



The Influence of Marketing Communication on Customer Loyalty at PT. Image Express Delivery Van (TIKI) Sumedang Branch

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Abstract. Marketing communications can be an effective form of communication channel to handle consumer complaints effectively and efficiently. By paying attention to the importance of marketing communications, companies can design more effective communication strategies to achieve their marketing goals, and can build strong customer loyalty. In this research, the method used is a quantitative method. According to Priyono (Sahir, 2021:13) "Quantitative research methods are scientific thinking in which there is a process of idea formation and ideas are implemented strictly using nomothetic principles and using deductive patterns." Marketing Communications (X) has a positive and significant influence on Customer Loyalty (Y) at PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch with a total influence of 51.1% while 48.9% is the influence of other variables not examined in this research. Then, based on the t test, the calculated t is 9.679 and the degrees of freedom (nk-1) or 100-1-1 98 are obtained for the t table of 1.985 so that the calculated t > t table (9.679 > 1.985). This means that H₀ is rejected and H₁ is accepted, so there is a positive and significant influence.

Keyword: *Marketing Communications, Customer Loyalty, Expedition*

1. INTRODUCTION

The development of the Indonesian state can directly or indirectly influence all sectors of life, of the many sectors, one of which is the service sector. The development of the delivery service industry can give rise to tighter competition between fellow delivery service managers in Indonesia. The high competition in this industry makes companies compete to retain their customers so that they do not switch to other products/services. In this regard, what companies must do is pay attention to and develop effective marketing communications strategies and implement marketing communications to customers as well as possible.

According to Hermawan (2019:23) said "Communication Marketing is the process of conveying messages to holders/stakeholders in general and consumers in particular".

Meanwhile, firms use marketing communication as a tool to educate, convince, and remind customers about the goods and brands they sell, either directly or indirectly, according to Firmansyah (2020). The goal is to make consumers aware of a product's benefits so they would be drawn to it and become loyal customers. When marketing a product, a business needs to focus on developing a solid plan to confront competitors by communicating the product to customers. The five facets of marketing communication include public relations, sales promotion, advertising, personal selling, and direct marketing, according to Firmansyha (2020:10). Businesses that understand the value of marketing communications can create stronger client loyalty and more successful communication plans to meet their marketing objectives.

Oliver (Hurruyati 2018: 129) defines customer loyalty as a customer's strong resolve to continuously resubscribe to or buy particular goods or services in the future, despite the possibility that external factors and marketing campaigns may cause behavioral changes. However, the behavioral side of customer loyalty involves defending the same product or service—or other products offered by the same company—repeatedly, endorsing the business to others, and offering the chance to use the product down the road for those who continue to uphold its quality. There are four dimensions, according to Hurruyati (2018: 130): making frequent, follow-up purchases, purchasing outside of product and service lines, referring to other products, and demonstrating immunity from authority. Withdraw comparable products from rival companies (shows immunity from the entire competition). Since 1970, PT. Citra Van Titipan Kilat (TIKI), a renowned provider of logistics services in Indonesia, has been meeting customers' needs for package delivery. Tiki has a vast network that spans 65 major Indonesian cities, more than 500 representative offices, 3700 stores, and more than 6,000 workers who are dispersed around the country. Tiki is prepared to offer all clients dependable and effective delivery services. Tiki has been in business for around five years in the Sumedang district. The Tiki office in Sumedang is situated at Jl. Prince Geusan Ulun No. 142 E, Regol Wetan, South Sumedang, Sumedang Regency, 45311. Many customers use Tiki's Sumedang location, and Tiki also offers full service to customers who use its delivery services.

