THE INFLUENCE OF RELATIONSHIP MARKETING, CUSTOMER EXPERIENCE, RELATIONSHIP QUALITY, AND SERVICE QUALITY ON CUSTOMER SATISFACTION AND ITS IMPLICATIONS FOR CUSTOMER LOYALTY (A SURVEY ON AUTO2000 DEALERS IN PURWASUKA)

Husni Ahmad Sirojudin[1]*, Azhar Affandi[2], Dikdik Harjadi[3]
[1,2]Doctoral Program in Management Science, Pasundan University
[3]Postgraduate Program, Kuningan University
**email: husniskm71@gmail.com*

ABSTRACT

This study examines the effects of relationship marketing, customer experience, relationship quality, and service quality on customer satisfaction and its implication for customer loyalty among Auto2000 customers in the Purwasuka area. A quantitative descriptive-verificative approach was employed. Data were collected from 371 respondents and analyzed using path analysis with SPSS 26. The descriptive results indicate that all constructs were rated from fairly good toward very good, with mean values of relationship marketing 3.66; customer experience 3.62; relationship quality 3.57; service quality 3.38; customer satisfaction 3.48; and customer loyalty 3.76. Jointly, relationship marketing, customer experience, relationship quality, and service quality had a positive and significant effect on customer satisfaction, explaining 60.5% ($R^2 = 0.605$) of the variance. Partially, the path coefficients were 0.325, 0.348, 0.286, and 0.216, respectively, all significant at the 5% level. The total effects of each variable on customer satisfaction were 17.83%, 19.03%, 15.47%, and 8.16%, respectively. Furthermore, customer satisfaction had a positive and significant effect on customer loyalty, explaining 64.2% ($R^2 = 0.642$) of its variance. These findings emphasize that customer loyalty cannot be built solely through transactions, but rather through memorable experiences, high-quality relationships, consistent relational marketing, and service that meets or exceeds customer expectations.

Keywords: *Relationship marketing; customer experience; relationship quality; service quality; customer satisfaction; customer loyalty; Auto2000*

1. INTRODUCTION

The automotive industry faces increasingly demanding competition where companies must not only offer products, but also create perceived value for customers throughout the pre-purchase, purchase, usage, maintenance, and after-sales service processes. In the context of vehicle dealerships, a customer's

decision to make repeat purchases and recommend the dealership is heavily influenced by the quality of interaction with employees, process convenience, service reliability, and the overall experience formed across various touchpoints. Therefore, customer satisfaction and customer loyalty serve as critical indicators for the sustainability of company-customer relationships.

Relationship marketing places long-term relationships as the foundation of value creation. Palmatier et al. (2020) explained that the effectiveness of relationship marketing is closely linked to the quality of the relationship formed between customers and the company. In recurring service settings, company investments in relationships can yield benefits such as trust, commitment, and a tendency to maintain the relationship.

On the other hand, customer experience is becoming increasingly critical because customers evaluate a company through their overall experience rather than a single transaction. Godovykh and Tasci (2020) view customer experience holistically through emotional, cognitive, sensory, and conative components. At automotive dealerships, experience can emerge from the showroom atmosphere, sales staff communication, test drives, information transparency, administrative processes, service timeliness, and complaint handling.

Relationship quality describes the strength and quality of the bond between customer and company. Elements of trust, commitment, relationship satisfaction, and relational norms serve as the basis for customers to evaluate whether the relationship is worth maintaining. Palmatier demonstrated that relationship quality is one of the key drivers of value generated from business relationships.

Service quality is another determinant directly perceived by customers. Brady and Cronin (2020) developed a hierarchical approach linking service quality to outcome quality, interaction quality, and physical environment quality. In dealership services, service quality encompasses work reliability, responsiveness, competence, empathy, facilities, and the company's ability to fulfill service promises.

