

# THE EFFECT OF RELATIONAL MARKETING ON CONSUMER SATISFACTION OF BURGER KING, WARU SIDOARJO

Bambang Setyadarma<sup>1</sup>, Tri Tjahjo Poernomo<sup>2</sup>, Husni Indrawati Wijaya Putri<sup>3</sup>

<sup>1</sup> Faculty of Economics and Business, Wijaya Kusuma University Surabaya, [bsbambang1@gmail.com](mailto:bsbambang1@gmail.com)

<sup>2</sup> Faculty of Economics and Business, Wijaya Kusuma University Surabaya, [purnomotricahyo@gmail.com](mailto:purnomotricahyo@gmail.com)

<sup>3</sup> Faculty of Economics and Business, Wijaya Kusuma University Surabaya, [husniindrawati@gmail.com](mailto:husniindrawati@gmail.com)

## Abstract

*This research article aims to identify the positivity between relational marketing for consumer satisfaction. Sampling the study consisted of 60 burger bread consumers through the judgement sampling method approach. The overall dimensional relational marketing contributes positivity to the establishment of consumer satisfaction values as the consumers of burger bread today. Statistical histogram curves have a normal distributed tendency, where the entire particle of normal patterned observation objects is not randomized. Relational marketing performance consisted of factors; trust, commitment, competence, communication and conflict management capabilities are able to actualize the formation of burger king bread consumer satisfaction values in real terms.*

Keywords: *Consumer Satisfaction; Judgement Sampling Method; Relational Marketing*

## INTRODUCTION

Today many fast food culinary businesses have sprung up in all corners of big cities in Indonesia. The success of the culinary business cannot be separated from the quality of services provided by the business manager to its customers. Various strategies to improve the quality of customer service need to be carried out in order to support the integrity of a good relationship between business managers and their customers. An example of a Mc.D fast food service business outlet which has high credibility in providing a service for its loyal customers through the concept of word of mouth marketing. Where business blogger Mc.D for now, has offered various forms of food orders consisting of several service price packages with several flavor variants according to the wishes and purchasing power of its customers. In order to support the speed of service to its customers so that they don't wait too long in the service queue, Mc.D's management focuses on implementing services in the form of true drives today. The increasingly sharp business competition conditions at this time spurred one of the newcomers in the fast food culinary field, namely Burger King, to provide the best services for its loyal customers to enjoy the taste of quality burger buns. The success of a service cannot be separated between expectations and the level of satisfaction that has been felt by a customer.

The existence of the image of a quality food product is able to increase the tastes of customers to consume these products continuously in the long term. The realization of the value of customer satisfaction can be created through the synergy of a good relationship pattern between business managers and their customers. The expectation of achieving the value of customer satisfaction can be well actualized, if the business manager is able to understand with wise positive responses to various customer complaints for the services he

has provided. If the business manager is able to handle various customer complaints properly and carefully, it will indirectly affect the improvement of good service quality as expected by today's customers. The harmonious relationship between business managers and their customers will be able to create a continuous increase in the value of customer trust in a business entity's product. The actualization of the realization of customer trust can indirectly affect the existence of a business entity's product existence in the long term. Customers will believe in the existence of a business entity's product, if the expectations and desires of these customers can be actualized essentially in terms of being satisfied with the services they have enjoyed.

Previous research has been conducted by Putri, et al (2014), with a study of the relationship marketing relationship to customer satisfaction and loyalty. The final implication of the research activity explains that there is a mutually beneficial two-way communication between customers and bank business entities, where the relational marketing activities of a bank are able to provide a positive contribution value to the achievement of customer satisfaction values with an effort to understand the various desires of these customers on an ongoing basis. Santoso, et al (2015) have also conducted research studies related to the influence of relationship marketing on customer satisfaction and loyalty of Kompas. The final implication of the observation activity explains that the realization of relational marketing in the form of trust is able to actualize the customer satisfaction values of Kompas newspaper so as to make customers feel loyal based on the support for the presentation of the latest Kompas news, according to the relevance of field facts.

Based on the research that has been done by Putri, et al (2014) and Santoso, et al (2015) it can be concluded that relational marketing contributes positively to the achievement of actual customer satisfaction values through a relationship of trust in today's marketing service providers.