Data on the delivery of goods from 2020 to 2022 show a decrease. Citra Van Titipan Kilat (TIKI) package delivery units had 380,779 times in 2020, 341, 616 times in 2021, and 294,723 times in 2022, according to data. As a result, in 2022, the Sumedang Branch of PT. Citra Van Titipan Kilat (TIKI) goods delivery unit will see a decrease. The income turnover at PT. Citra Van Titipan (TIKI) Sumedang Branch is thought to have resulted from a drop in customer loyalty to PT. Citra Van Titipa Kilat (TIKI) Sumedang Branch. This drop was likely brought on by PT. Citra Van Titipan (TIKI) Sumedang Branch's inadequate marketing and communication strategies. Public relations, sales promotion, and advertising are examples of communication activities. Direct marketing and personal selling are two types of marketing communications that PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch does not engage

in. In the viewpoint of consumers, marketing communications undoubtedly plays a significant role in helping businesses develop favorable trust. Stated differently, customers convert the company's product knowledge into opinions on the product and its place in the market. Planning a business strategy for product information dissemination is known as marketing communications. The author is interested in conducting additional study on "The Influence of Marketing Communication on Customer Loyalty at PT. Citra Express Delivery Van (TIKI) Sumedang Branch" given the background information provided above. “.

1. Marketing Management

According to Safitri (2023:1) Marketing management comes from two words, namely management and marketing. Management is the science and art of managing the process of utilizing human resources and other resources to achieve goals. Meanwhile, marketing is a managerial process that will enable individuals to fulfill their desires and needs, by creating, offering and exchanging valuable products to other parties or all activities related to the delivery of products or services.

Meanwhile, according to Kotler and Armstrong (Alma, 2020: 130), marketing management is the activity of analyzing, planning, implementing and supervising all activities (programs) in order to obtain a profitable level of exchange with target buyers in order to achieve organizational goals.

2. Services Marketing Management

According to Payne (Hurruyati, 2019: 52), service marketing is a process of perceiving, understanding, stimulating and meeting the needs of a specifically selected target market by channeling the resources of an organization to meet these needs.

According to Fatihudin and Firmansyah (2019:2) service marketing can be divided into two parts, namely, social and managerial. Socially, it is a process of individuals or groups getting what they need and want by creating, offering and exchanging valuable service products with other parties. Managerially, it is the process of planning and channeling an idea about a service product to create an exchange that meets individual and organizational goals.

3. Marketing Mix

Marketing Mix is not an exact science like finance, marketing mix theory also continues to develop. In its development, the term 7P is also known, where the next 3P are people, physical evidence, process. Kotler (Hurriyati, 2019:47) puts forward the definition of marketing mix as follows: Marketing mix is a collection of marketing mix tools that can be used by companies to achieve their marketing goals in the target market.

Meanwhile, for marketing services, an expanded marketing mix for services is needed with the addition of non-traditional marketing mix elements, namely people, physical evidence

(physical facilities) and process, so that it becomes 7P. As stated by Zeithaml and Bitner (Hurriyati, 2019:49) the services marketing mix consists of 7Ps, namely product, price, place, promotional, people, physical evidence and process.

4. Marketing Communications

Marketing communication is the process of delivering messages that are planned and arranged strategically by the company to the target market or potential consumers with the aim of influencing their purchasing behavior. The word "Marketing Communication" has two main elements, namely helping Marketing Communication where thoughts and understanding are conveyed between individuals, or between organizations and individuals.

According to Firmansyah (2020:2) Marketing Communication (marketing communication/marcomm) is a means by which companies try to inform, persuade and remind consumers directly or indirectly about the products and those being sold. According to Firmansyah (2020:10) There are five types of marketing communications including Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing and Digital Marketing.

a) Advertising (Advertising)

Advertising from a communication perspective tends to emphasize the process of conveying messages from communicators to communicants. From an advertising perspective, it tends to emphasize aspects of creative and persuasive message delivery delivered through special media. According to Hermawan (2020:54) Advertising is a form of non-personal presentation and promotion of ideas, goods/services paid for by a particular sponsor. So it can be concluded that advertising is a form of presentation carried out by companies to introduce products/services to consumers. The indicators used in advertising are banners, social media and advertisements.

b) Sales Promotion (Sales Promotion)

According to Hermawan (2020:55) Sales promotions are various short-term incentives to encourage the desire to try or buy a product/service.

c) Personal selling

According to Rabbani, et al. (2019:56) "Personal Selling can be defined as an oral presentation in conversation with one or more prospective buyers with the aim of creating sales." The indicators used in personal selling are: Salesperson, and Sales Presentation.

d) Public Relations (Public Relations)

According to Santosa & Luthfiyyah (2020:2) "Public Relations is building good relationships with various profitable publicists, building a good company image, and handling or straightening out unfavorable rumors, stories and events." Indicators of public relations are: Sponsorship, and Events.

e) Direct and Digital Marketing (Direct Marketing and Digital Marketing)

According to Santosa & Luthfiyyah (2020:2) "Direct selling is a direct relationship with target consumers with the aim of obtaining an immediate response and building lasting relationships with consumers." The indicators used in direct and digital marketing are: Electronic Shopping and Telemarketing.

