

THE INFLUENCE OF QUALITY OF SERVICE, RELATIONAL MARKETING AND CORPORATE IMAGE AGAINST THE LOYALTY OF SUPPLIERS IN PT RAJA PUTRA MANGGALA

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ABSTRACT

The purpose of this research is to find out and analyze the influence of the quality of service, Relational Marketing and corporate image against the loyalty of Suppliers in PT Putra Manggala King. Research methods the research done is associative, where variables are measured by Likert scale. Method of data collection is done with the now list of questions and interviews. The population in this research is the entire supplier (the supplier) on the PT Raja Putra Manggala totalling 66 people. Withdrawal of samples with the method of saturated sample. In this study the number of samples as many as 66 people. Data processing using the software SPSS version 16, with descriptive analysis and multiple regression analysis of hypothesis testing

The results showed that: (1) partially variable positive effect the quality of service and Loyalty towards Suppliers may at PT Raja Putra Manggala; (2) partial variable positive effect of relational Marketing and Loyalty towards Suppliers may at PT Raja Putra Manggala; (3) partially positive influential corporate image and Loyalty towards Suppliers may at PT Raja Putra Manggala; (4) simultaneous variable service quality, Relational Marketing and influential positive corporate image and Loyalty towards Suppliers may at PT Raja Putra Manggala.

Keywords: *influence of quality of service, marketing relationship, corporate image, Loyalty Suppliers.*

1. INTRODUCTION

In a lot of discussion and research, often discussed how a company must define market segmentation, promotion, pricing as well as search for and create a loyal customers, as well as all matters relating to the marketing of products produced by the company.

It can be interpreted that the companies that succeed in marketing activities is a company that is able to sell its products on the market, continuous and sustainable. However that is no less important and rarely discussed is how to create a supplier (supplier) that are loyal to the company To achieve the sales target, then the availability of raw materials and the supply of goods should remain stable and secure, so that the activities of the production process can run smoothly. If the source of the raw material cannot be controlled the company, then it will happen at the stagnation of the conversion process, due not to satisfy orders as well as demand from markets or customers who consume the products of the company.

According to Tampubolon (2014: p. 216), the stagnation in the procurement of raw materials may occur if certain aspects could not be controlled, such as the transportation system of the sources of raw material are not consistent, a method of payment which is not profitable the company, not to the existence of a system for describing the efficiency of inventory, as well as

the lack of information, either within the organization or from the customer.

In order to overcome the scarcity of raw materials, then the company should have a closer relationship with the suppliers which are often termed supplier chain management (Supplier Chain Management). Therefore, in addition to the closely-related, the company should be able to create an attitude of loyalty from the onset of suppliers who supply goods, especially primary goods that can not be replaced and disubstitusi with other raw materials.

The approach to suppliers should become one of the strategic plan that is well thought out, either by manufacturing businesses as well as businesses. Often companies think that, because the order of work comes from their side, then his position was more dominant and are free to determine the bid, including the volume of raw materials and inventory needs. Suppliers should be obedient and submissive to what requested by the buyer.

But this is not right, because the supplier also has an important role in production activities. According to Jeffrey Liqueur and Thomas y. Choi in the blog the December issue of the Harvard Business School 2004 outlines that a survey conducted in Birmingham Michigan-to examine the relationship between the company (manufacturer) and suppliers (supplier) that manufacturer Japan brands Toyota and Honda

apparently can assemble a car with superior United States manufacturer in the appeal such as Chrysler, Ford and GM. This is because the manufacturer Japan created a strong cooperation with suppliers of goods so that the suppliers being loyal to the company.

Research of the above seen that suppliers have built loyalty with a model partnership between the company and the supplier, which it managed to enhance the competitiveness of Japan's production of cars, but not carried out by the United States Automobile Industry, so that their efforts to grab market share vehicle into failure.

Supplier loyalty can be stimulated in the company ranging from the buyer, where the quality of service provided will make suppliers prefer a company in offering its products than competitors.

