with a significance level of 0.376 which means the significance value is > 0.05 (not significant) it can be concluded that the customer satisfaction variable is a Potential Moderating variable (Homologiser Moderator), meaning that the customer satisfaction variable only has the potential to be a moderating variable. According to Azis (2017) potential moderation (modulator homologiser), meaning that the variable has the potential to be a moderating variable [14]. Potential moderation occurs when b4 and b3 are not significant, b5 and b6 are not significant. The results of this study indicate that promotions moderated by customer satisfaction variables have a negative and significant effect on customer loyalty using BRI bank products. When there are more promotions and good public customer satisfaction with BRI bank, the loyalty of customers who use BRI bank products will not necessarily be high. These results can also be interpreted as a customer satisfaction variable that cannot act as a moderating variable. This study does not support Indrawati's research which shows that customer satisfaction can be a moderating variable [16]. So it can be concluded that hypothesis 4 (H4) which states that customer satisfaction moderates the effect of promotion on customer loyalty using BRI bank products is rejected.

Table 4. Hypothesis Testing

	Hypothesis	Results
H1	Marketing Communication Strategy Positive and significant impact on customer loyalty using BRI bank products.	Received
H2	Promotion Has a positive and significant impact on customer loyalty using BRI bank products.	Received
H3	Customer satisfaction cannot be a moderating variable of Marketing Communication Strategy on Customer Loyalty using BRI bank products.	Rejected
H4	Customer satisfaction is not able to be a moderating variable for the level of promotion of customer loyalty using BRI bank products.	Rejected

IV. CLOSING REMARKS

Based on the results of research that has been carried out through the stages of data collection, data processing, and data analysis, the following conclusions can be drawn: Marketing Communication Strategy has a positive and significant effect on Customer Loyalty using BRI bank products. So this study accepts hypothesis one (H1) that has been proposed. Promotion has a positive and significant impact on customer loyalty using BRI bank products. So that this study accepts the second hypothesis (H2) that has been proposed. Customer satisfaction is not able to be a moderating variable of Marketing Communication Strategy on Customer Loyalty using BRI bank products. So this study rejects the third hypothesis (H3) that has been proposed. Customer satisfaction is not able to be a moderating variable of the level of promotion of customer loyalty using BRI bank products. So this study rejects the fourth hypothesis (H4) that has been proposed.

REFERENCES

- [1] Rangkuti, Freddy. 2014. SWOT Analysis: Business Case Dissecting Techniques. Jakarta: PT. Gramedia Pustaka Utama
- [2] Kotler, Philip. 2012. Marketing Management Edition 13, Indonesian Volumes 1 and 3 Prints. Jakarta: Rajawali
- [3] Effendy, Onong Uchjana. 2014. Communication Theory and Philosophy. Bandung: Remaja Rosdakarya

- [4] Abdul Haris Romdhoni dan Dita Ratnasari, The Influence of Knowledge, Service Quality, Products, and Religiosity on Customer Interest in Using Deposit Products at Islamic Microfinance Institutions, *Scientific Journal of Islamic Economics*, ISSN: 2477-6157; E.ISSN 2579-6534,
- [5] Effendy, Onong Uchjana. 2015. Science, Communication Theory and Practice of Communication. Bandung: PT. Citra Aditia Bakti
- [6] Kotler dan Keller. 2009. Marketing Management. Volume 1. 13th Edition. Jakarta: Erlangga.
- [7] Daryanto. 2011. Marketing Management: Sari College. Bandung: Satu Nusa.
- [8] Basu Swastha dan Irawan, 2005, Marketing Principles, Liberty, Yogyakarta.
- [9] Liana, Lie. 2009. The use of MRA with SPSS to test the effect of moderating variables on the relationship between independent variables and dependent variables. *Dynamic Information Technology Journal*. Volume XIV, No. 2, Pg. 90-97.
- [10] Azis, Musdalifah, dkk. 2015. Investment Management: Fundamentals, Technicals, Investor Behavior and Stock Returns. Yogyakarta: Deepublish.
- [11] Rachmat Hidayat dan Atsari Sujud . 2019. The Influence of Store Atmosphere, Location and Product Diversity on Consumer Purchase Decisions at Planet Ban Margonda Raya, Depok. *Journal of Management Science, Volume* 15, No. 1.
- [12] Suyono, Hadi., Dahniar., Sugiati, Tinik. (2019). The Influence of Supportive Leadership Style, Horizontal Communication And Career Development On Job Satisfaction Of Contract Employees. *Journal of Management Insights*, Vol. 7 No. 1. ISSN : 2337-5191.
- [13] Kusuma, Dewi, Gusti Ayu Putu Ratih, et al. 2014. "The Effect of Service Quality on Customer Satisfaction and Loyalty of PT BPR Hoki in Tabanan Regency". Vol 3 No. 5, pp. 257-275 ISSN 2337-3067.
- [14] Abdul Azis dan Dr. Ulil Hartono. 2017. The Influence of Good Corporate Governance, Capital Structure, and Leverage on the Financial Performance of Companies in the Mining Sector. Scientific Journal of the State University of Surabaya.
- [15] Khaidir, Muhammad dan Tinik Sugiati. 2016. The Effect of Job Stress, Compensation and Job Satisfaction on Turnover Intention Study on Contract Employees of PT. The gallant Satria Manunggal Banjarmasin. Journal of Management Insights. Vol. 4 No. 3. Pg. 175-185.
- [16] Indrawati. (2015). Management and Business Research Methods Convergence of Communication and Information Technology, Bandung : Aditama.