5. Customer Loyalty

According to Griffin (Hurriyati, 2016:129) "Loyalty as nonrandom purchase is expressed over time by some decision making unit". Based on this definition, it can be interpreted that loyalty refers more to the form of behavior of decision-making units to make continuous purchases of a company's goods/services. Customer Loyalty has an important role in a company, retaining them means improving financial performance and maintaining the survival of a company to attract and retain them document. Characteristics expressed by Griffin (Hurriyati, 2019: 130), loyal customers have the following characteristics:

a) Make regular purchases (Makes regular repeat purchases).

Customers who are loyal to products will always loyally buy products produced by a company. Customers who repeatedly contact the company within a certain time are loyal customers. Indicators of the dimensions of making regular repeat purchases are as follows:

1. Loyalty to Product Purchases
2. Repeat purchase
3. Consistency on brand
4. Routine

b) Buying outside product/service lines (Purchases across product and service lines).

According to (Ayuni 2020:24) loyal customers will continue to make purchases, either in the form of services or services. Purchasing decisions made by consumers can be based on customer satisfaction, where customers have previously purchased certain products and were satisfied. Indicators of the Buying dimension outside product/service lines (Purchases across product and service lines) are:

1. Brand recommendations
2. Assess the number of customers

c) Recommend other products (Refers other)

Customers who always recommend products/services to other people are the biggest asset for the company, where these customers, apart from recommending, always buy the company's products and brands (Haris, 2019:24). Indicators of the Recommend other product dimension are:

1. Referring Products
2. Discussing Products with other people

d) Demonstrates immunity to the attraction of similar products from competitors (Demonstrates an immunity to the full of the competition)

Loyal customers will not be easily influenced by offers from other companies, they will still show immunity to competitors' attractions, and continue to make purchases at the same place (Ayuni, 2020:25). Indicators of the Recommend other product dimension are:

1. Don't be tempted by products from other companies
2. Reluctant to use products from other companies

2. METHOD

The quantitative method is the one employed in this study. According to Priyono (Sahir, 2021: "Quantitative research methods are scientific thinking in which there is a process of idea formation and ideas are implemented strictly using nomothetic principles and using deductive patterns." The impact of marketing communications (X), an independent variable, on customer loyalty (Y), a dependent variable, will be covered in this study.

According to Sugiyono (2019:126), a population is a generic face made up of persons or things with certain amounts and features chosen by researchers to be investigated and from which conclusions are then drawn. Customers who use expedition delivery services at the PT. Citra Express Delivery Van (TIKI) Sumedang Branch make up the research population. It is uncertain who the study's population is.

In this research, accidental sampling technique was used. According to Fauzy (2019:126) Accidental sampling is a sampling technique by selecting who you meet by chance. To analyze the data, descriptive analysis and verification analysis methods were used which aim to describe the characteristics of the respondents and research variables, while the verification analysis method aims to test hypotheses. The sample in this study numbered 100.

3. RESULT AND DISCUSSION

Based on the results of this research, it is the result of data analysis obtained from PT. Citra Van Titipan Kilat Sumedang Branch, where the respondents were 100 potential buyers or visitors. With an average age distribution of 25 years. The gender aspect of the respondents is 51% male and 49% female.

The results of the research show that respondents rated the Marketing Communication variable with a total score of 5995 in the agree category. For the Price Mix variable, the lowest score of 377 is in the Agree with the indicator statement "Tweeter social media can help marketing communications between customers and companies". Thus, companies must improve marketing communications in tweeters. Meanwhile, the highest score of 432 is in the Strongly Agree category with the indicator statement "Social media can help marketing

communications between customers and companies". Therefore, companies must maintain and improve social media as a form of marketing communication.