Based on the perception of Saputra et.al, (2014) relational marketing is a basic concept of a marketing strategy that aims to knit long-term interactions with customers with the aim of creating a strong and mutually beneficial interaction between marketing service providers and consumers so that can carry out a re-transaction related to the actualization of the formation of customer loyalty values on an ongoing basis. Venampy & Sivesan, (2012) perceive that relational marketing is a contemporary marketing strategy for all business entities to meet the various needs and desires of its customers. Viewed from the customer's point of view, so that all their needs can be fulfilled one of them is through a commitment and trust/trust as well as long-term relationships with current customers and are mutually beneficial to one another.

The main problem in this research article is closely related to the actualization of relational marketing activities, is it able to contribute positively to the formation of customer satisfaction values today? So it can be stated that the research objective is to identify statistically inferential how far the relevance of the positive empirical influence of relational marketing activities to the actualization of customer satisfaction in the form of a trust.

## **METHODS**

The research population is all consumers who buy burger buns at Burger King, Waru Sidoarjo. The research sampling consisted of 60 burger bun consumers through a judgment sampling method approach (Cooper & Emory, 2015).

### **Activity Plan**

- a. (Pre-research), reviewing the area mapping activity on the main object of observation in the field.
- b. Conduct an empirical study on the current issues regarding the relational marketing paradigm, whether it has positive relevance to the values of customer satisfaction.

- c. Implementation of sampling activities for observation participants of 60 consumers who consume burger buns at Burger King, Waru Sidoarjo.
- d. Validation of observation sampling to be tabulated as primary observation data.
- e. The verification process of research tabulation data analysis using statistical media.
- f. Conclusions on the implications of the final results of observation activities, in accordance with empirical facts in the field.
- g. Analysis of research contributions for the activities of the academic community and social community
- h. The process of actualizing research implications into management scientific journals.

**Scope**

The study of observations about the application of relational marketing activities and the extent of positivity of its relevance to the formation of the value of consumer satisfaction when consuming burger buns at Burger King, today. Is able to actualize the formation of customer satisfaction values factually.

**Location**

Burger King, Waru Sidoarjo.

**Data collection technique**

Conducted using research instrument media assistance, in the form of observation questionnaires through sampling activities of research respondents.

**RESULTS**

Referring to table 1 below, it explains that the parameter of trust observation has a positive effect on consumer satisfaction with an alpha sig level of (.000). The commitment observation parameter has a positive effect on consumer satisfaction with an alpha sig level of (.041). The competency observation parameter has a positive effect on consumer satisfaction with an alpha sig level of (.020). The communication observation parameter has a positive effect on consumer satisfaction with an alpha sig level of (.043). The observation parameter of conflict handling ability has a positive effect on consumer satisfaction with an alpha sig level of (.030).

Where the overall dimensions of relational marketing contribute positively to the formation of consumer satisfaction values as burger bun consumers today. Observation parameters in the form of a trust have a dominant contribution to customer satisfaction significantly. With the support of beta regression proportionality (74.1%).

In line with the purpose of the observation in this article, which was stated earlier in the middle of the introductory sub-paragraph.

**Table 1:** *Beta Regression Partial Test*

| Observation Parameters       | Unstandardized Coefficients |            | α.Sig | H0       | H1       |
|------------------------------|-----------------------------|------------|-------|----------|----------|
|                              | B                           | Std. Error |       |          |          |
| X1.Trust                     | .741                        | .046       | .000  | Rejected | Accepted |
| X2.Commitment                | .388                        | .055       | .041  | Rejected | Accepted |
| X3.Competence                | .560                        | .050       | .020  | Rejected | Accepted |
| X4.Communication             | .691                        | .048       | .043  | Rejected | Accepted |
| X5.Conflict Handling Ability | .506                        | .053       | .030  | Rejected | Accepted |