At first, in an attempt to attract suppliers to offer their products, companies must create good services, ranging from comfortable Office atmosphere, friendly and courteous personnel, the waiting time is getting short and the flow of easy administration to be implemented.

To get a good and loyal suppliers, the quality of service is not only directed to the leadership and business owners, but also to supply the officers and their staff. The leader rarely encountered an obstacle and cases relating to partnership companies and suppliers. The staff who directly met the conditions of the field directly, the next new thing is informed to the leadership.

The staff treated well will usually inform you of good things, when encountering problems, and vice versa, staff who are not being served properly, will deliver the report biased, although the problems encountered are not too complicated.

Creating a loyal suppliers, according to the blog kompasiana 17 June 2015, is something that is right thing to do because a lot of important things that can be obtained by implementing corporate marketing relationships (relationship marketing) which is good to the supplier. We recommend that companies can carry out marketing relationships (relationship marketing) which is good to the supplier.

Companies want to get good service from a supplier, then conversely, the supplier should also be treated well by the company. Suppliers are partners for business activities, who work hard to achieve success. Give good attention to suppliers, so when trouble comes, suppliers will no doubt be a helper of the company.

A lot of things that can be achieved with the relational marketing to suppliers such as companies find cheaper raw materials, becomes the source of vital information that helps find out product that hit, to analyze consumer behavior, observing the actions of competitors and not in duga, a source of additional funding when cash flow is being disturbed.

Some of the indicators listed above is the successful strategy adopted by Toyota and Honda, at the time of entry into the North American market. The automotive company to build good relationships and create relational marketing with local suppliers. They bridge the partnership between parent companies with suppliers in Japan and suppliers in America. Next menseleksi industry suppliers and choose the good and superior to be given responsibility for supply of large lebh. After the company and the suppliers partnership in resolving some of the contracts awarded, then the resulting image is good for both sides.

The influence of corporate image is one that creates a strong impression and perception. Khasali (2003:28) stated, the image is defined as an impression which arise because of the understanding will be a reality. Based on the above opinion, the image shows the impression of an object against another object that is formed in a process the information at any time from a variety of reliable sources ...

Company's image does not appear suddenly, but have to go through the process of berkualitan activities and good relationships. Corporate image is a higher level of public character held by a company.

A lot of the positive things that are synonymous with the image of the company as a supplier to pay the Bill on time, fulfilling a promise that has been defined as the number of orders and deliveries of the period, as well as the commitments made by the company.

2. CORNERSTONE THEORY

Supplier Loyalty

Loyalty is used to describe a person's willingness in order to always use the company's products in the long run, especially if use it exclusively, and recommend the products of the company to friends and colleagues. Loyalty beyond behavior and include a Favorites, preferences and make future data.

Griffin in Helmi (2011:213) posited a "Loyalty is defined the US non random purchase expressed over time by some decision making units", which means that loyalty is defined as the purchase is not shown random all the time through some Unit decision makers, which means that the loyalty of more devoted to a behavior demonstrated by the purchase routine, based on the decision making unit.

As for the definition of the supplier (supplier) according to Tampubolon (2014:226) is a supplier of raw materials (part & accessories) for manufacturing, either directly or through the mechanism of the transactions on the market of raw materials. No possibility was done with the Exchange on the market and through the purchase contract of manufacture.

According to Heizer and Render (2001:416-417), the presence of supplier activities closely related to the purchase of raw materials. To get a profitable transaction, then the company should know some amount of strategy related supplier purchases the raw materials which are:

- a. many Strategy supplier (Many Suppliers)
- b. the strategy of several suppliers (Few suppliers)
- c. vertical integration Strategy (Vertical Integration)
- d. Networking strategy of Keiretsu (Keiretsu Network)
- e. corporate strategy of virtual (Virtual Corporation)

According to Stevenson (1999:701-702) are the main factors that need to be taken into account by firms when choosing suppliers (vendors) are as follows:

1. The price
2. The quality of the Service
3. The location of the
4. suppliers of raw material Policy
5. Flexibility

Heizer and Render (2011:452), define supply chain management as follows: *“Supply Chain Management is the integration of the activities that procure materials and services, transform them into intermediate goods and final products, and deliver them to customer. These activities include purchasing and outsourcing activities plus many other functions that are important to the relationship with suppliers and distributors.”*

To achieve a successful supplier activities and loyal to the company, Davis, Aquilano and Chase (1999:388) mention there are some terms to be aware of the following:

- a. Trust (Image)
- b. The relational Marketing (Long Term Relationship Marketing)
- c. Information dissemination
- d. The power of Individuals in the Organization.