Based on this background, this study empirically examines the effect of relationship marketing, customer experience, relationship quality, and service quality on customer satisfaction, as well as the implications of customer satisfaction for customer loyalty. The study utilizes survey data from Auto2000 dealership customers in the Purwasuka region with a sample of 371 respondents. The focus of this research is expected to contribute academically through the testing of an integrated model and practically for dealership managers in formulating strategies to enhance satisfaction and loyalty.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Relationship Marketing

Relationship marketing is a marketing approach that emphasizes maintaining long-term, mutually beneficial relationships. In a dealership context, such practices include regular communication, personal attention, understanding customer needs, providing relevant information, post-sale follow-ups, and complaint management. A meta-analysis by Palmatier et al. (2020) shows that relationship quality is a key mechanism bridging relationship marketing investments and performance.

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

Customer Experience

Customer experience represents the holistic perceptions and responses formed through interactions with the company across multiple touchpoints. Godovykh and Tasci (2020) proposed emotional, cognitive, sensory, and conative components as parts of the overall holistic experience. In dealerships, a positive experience is expected to make customers feel comfortable, confident, valued, and satisfied with benefits aligned with their expectations.

Hypothesis H2: Customer experience has a positive and significant effect on customer satisfaction.

Relationship Quality

Relationship quality reflects the strength and caliber of the customer's relationship with the company. From a social exchange perspective, a high-quality relationship is characterized by trust, commitment, effective communication, and confidence that both parties derive value. Palmatier highlights relational quality as an essential component in customer value creation.

Hypothesis H3: Relationship quality has a positive and significant effect on customer satisfaction.

Service Quality

Service quality is the customer's evaluation of the excellence of service received. Brady and Cronin (2020) emphasize outcome, interaction, and physical environment quality as critical structural dimensions of perceived service quality. In automotive dealerships, service quality is reflected in speed, accuracy, reliability, staff attitude, physical facilities, and service execution.

Hypothesis H4: Service quality has a positive and significant effect on customer satisfaction.

Customer Satisfaction and Customer Loyalty

Customer satisfaction is a post-purchase evaluation comparing perceived performance against expectations. When actual experience meets or exceeds expectations, satisfaction increases. Satisfaction, in turn, drives repeat purchase intentions, relationship retention, repeat service usage, and positive word-of-mouth recommendations.

Hypothesis H5: Relationship marketing, customer experience, relationship quality, and service quality simultaneously have a positive and significant effect on customer satisfaction.

Hypothesis H6: Customer satisfaction has a positive and significant effect on customer loyalty.

The research model posits four exogenous variables: Relationship Marketing (X1), Customer Experience (X2), Relationship Quality (X3), and Service Quality (X4); Customer Satisfaction (Y) as an intervening variable; and Customer Loyalty (Z) as the final endogenous variable. The model assumes that marketing and service stimulus quality shapes satisfaction, which then acts as the main mechanism in building loyalty.

3. RESEARCH METHOD

This study used a quantitative approach with descriptive and verificative methods. The target population consisted of Auto2000 customers in the Purwasuka region who met the research criteria. Based on the sampling design, 371 respondents were included. Data were gathered using Likert-scale questionnaires and processed using SPSS 26.

Research variables include Relationship Marketing (X1), Customer Experience (X2), Relationship Quality (X3), Service Quality (X4), Customer Satisfaction (Y), and Customer Loyalty (Z). Measurement of relationship marketing focused on building and maintaining customer relationships; customer experience on emotional, cognitive, sensory, and conative responses; relationship quality on bond strength, trust, commitment, and interaction quality; service quality on outcome, interaction, and environment quality; customer satisfaction on expectation-performance congruence; and customer loyalty on repeat purchase, repeat usage, and recommendation tendencies.

Descriptive analysis was employed to obtain an overview of each variable's score through mean and standard deviation. Verificative analysis utilized path analysis to test direct, indirect, and total effects. Partial hypothesis testing was conducted using the t-statistic at a 5% significance level, while simultaneous testing used the F-statistic. Decision criteria for partial testing reject H0 if t-calculated > t-table (1.96) or p-value < 0.05; for simultaneous testing, H0 is rejected if F-calculated > F-table or p-value < 0.05.