Dependent Variable: Customer satisfaction<sub>a</sub>

Source: *Data Processing, (2022)*

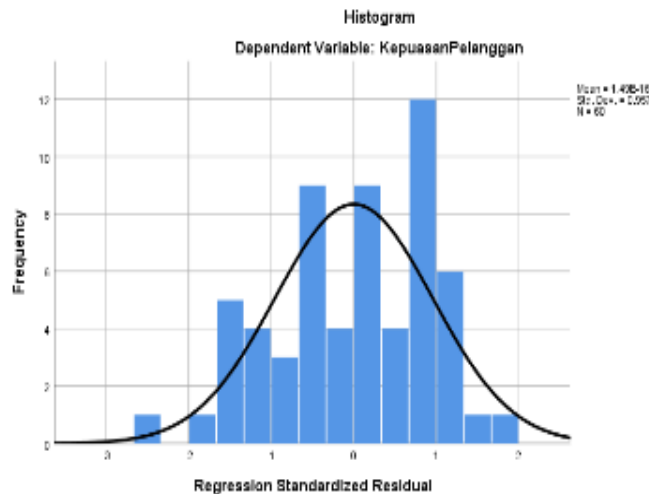
The positive influence of trust on customer satisfaction, it is indicated that the quality and taste of burger buns at Burger King are highly trusted by customers today, it can be proven through: 1. Hygiene of burger product presentation, 2. Variety of flavor variants, 3. Processed burger raw materials that are quality, 4. Burger sauce without containing zakarin ingredients, 5. Dexterity of waiter service, 6. Customer satisfaction.

The positive effect of commitment on customer satisfaction is indicated by the commitment of Burger King customers to switch to other burger bun outlets because the motivation for their purchases today is not merely tendentious. Where Burger King customers when visiting burger outlets carry a family visit mission on Saturday nights in particular. With the intention of enjoying quality burger buns accompanied by serene music in the scope of Burger King outlets, in order to relieve fatigue and boredom due to busy working for 5 full days.

The positive influence of competence on consumer satisfaction is indicated by the breakthrough of Burger King's management to navigate the competence of fast food services in the field of serving quality burger buns with high taste to match the fast food offerings managed by Mc.D today. Burger King wants to enliven the competence of quality fast food services, by targeting the millennial segmentation for all groups from children to adults.

Where Burger King's competence is realized through the regularity of the frequency of visits by its loyal customers every weekend, in particular, by taking advantage of the door price event that continues at the weekend event. The positive influence of communication on consumer satisfaction is indicated through the fabric of corporate social responsibility programs that have been implemented by all managers of Burger King in particular. In order to create a harmonious relationship of good communication with its customers.

Through one of the management's efforts in the form of creative ideas for the implementation of the happy party program, it is realized through the means of birthday activities for children under five, including the implementation of ceremonial agendas related to weddings/wedding parties and outbound tours. Where these activities are closely related to the actualization of the empowerment of school extra-curricular programs and other activity programs that can make a positive contribution to the realization of added social value for the community in particular.



**Figure 1. Histogram curve**  
Source: *Data Processing, (2022)*

The CSR empowerment strategy of this program is carried out by the burger king management manager, in order to support the success of the actualization of the CSR program targets today. Aligned with the achievement of the mission and vision of management on an ongoing basis in the long term.

The positive influence of the ability to handle conflict is actualized through the cooperation between Burger King managers which is realized through a visitation program. By establishing cross-social collaboration with several play group schools and play groups in the Waru sub-district, in order to actualize visitation activities to the pantry area inside the Burger King outlet, Waru Sidoarjo.

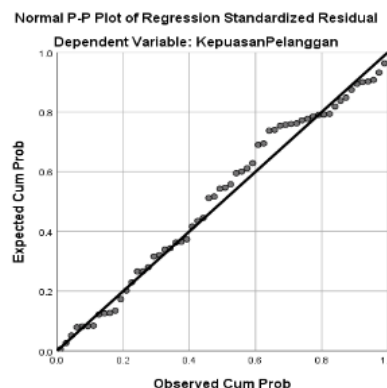
Where the main target of the visitation activity is to socialize the integrity of burger product management services today to all levels of society. To condition the actualization of the emergence of a positive image for the continuity of the Burger King business entity in the eyes of its customers.

In order to avoid negative excesses, the emergence of external conflicts against the community in the Waru sub-district, Sidoarjo in particular. Where the Burger King business governance unit is currently established.

Referring to Figure 2 below, it is explained that the statistical histogram curve tends towards the formation of an asymmetrical curve between the ordinate abscissa and the frequency abscissa. It has a tendency to be normally distributed, where the entire object particle has a normal pattern and is not random (non-randomize).

Referring to Figure 2 below, it is explained that the p-plot curve, where the object of the observed particles follows a linear pattern of the regression axis line progressively.

