ANALYSIS OF RELATIONSHIP MARKETING'S EFFECT ON CUSTOMER LOYALTY AT PT. SUCOFINDO JAMBI

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ABSTRACT

Jambi Province is one of the provinces with the largest number of Palm Oil Mills in Indonesia. The large number of PKS that exist and the number of customers that are not too many make each PKS must be able to maintain its relationship so that sales do not decrease. The existence of intense competition and the need to maintain relationships is the phenomenon behind this research so that the purpose of this research is to analyze the effect of Relationship Marketing Inputs on customer loyalty at PT. Sucofindo Jambi This research was conducted using a questionnaire method on 65 customers of PT. Sucofindo Jambi The data analysis method used is quantitative analysis, namely analyzing through statistical calculations with the help of the SPSS version 19.0 program. The results of data analysis show that understanding customer expectations, building service partnership and total quality management have a positive and significant effect on customer loyalty of PT. Sucofindo Jambi. while the empowering employees variable has no effect and is not significant on customer loyalty of PT. Sucofindo Jambi.

Keywords: Relationship Marketing, Understanding Customer Expectations, Building Service Partnership, Total Quality Management, Empowering Employees and Customer Loyalty.
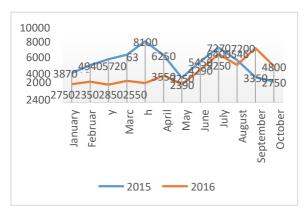
1. INTRODUCTION

The development of the industrial sector is almost always a top priority in the development of developing countries. This is because the industrial sector is considered to be able to drive the growth of other sectors such as the service sector and the plantation sector. One of the industries that is currently developing in Indonesia, especially in Jambi

Province, is the palm oil industry. The increasing demand for products made from palm oil, such as crude palm oil or palm oil, is one of the reasons for the development of the palm oil industry sector. Palm oil is one of the mainstay commodities in most parts of Indonesia because palm oil has the potential to be a mainstay of exports and is also expected to become a commodity that can increase the income of farmers.

Jambi Province is one of the provinces with the largest number of oil palm plantations in Indonesia. This is what underlies the many palm oil mills that have been established in Jambi Province. As much

146 Palm Oil Mills (PKS) spread across various districts or cities in Jambi Province (Dirjen Plantation, 2022). Products produced from the palm oil industry are different from products produced from other industries such as food and beverages, where products from the palm oil industry cannot be purchased by all groups. Buyers or customers from PKS usually are companies that   export oil Palm oil go out country or companies that make cooking oil from palm oil. So that the number of customers or buyers from this industry is not much. Judging from the number of PKS that exist and the number of customers that are not too many, each PKS must be able to devise a strategy to market its products and also maintain customerwhich exists.

PT. Sucofindo Jambi. Is one of the PKS that has been established since 2011 in Jambi Province. The products produced by PT. Sucofindo Jambi. in the form of crude palm oil, palm kernel (palm kernel), shells and several products derived from palm oil. For maintainexistence and also to maintain customer loyalty, PT. Sucofindo Jambi. Trying to implement marketing strategies that can maintain good relations with customers.

Source: Processed Data

Figure 1. Sales Data of PT. Sucofindo Jambi. In 2021 and 2022

From the data above, it is known that there has been a decrease in total sales volume from 2021 to 2022, which is 16,400,000 Kg. In 2022, sales volume will always decrease when compared to 2021. Sales volume in January to October 2021 will always be higher than in 2022, but this will be inversely proportional in the following 2 months. Where in November and December 2022, sales volume actually increased compared to the previous year.

PT. Sucofindo Jambi. Trying to maintain customer loyalty so that sales decline can be overcome, namely by changing the perspective from a product-oriented view to a customer-oriented view. Customer loyalty is customer attachment to a brand, shop, manufacturer, service provider, or other identity based on favorable attitudes and favorable responses, such as repeat purchases. Customer loyalty can also be interpreted as customers who not only repurchase goods and services, but also have a positive commitment and attitude towards service companies, for example by recommending other people to buy.

One of the strategies used by PT. Sucofindo Jambi. to maintain customer loyalty is with Relationship Marketing. Relationship Marketing explains that customer loyalty can be built by making customers the core of activity marketing.