Relationship Marketing

Lamb, Hair, Mc.Daniel (2004: 189) said:

that entails seeking out establishing ongoing partnership with customers. Relationship marketing has become an important business marketing strategy as customers have become more demanding and competition has become more intense. Building long term relationship with customers offers companies a way to build competitive advantage.”

According to Tjiptono and Chandra (2012:23), relational Marketing is defined as a process of ongoing cooperative activities and establish programs. As for the major elements

required in the implementation of the relational marketing as follows:

- 1) Quality Services (technical and functional areas)
- 2) Customer satisfaction
- 3) Social Ties (Social Bonds)
- 4) Trust (Trust)
- 5) Value added
- 6) Relationship Period (Length of Petronage)
- 7) Effectiveness of Communication
- 8) Shared goal achievement of mutual benefit.

According to Little and Marandi (2003) cited by Lupiyoadi (2013:21), there are several core concepts in relational marketing.

- a. Horizon (Orientation) of the long-term.
- b. Commitment and fulfillment of the promise of
- c. Retain customers
- d. Give priority to increasing the contribution of the customer
- e. Interaction of Two-way.
- f. Adjustment with the demands of customers (Customization)

Corporate Image

According to the company's image Adona (2006:107) is the impression or mental impression or a picture of a company in the eyes of the khalayaknya that is formed on the basis of their own experience and knowledge.

Whereas the definition of the corporate image according to Herbig and Milewicz in Sugihartono (2009) is an award earned by the company because of the excellence-excellence in these companies, such as the ability that is owned by the company, so that the company will continue to be able to develop himself to continue to be able to create new things again, for the fulfillment of consumer needs.

Fombrun in Sugihartono (2009), argues that the image of the company is "views or perceptions of the company by the good folks who are both inside and outside the company."

According to Hamel Prahalad & in Anwar (2007), suggests that there are four key things to look for in the image of the company and which indicators are: a. Recognition b. Reputation c. Affinity d. Domain.

Whereas in the News of Perhumas (2004) mentioned that there are some aspects in shaping the company's image and reputation, among other things:

- 1) Financial Ability.
- 2) Product quality and service.
- 3) Focus on customers.
- 4) Excellence and the sensitivity of Human Resources.
- 5) Reliability.

RESEARCH METHODS

In this study the authors use the associative approach. The reason the researcher choose associative research as a research method in this research has caused relations between variables with other variables.

The target population in this research is a supplier that exists throughout the PT Raja Putra Manggala. The population in this study are relatively few in number then the sampling techniques are all members of a population saturated samples that is used as as many as 66 people. Sample set as it is the entire population (census) and all associated samples over acts of service. In this case the actual number of samples is 86 people, however, reduced by the samples on the test of the validity of as many as 20 people, then the remaining amount of the sample as many as 66 people.

To gain a complete and thorough data in this study, then study using data collection techniques by using question form (quesioner) techniques of data analysis it is the answer of the problem formulation will examine whether each free variable (quality of service, relational and pamarasan corporate image) the effect on the variable is bound (the loyalty of suppliers) either partially or simultaneous use of multiple regression analysis.