The results of the research show that respondents rated the Price Mix variable with a total score of 5,778 in the strongly agree category. For the Price Mix variable, the lowest score of 363 is in the Agree category with the indicator statement "I make deliveries regularly". Thus, companies must pay attention to customers. Meanwhile, the highest score of 408 is in the Strongly Agree category with the indicator statement "Delivery services offered by PT. Citra Van Titipan Kilat (TIKI) Sumedang suits your needs." And "I will invite other people/family to use the delivery service at PT. Citra Van Titipan Kilat (TIKI) Sumedang." Therefore, companies must ensure that customers continue to use delivery services.

PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch The results of the research show that the relationship value between marketing communication (X) and customer loyalty (Y) is 0.699. This figure shows that there is a correlation with the very strong category. This categorization is based on the Pearson correlation category classification. With a significance value of less than 0.05, this means that there is a significant correlation between the price mix and purchasing decisions. The magnitude of the influence can be seen from the coefficient of determination value, which is 0.489. This means that the magnitude of the influence of marketing communications on customer loyalty at PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch was 51.1%. Meanwhile, the remaining 48.9% is the influence of other variables not examined in this research. This is further strengthened by the results of the hypothesis, where the t count is 9,679 and the degrees of freedom (nk-1) or $100-1-1 = 98$ get a t table of 1.985 so that the t count is $9.679 > t \text{ table } 1.985$. This means that H_0 is rejected and H_1 is accepted, so there is a positive and significant influence.

4. CONCLUSION

Based on the results of research on the influence of price mix on purchasing decisions at PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch, the following conclusions can be drawn.

1. Respondents rated Customer Loyalty (X) with a total score of 5,995 in the strongly agree category. For the Price Mix variable, the lowest score of 377 is in the Agree category with the indicator statement "Tweeter social media can help marketing communication between customers and companies". Thus, companies must improve marketing communications in tweeters. Meanwhile, the highest score of 432 is in the Strongly Agree category with the indicator statement "Social media can help marketing communication between customers and companies". In this way, the implementation of marketing communications at PT. Citra Van Titipan Kilat (TIKI) Sumedang branch is running quite well, based on

respondents' assessments of the marketing communication variable with a total score of 5,995 in the strongly agree category.

2. Respondents rated Customer Loyalty (Y) with a total score of 5,778 in the Agree category. For the customer loyalty variable, the lowest score of 363 is in the Agree category with the indicator statement "I make deliveries regularly". Thus, companies must pay attention to customers. Meanwhile, the highest score of 408 is in the Strongly Agree category with the indicator statement "Delivery services offered by PT. Citra Van Titipan Kilat (TIKI) Sumedang suits your needs." and "I will invite other people/family to use the delivery service at PT. Citra Van Titipan Kilat (TIKI) Sumedang." Therefore, the company must maintain that customers continue to use delivery services. The total score of 5,778 is in the agree category. This shows that each question was quite well received by respondents.
3. Marketing Communications (X) has a positive and significant influence on Customer Loyalty (Y) at PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch with a total influence of 51.1% while 48.9% is the influence of other variables not examined in this research. Then, based on the t test, the t count is 9,679 and the degrees of freedom (nk-1) or 1001-1 = 98, the t table is 1.985, so the t count is 9.679 > t table 1.985. This means that H0 is rejected and H1 is accepted, so there is a positive and significant influence.

Based on research and discussion, the suggestions are as follows:

1. Implementation of marketing communications at PT. The image of the Sumedang Branch Express Van Titipan (TIKI) is quite good, so the process of implementing marketing communications must be improved further. Guarding against anything that can reduce marketing communications and maximizing marketing communications, especially marketing communications on social media such as tweeters which have not been implemented optimally.
2. Customer Loyalty to PT. The image of the Express Van Titipan (TIKI) Sumedang Branch is quite good, this must also be maintained and paid more attention by the company so that customers of PT. Citra Van Titipan Kilat (TIKI) Sumedang Branch has high loyalty to the company and the company must also maintain loyal customers, for the sustainability of the company.

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