The first structural equation is formulated as $Y = \gamma 1X1 + \gamma 2X2 + \gamma 3X3 + \gamma 4X4 + \varepsilon 1$. Based on the analysis, path coefficients were 0.325, 0.348, 0.286, and 0.216. An R^2 value of 0.605 indicates that 60.5% of the variance in customer satisfaction is explained by these four variables, while 39.5% is explained by factors outside the model.

The second structural equation is $Z = \beta 1Y + \varepsilon 2$. An R value of 0.801 and R^2 of 0.642 yield a path coefficient of approximately 0.801. Thus, 64.2% of the variance in customer loyalty is explained by customer satisfaction, with 35.8% influenced by other unstudied factors. All numerical values reported below were obtained from SPSS 26 data processing.

4. RESEARCH RESULTS AND DISCUSSION

4.1 Descriptive Analysis

The data processing results indicate that respondents' perceptions across all variables lean positive. The mean value for relationship marketing is 3.66 (SD = 0.974); customer experience averaged 3.62 (SD = 0.926); relationship quality averaged 3.57 (SD = 1.052); service quality averaged 3.38 (SD = 0.877); customer satisfaction averaged 3.48 (SD = 0.891); and customer loyalty recorded the highest mean at 3.76 (SD = 0.952).

Table 1. Descriptive Analysis Results (Mean, Standard Deviation, and Criteria)

Variable	Mean	Std. Deviation	Criteria
Relationship Marketing (X1)	3.66	0.974	Fairly good toward very good
Customer Experience (X2)	3.62	0.926	Fairly good toward very good
Relationship Quality (X3)	3.57	1.052	Fairly good toward very good
Service Quality (X4)	3.38	0.877	Fairly good toward very good
Customer Satisfaction (Y)	3.48	0.891	Fairly good toward very good
Customer Loyalty (Z)	3.76	0.952	Fairly good toward very good

Descriptive findings show that customer loyalty had the highest average score (3.76). This indicates that even though satisfaction is not the highest-scoring construct, customers display a strong loyal inclination. This suggests that long-term relational experiences, brand perception, dealership usage habits, and trust in service sustain customer loyalty.

Relationship marketing (3.66) indicates that relationship maintenance activities are rated fairly well. Customer experience (3.62) shows that customers have relatively positive touchpoint interactions. Relationship quality (3.57) confirms solid customer-dealership bonds, though higher variance (SD = 1.052) suggests differing customer experiences. Meanwhile, service quality (3.38) scored lowest, marking service delivery as the primary area needing operational improvement.

Customer satisfaction (3.48) indicates a solid level of satisfaction with ample room for growth. This aligns with the structural model showing satisfaction is jointly driven by the four predictors (60.5%). Consequently, enhancing relational quality and customer experience must proceed in tandem with service quality improvements.

4.2 Model Testing Results: Simultaneous Effects and Structural Equations

The simultaneous test confirms that relationship marketing, customer experience, relationship quality, and service quality jointly exert a significant effect on customer satisfaction. SPSS 26 output produced F-calculated = 139.916 (df1 = 4, df2 = 366, p = 0.000), with R = 0.778 and R^2 = 0.605. Therefore, H0 is rejected and H5 is accepted.

Table 2. Simultaneous Test Results (ANOVA)

Model	R	R^2	Adjusted R^2	F-calculated	Sig.
X1, X2, X3, X4 → Y	0.778	0.605	0.600	139.916	0.000

An R^2 value of 0.605 means 60.5% of variance in customer satisfaction is explained by the four predictors simultaneously. The remaining 39.5% is attributed to unmeasured factors such as perceived value, brand image, price fairness, product quality, complaint handling, convenience, or situational customer factors.

Based on path coefficients, the first structural equation is written as: Y = 0.325X1 + 0.348X2 + 0.286X3 + 0.216X4 + 0.628. The residual coefficient (0.628) is calculated as $\sqrt{(1 - 0.605)}$. All coefficients are positive, signifying that

improvements in any predictor elevate customer satisfaction, holding other variables constant.

Substantively, customer experience possesses the highest path coefficient (0.348), indicating the strongest direct contribution to satisfaction among all predictors. Relationship marketing follows at 0.325, relationship quality at 0.286, and service quality at 0.216. However, direct path coefficients should not be viewed in isolation; indirect effects across constructs are equally crucial for managerial priorities.