RESEARCH RESULTS

1. Classical Assumptions

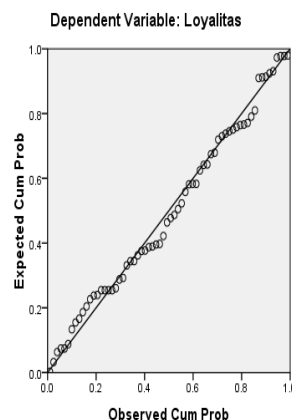
A classic assumption test simply aims to identify whether the regression model is a model that is good or not. There are some classic assumption test writers use in this study, namely:

Test For Normality

Data normality test aims to find out if the data follow a distribution or normal distribution approach. Test of normality has two ways to test whether the distribution of the data is normal or not. Through the approach and the approach of the histogram graph. On the approach of the histogram data is Gaussian in distribution of the data is not deviated to the left or deviated to the right. On the approach chart, the data is Gaussian if the data follow a point along a diagonal line.

Figure 1.

Normal P-P Plot of Regression Standardized Residual



The picture above identifies that the regression models have met the assumptions that have been expressed before, so this study regression model data tend to be normal

Test Multikolinieritas

Used to test whether the regression found on a strong correlation between independent variables/high. If there is a correlation between variables, it happen multikolinieritas, and vice versa. A regression model which should not happen good correlation between independent variables. Multikolinieritas testing is done by looking at VIF (Inglasi Variance Factor) between independent variables and the values of tolerance. Restrictions that commonly used to indicate the presence of multikolinieritas is the value of tolerance < 0.10 equals $VIF > 10$.

Table 1. Multicollinearity

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.137	2.881		.742	.461		
Kualitas	.212	.075	.228	2.804	.007	.668	1.496
Pem_Relasional	.277	.072	.351	3.837	.000	.529	1.891
Cit_Perusahaan	.327	.071	.418	4.586	.000	.533	1.877

Dependent Variable : Loyalty

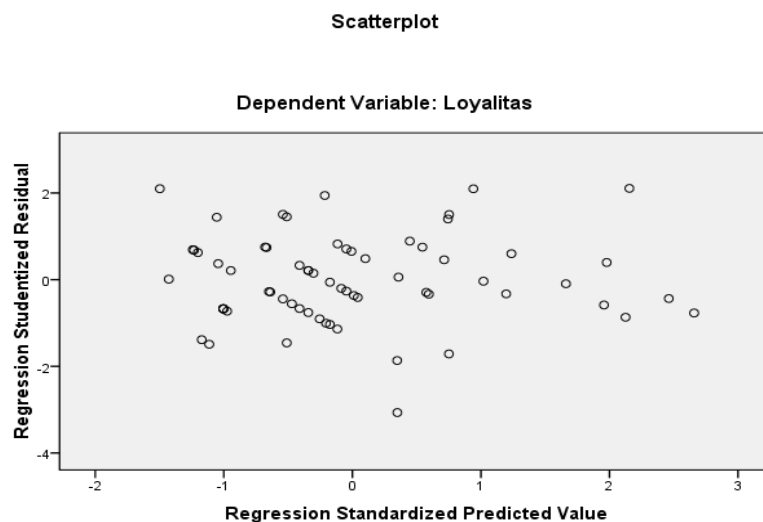
Multikolinieritas test can be done by using the value of the VIF (Variance Inflation Factor). To analyze the occurrence of multikolinieritas can be seen from the value of the VIF. If it has a value of VIF under or $10 <$, can be said on a regression model does not occur multikolinieritas. SPSS output on table 1, note that the value of the VIF IE = 1.496 X 1, x 2 = X 3 = 1.877 1.891 and that means 10 or from avoid $<$ number 10.

So is by looking at the values of Tolerance, if the value of Tolerance > 0.10 then does not happen multikolinieritas and vice versa if the value of tolerance occurs then multikolinieritas $0.10 <$. In table 1, the value of Tolerance = 0.668 X 1, x 2 = X 3 = 0.533 and 529. From the data presented that the value of $0.10 >$ look which mean not going multikolinieritas.

Test Heteroskedastisitas

Heteroskedastisitas is used to test whether the regression model, there is inequality of variance of an observation by other observations. If the residual variation from one observation to another, it is called a homokedastisitas, and if different variances are called heteroskedastisitas. A good model is not going heteroskedastisitas.