This indicates that the predictability of the variation in the value of the customer satisfaction parameter can be directly explained by the implication of its influence through the magnitude of the variation in the value of the trust parameter. Commitment, competence, communication, ability to handle conflict empirically. Where a sampling of burger bun consumers of 60 participants was able to represent the entire population of burger bun consumers in the area of Waru, Sidoarjo today.



**Figure 2. P-plot . curve**  
**Source: Data Processing, (2022)**

## CONCLUSIONS

The overall dimensions of relational marketing contribute positively to the formation of consumer satisfaction values as burger bun consumers today. Statistical histogram curve has a normal distribution tendency, where all the object particles observed have a normal pattern and are not random (non randomize). Sampling of burger bun consumers as many as 60 participants was able to represent the entire population of burger bun consumers in the area of Waru, Sidoarjo today.

Relational marketing performance which consists of factors; trust, commitment, competence, communication and conflict handling abilities are able to actualize the formation of customer satisfaction values for burger king buns in real terms.

## REFERENCES

- Ahmadi. Edy Anas, Herwidyaningtyas, Fristina Bhakti, Fatimah. Siti. 2020. The Influence Of Organizational Culture, Work Motivation, And Job Satisfaction On Management Lecturer Performance (Empirical Study At Higher Education In The Residency Of Bojonegoro. *Journal Of Industrial Engineering & Management Research*. Jilid 1. Terbitan 3 Halaman 76-83
- Andriyanto, R. D., & Haryanto, J. O. (2010). Analisis Pengaruh Internet Marketing Terhadap Pembentukan Word of Mouth dan Brand Awareness untuk Memunculkan Intention to Buy, 9(1).
- Abdullah, M. M. (2014), *Manajemen dan Evaluasi Kinerja Karyawan*, Perpustakaan Nasional RI: Katalog Dalam Terbitan (KDT). Yogyakarta: Aswaja Pressindo.
- Buchari A, (2011). *Manajemen Pemasaran dan Pemasaran Jasa*, Cetakan Ke 9, Bandung: Alfabeth.
- Cooper, D.R., & Emory, C.W. (2015). *Business Research Methods*, 5th Ed Richard D. Irwin, Inc. New York.
- Hasan. A. (2013). *Marketing dan Kasus Kasus Pilihan*. Yogyakarta: CAPS (Center For Academic Publishing Service).
- Kotler, P. (2017). *Manajemen Pemasaran, Analisis Perencanaan, Pengendalian*, Edisi Terjemahan. Jakarta: Salemba Empat.
- Kotler & Keller. (2019). *Manajemen Pemasaran*, Edisi Terjemahan. Jakarta: PT Erlangga.
- Putri, U. P., & Suharyono, Y. A. (2014). Pengaruh Relationship Marketing Terhadap Kepuasan Dan Loyalitas Nasabah. *Jurnal Administrasi Bisnis*, 15(2).
- Saputra, M. H. & Ariningsih E. P. (2014). Masa Depan Penerapan Strategi Relationship Marketing Pada Industri Jasa Perbankan. *SEGMEN Jurnal Manajemen dan Bisnis*, 10(1).
- Sunyoto, D. (2015). *Manajemen Dan Pengembangan Sumber Daya Manusia*. Yogyakarta: Center for Academic Publishing Service.
- Santoso, L. R. & Japariato, E. (2015). Relationship Marketing Terhadap Kepuasan Pelanggan Dan Loyalitas Pelanggan Koran Kompas Di Surabaya, *Jurnal Manajemen Pemasaran Petra*, 3(1), 1-11.
- Tjiptono, F, Chandra, G, Adriana, D. (2012). *Pemasaran Strategik*,. Yogyakarta: Andi Offset.
- Venampy & Sivesan, S. (2012). Impact of Relationship Marketing on Customer Loyalty on Banking Sectors, *Journals of South Academic Research*, 2(3), 179-191.
- Yu, T. W., & Tung, F. C. (2013). Investigating effects of relationship marketing types in life insurers in Taiwan. *Managing Service Quality: An International Journal*, 23(2), 111-130.
- Zeithaml, Valerie A. & M. J. Bitner. (2011). *Services Marketing: Integrating Customer Focus Across The Firm* (2nd ed.). Boston University.