4.3 Partial Test Results

Partial hypothesis testing evaluated t-calculated against a critical t-table value of 1.96 at a 5% significance level. All calculated t-values exceeded 1.96, confirming all partial hypotheses.

Table 3. Partial Test Results (t-test)

Variable Path	Path Coeff.	t-calculated	t-table	Decision / Result
X1 → Y (Relationship Marketing)	0.325	8.622	1.96	H0 rejected; Positive & Significant
X2 → Y (Customer Experience)	0.348	9.640	1.96	H0 rejected; Positive & Significant
X3 → Y (Relationship Quality)	0.286	7.843	1.96	H0 rejected; Positive & Significant
X4 → Y (Service Quality)	0.216	6.522	1.96	H0 rejected; Positive & Significant

Relationship Marketing to Customer Satisfaction: Path coefficient = 0.325, $t = 8.622$ ($p < 0.05$). Demonstrates that proactive communication, personal care, trust, and long-term relational effort significantly enhance customer satisfaction.

Customer Experience to Customer Satisfaction: Path coefficient = 0.348, $t = 9.640$ ($p < 0.05$). Representing the highest direct effect, this confirms that seamless, pleasant, transparent, and consistent touchpoint experiences are paramount in driving customer satisfaction.

Relationship Quality to Customer Satisfaction: Path coefficient = 0.286, t = 7.843 ($p < 0.05$). Indicates that mutual trust, commitment, and effective relational bonds yield higher overall satisfaction and mitigate perceived risks during transactions and servicing.

Service Quality to Customer Satisfaction: Path coefficient = 0.216, t = 6.522 ($p < 0.05$). Though yielding the lowest direct coefficient, service excellence in accuracy, promptness, employee competence, and facilities remains a vital foundation for customer satisfaction.

4.4 Analysis of Direct, Indirect, and Total Effects

Path analysis highlights that impacts on customer satisfaction originate from both direct and inter-variable indirect paths. Direct effects for X1, X2, X3, and X4 were 10.56%, 12.11%, 8.18%, and 4.67%, respectively (total direct effect = 35.52%).

Table 4. Decomposition of Direct, Indirect, and Total Effects on Customer Satisfaction

Variable	Direct Effect	Indirect Effect	Total Effect
Relationship Marketing (X1)	10.56%	7.27%	17.83%
Customer Experience	12.11%	6.92%	19.03%
Relationship Quality (X3)	8.18%	7.29%	15.47%
Service Quality (X4)	4.67%	3.49%	8.16%
Total Contribution	35.52%	24.97%	60.49%

Customer experience generates the largest total contribution (19.03%), combining 12.11% direct and 6.92% indirect effects. Relationship marketing accounts for 17.83% total effect, relationship quality 15.47%, and service quality 8.16%. Thus, customer experience stands out as the highest strategic priority based on total contribution.

Indirect effects underscore inter-variable synergy. Relationship marketing boosts satisfaction directly and indirectly by fostering better experiences and deeper relational quality. Similarly, customer experience strengthens relationship quality and amplifies perceived customer benefits.

The total combined effect of 60.49% aligns with the regression R^2 of 60.5% (minor 0.01% variance due to rounding). This confirms the high explanatory power of the structural model.

4.5 Effect of Customer Satisfaction on Customer Loyalty

Path analysis demonstrates that customer satisfaction has a positive and significant effect on customer loyalty (R = 0.801, R^2 = 0.642, Adjusted R^2 = 0.641, F = 662.293, p = 0.000), supporting H6.

Table 5. Path Analysis Results: Customer Satisfaction (Y) to Customer Loyalty (Z)

R	R^2	Adjusted R^2	F-calculated	Sig.	Variance Explained
0.801	0.642	0.641	662.293	0.000	64.2%

An R^2 of 0.642 confirms that customer satisfaction accounts for 64.2% of customer loyalty variance, with 35.8% governed by unexamined external factors. The second structural equation is $Z = 0.801Y + 0.598$ (where residual $\varepsilon 2 = \sqrt{(1 - 0.642)} \approx 0.598$).