The basic decision is if a particular pattern, such as the points that there are certain patterns that form an orderly, then occurs heteroskedastisitas. If there is no clear pattern, as well as the points spread under the 0 on the Y axis and thus are not going heteroskedastisitas.

Figure 2. Test Heteroskedastisitas

SPSS output in Figure 2. exhibit dots or circle spread randomly, the pattern of distribution of the data does not form a specific pattern that is clear and is distributed above and below. The number 0 on the y-axis (vertical). From this analysis it can be concluded that to predict the loyalty of suppliers based on input/data variable service quality, relational marketing and corporate image, decent to wear.

Model Of Multiple Linear Regression Analysis

Regression analysis aims to predict the influence of the free variable (X) against variables bound (Y). In this case whether the two variables have significant effects or not. If proved to have significant influence, further able to determined how strong these relations. As for the Multiple Linear Regression formula used is:

$$Y = a + b_1X_1 + b_2 X_2 + b_3 X_3 + e$$

Where:

Y: Loyalty Suppliers

X 1: Quality Of Service

X 2: Relational Marketing

X 3: Corporate Image

B1, b2, b3: Parameter the coefficient of each variable

a: Constants

e: Error

Based on the results of the calculations of computer statistics SPSS version 16, retrieved the value of the constants and service quality factors (X 1), relational marketing (X 2) and corporate image (X 3) against the Supplier Loyalty bound variable (Y), namely:

Table 2
Multiple Linear Regression Analysis Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.137	2.881		.742	.461		
Kualitas	.212	.075	.228	2.804	.007	.668	1.496
Pem_Relasional	.277	.072	.351	3.837	.000	.529	1.891
Cit_Perusahaan	.327	.071	.418	4.586	.000	.533	1.877

a. Dependent Variable: Loyalitas

Then the linear regression equation obtained multiple model from the results of this research are:

$$Y = 2,137 + 0,212 X_1 + 0,277 X_2 + 0,327 X_3 + e$$

Based on these equations can be explained as follows:

1. Konstansta 2.137 value indicates that if there is no influence from free variables (X 1, x 2, and X 3) then the loyalty of suppliers (Y) would be worth 2.137.
2. The coefficients marked with positive indicates that the higher the value of the variable (X 1, x 2, and X 3) then the value of loyalty of suppliers (Y) will be higher.
3. The coefficient of X 1 (β_1) = 0.212, it shows each variable service quality increase of 1 unit, then it will increase Supplier Loyalty 0.212.
4. The coefficient of X 2 (β_2) = 0.277, indicating any Relational Marketing variables increase of 1 unit, then it will increase Supplier Loyalty 0.277.
5. The coefficient of X 3 (β_3) = 0.327, this indicates an increase in the variables of each company's image by 1 unit, then it will increase Supplier Loyalty 0.327

Based on the influence of shape, it can be concluded that the greatest variables affect the loyalty of Suppliers is the corporate image of 0.327, and Relational Marketing of service quality and 0.277 of 0.212.

Test t (partial test)

Statistical tests t basically aims to show how far the influence of one independent variable individually in the dependent variable explained.

Table 3.**Test t**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1(Constant)	2.137	2.881		.742	.461
Kualitas Pelayanan	.212	.075	.228	2.804	.007
Pem. Relasional	.277	.072	.351	3.837	.000
CitraPerusahaan	.327	.071	.418	4.586	.000

a. Dependent Variable: Loyalitas

-Influence of quality of service (X 1) and Supplier Loyalty (Y)

From table 3 above on the influence of quality of service (X 1) against the loyalty of Suppliers (Y) obtained the value thitung > 2.804 1.998 table t with probability Sig 0.000 0.00 α <. It means zero hypothesis (Ho) was rejected and it can be concluded that the quality of service (X 1), partially to have influence on the loyalty of suppliers (Y) on PT. Raja Putra Manggala terrain.

- Relational Marketing influences (X 2) and Supplier Loyalty (Y)

From table 3 above about Relational Marketing influence (X 2) against the loyalty of Suppliers (Y) obtained the value thitung > 3.837 1.998 table t with probability Sig 0.000 0.00 α <. It means zero hypothesis (Ho) was rejected and it can be concluded that relational marketing (X 2), partially to have influence on the loyalty of suppliers (Y) on PT. Raja Putra Manggala terrain.

- The influence of corporate image (X 3) and Supplier Loyalty (Y)

From table 3 above on the influence of corporate image (X 3) against the loyalty of Suppliers (Y) obtained the value thitung > 4.586 1.998 table t with probability Sig 0.000 0.00 α <. It means zero hypothesis (Ho) was rejected and it can be concluded that corporate image (X 3), partially to have influence on the loyalty of suppliers (Y) on PT. Raja Putra Manggala terrain.

4. Test F

The test results will be known there are free variables influence whether or not a variable is bound against. The conditions, if the value of the probability (Sig) on table Anova < 0.005 α , then H0 is rejected shows there is a significant influence but when probability Sig > 0.005 α , then H0 received showed no significant effects. The data needed to test the hypothesis above can be seen in the table below:

Table 5.**ANOVA^b**

Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	177.679	3	59.226	54.557	.000 ^a
Residual	67.306	62	1.086		
Total	244.985	65			

a. Predictors: (Constant), Cit_Perusahaan, Kualitas, Pem_Relasional

b. Dependent Variable: Loyalitas

The value of F in the table 5 above is Fhitung 54,557 > Ftable 2.76 with Sig 0.000 α , 0.05 < showed H0 is rejected and the Ha received, means quality of service (X 1), Relational Marketing (X 2) and corporate image (X 3) affect the loyalty of Suppliers.

5. Coefficient of Determination

The coefficient of determination (R²) function to see the extent to which the overall independent variables the dependent variable can explain. In other words, the determination of the coefficient is used to measure how much variables in explaining the variable terikatnya. The value of the coefficient of determination R Square value determined as can be seen in the table below:

**Table 6. Coefficient of Determination
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	.725	.712	1.042

a. Predictors: (Constant), Cit_Perusahaan, Kualitas, Pem_Relasional

b. Dependent Variable: Loyalitas

The results showed that the value of the Adjusted R Square (R²) was 71.2% or 0.712. That means 71.2% Loyalty supplier PT Raja Putra Manggala explained by the variable quality of service, Relational Marketing, corporate image, while the rest as much as 28.8% is explained by other factors not examined in this study.

DISCUSSION

1. The influence of the quality of service to the loyalty of suppliers

From the results of research to see that the variable quality of service a positive and significant effect against purveyors of Loyalty which earned value t calculate of 2.804 and value t table of 1.998, this proves that the supplier perceives the quality of Ministry of PT Putra Manggala King will have a loyalty to the company.

2. The Influence Of Relational Marketing Loyalty Towards Suppliers

From the results of research shown that Relational Marketing variables are positive and significant effect against purveyors of Loyalty which earned value t calculate of 3.837 and value t table of 1.998, this proves that the supplier perceives relational marketing approach of PT Putra Manggala King will have a loyalty to the company.

3. The Influence of The Corporate Image Of Loyalty Towards Suppliers.

From the results of the research appear that corporate image variable is positive and significant effect against purveyors of Loyalty which earned value t calculate t value of 4.586 and table of 1.998, this proves that the supplier looking image the company of PT Putra Manggala King will have a loyalty to the company suppliers.

CONCLUSION

1. There is a positive and significant influence between the variable quality of service to the loyalty of suppliers with value t calculate is greater than t table (table t > 2.804 1.998) and significant value of 0.000 < α 0.05 Ada pengaruh positif dan signifikan antara variabel pemasaran relasional terhadap loyalitas pemasok dengan nilai t hitung lebih besar dari t tabel (3,837 > t tabel 1,998) dan nilai signifikan sebesar 0,000 < α 0,05.
2. There is a positive and significant influence among variables corporate image against the

loyalty of suppliers with value t calculate is greater than t table (table t > 4.586 1.998) and significant value of 0.000 < α 0.05.

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