This proves that satisfaction is a pivotal driver of loyalty. Satisfied customers are highly likely to maintain dealership ties, return for future vehicle sales and services, and champion the dealership via positive recommendations. Conversely, diminished satisfaction undermines loyalty regardless of brand attachment.

4.6 Discussion

Customer experience emerged as the strongest direct predictor of satisfaction (β = 0.348). In dealership operations, customer touchpoints span pre-sale inquiries, showroom atmosphere, staff courtesy, service advisor transparency, waiting lounge comfort, billing clarity, and post-service follow-up. Godovykh and Tasci's (2020) framework combining emotional, cognitive, sensory, and conative dimensions strongly reinforces this holistic impact.

Relationship marketing registered the second-highest direct effect (β = 0.325), affirming that automotive consumers value continuous engagement beyond simple transactions. Prompt service reminders, personalized communication, and efficient grievance redressal create a strong perception of care.

Relationship quality directly impacted satisfaction (β = 0.286). High relational quality establishes trust in technical advice, encourages open feedback, and lowers uncertainty. Palmatier (2018, 2020) highlighted relational quality as an essential engine of customer value, which must be sustained across all dealership contact personnel.

Service quality yielded a lower direct effect (β = 0.216) but remains an irreplaceable hygiene factor. High service quality (accuracy, promptness,

competence, facilities) forms the baseline required before experience and relationship marketing can exert maximum leverage, fully supporting Brady and Cronin's (2020) hierarchical framework.

Finally, satisfaction's strong linkage to loyalty (R^2 = 64.2%) proves a logical behavioral chain: marketing, service, experience, and relational quality build overall satisfaction, which subsequently translates into loyal behaviors (repeat purchases, repeat maintenance, positive word-of-mouth).

5. CONCLUSION, IMPLICATIONS, AND LIMITATIONS

5.1 Conclusion

1. Relationship marketing positively and significantly affects customer satisfaction(β0.325,t=8.622)
2. Customer experience positively and significantly affects customer satisfaction(β=0.348,t=9.640).
3. Relationship quality positively and significantly affects customer satisfaction (β=0.286,t=7.843).
4. Service quality positively and significantly affects customer satisfaction (β=0.216,t=6.522)
5. Relationship marketing, customer experience, relationship quality, and service quality simultaneously exert a significant effect on customer satisfaction(F=139.916,R^2=60.5%).
6. Customer satisfaction positively and significantly affects customer loyalty (F = 662.293, R^2 = 64.2%).

5.2 Managerial Implications

Priority 1: Enhance Customer Experience (Total Effect = 19.03%). Dealerships should map the end-to-end customer journey from booking, reception, consultation, transaction, service execution, to post-service follow-up, ensuring friction-free touchpoints.

Priority 2: Strengthen Relationship Marketing (Total Effect = 17.83%). Implement personalized communication, proactive maintenance reminders, loyalty rewards, and rapid complaint resolution mechanisms.

Priority 3: Build Relationship Quality (Total Effect = 15.47%).

Foster trust, transparency in pricing and repairs, staff competence, and strict adherence to service promises.

Priority 4: Maintain Service Quality (Total Effect = 8.16%).

Ensure baseline service excellence through punctual delivery, technical accuracy, comfortable amenities, and empathetic staff conduct.

5.3 Academic Implications

This study validates an integrated framework explaining automotive dealership satisfaction and loyalty through relational, experiential, and service dimensions. Future research can expand this model by incorporating variables such as perceived value, brand image, trust, price fairness, product quality, complaint handling effectiveness, or digital customer experience (e-CRM).

5.4 Research Limitations

The study used a cross-sectional design, limiting longitudinal observations of satisfaction and loyalty trends over time. Data relied on self-reported questionnaire responses, presenting potential perceptual bias. Generalization should be made cautiously as the sample was restricted to Auto2000 customers in the Purwasuka region. Future studies are encouraged to employ longitudinal designs, multi-group analyses, or Structural Equation Modeling (SEM-PLS / AMOS) for broader contextual verification.

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