*Relationship Marketing*is a long-term approach, which is different from the transactional marketing approach which is a short-term approach. The main goal in transactional marketing is to get customers alone, while the main goal of Relationship Marketing is to get and retain customers. So that with the Relationship Marketing strategy it seeks to extend the life time of customers as individuals who transact and also maintain customer loyalty. The purpose of this research is to analyze the effect of Relationship Marketing Inputs on customer loyalty at PT. Sucofindo Jambi

Within the company, efforts in Relationship Marketing Inputs aim to increase closeness with customers and the main goal of the business is to keep customers loyal. More specifically, the implementation of Relationship Marketing aims to empower the power of customer desires by understanding customer expectations (Understanding *customer s expectations*) which can be done by producing products according to customer wishes, prices that can be reached by customers, providing facilities according to customer expectations and responding to complaints from customers. The second Relationship Marketing Inputs is to build partnerships with customers (Building Service Partnership). This can be done by inviting customers to participate in programs

Implemented by the company. Considering customers as partners, providing additional services in the form of fast service, always maintaining good relations and cooperation with customers. Relationship Marketing can also be pursued by implementing Total Quality Management so that the products produced are always of high quality and in line with customer expectations. At PT. Sucofindo Jambi., application *Total Quality Management*strived to produce products in accordance with the standards that have been given by the customer. If the product produced is of good quality and in accordance with the demands given, the customer will become loyal to the company. The last effort made by the company in implementing Relationship Marketing is to empower employee (Empowering Employees), among others by approaching customers to find out what is needed, employees trying their best to help customers overcome problems that are resolved and responsive in providing services.

Based on a number ofPrevious studies discussing the effect of Relationship Marketing on customer loyalty show differences in research results. According to research conducted by Tangkilisan (2013), all variables in Relationship Marketing Inputs have a significant and positive influence on customer loyalty. However, research conducted by Rahmawati (2013) shows that the variables that having a significant and positive influence on customer loyalty are the Building Service Partnership and Total Quality Management. Meanwhile, the variables Understanding Customer Expectation and Empowering Employees have no significant and positive effect on customer loyalty.

The purpose of this study is to analyze the influence of Relationship Marketing Inputs which consist of understanding customer expectations, building service partnerships, *and total qualitymanagement*and empowering employees towards customer loyalty at PT. Sucofindo Jambi.

The holistic marketing concept is based on developing, designing, and implementing marketing programs, marketing processes, and marketing activities while recognizing their breadth and interdependence. Holistic marketing recognizes that "anything can happen" to marketing and that a broad and integrated marketing perspective is often needed. Relationship Marketing is defined as a process where something the company builds long-term relationships with customers and potential customers, working together to achieve one set goal (Anwar, 2022). These goals are met by understanding the needs consumer, treat consumers as partners, ensure that employees meet consumer satisfaction and provide good quality to consumers

Understanding Customer Expectations is an activity that involves Skill Company to identify what it wants consumer and market goods and services above the level they expect.

It is not easy to identify what a customer expects, because each customer certainly has different expectations and desires. Customer desires also continue to change along with the times and trends. To meet increasingly complex customer demands, a company must be able to gather as much information about customers and use it at the right time. Thus, a customer feels buying a product or service that is in accordance with what they expect (Wibowo S, 2006). There are several indicators in understanding customer expectations, namely prices according to expectations, satisfactory service and products and facilities that meet expectations.

Building service partnerships is a form of partnership, namely cooperation carried out by companies with customers in adding services that customers want for a company's product. Partnership experience exists when a company works closely with customers and adds services desired by customers for a company product. In a building service partnership, both parties, both companies and customers, expect a profit. On the customer's side, the benefits can be in the form of satisfaction with the service provided given by the company (Saputri, et al., 2013). According to Evans and Laskin, several indicators in building service partnerships are based on honesty and openness, collaboration between party and good communication. (Anwar, 2022)

Total Quality Management namely quality is a dynamic condition associated with products, services, people, processes, and the environment that meets or exceeds expectations. As is the case with quality, there are also various definitions of Total Quality Management. Total Quality Management is defined as the integration of all functions of the company into a holistic philosophy that is built on the concepts of quality, team, productivity, and customer understanding and quality. According to Wibowo S (2006), several indicators in Total Quality Management include products according to standards, quality products and continuous improvement of product quality and facilities.

Empowerment employees enabling and giving employees the opportunity to plan, implement plans, and control plan implementation work which be responsible he replied. Objective of employee empowerment, namely to bring out the potential and modalities that exist within employees and maximize them so employees become independent and increase performance, which ultimately provide value for the benefits employee an organization (Anwar,2022). Empowermen temployee usually intended to give freedom to

Employees to practice creativity they insolving consumer problems, by giving more authority to employees means reducing internal bureaucracy. Besides that, employees who

are empowered can change short relationships with consumers into long-term relationships. According to Evan and Laskin, several things that serve as indicators in empowering employees are employee responsibility, employee ability   respond and solving problems and the ability of employees to make decisions (Borneo K, 2011).

The main goal of Relationship Marketing is to increase customer satisfaction in order to become loyal customers to the company, Customer satisfaction is an after-purchase evaluation where the alternative is chosen   at leastprovide results (outcomes) that equal or exceed customer expectations, while dissatisfaction arises when the results obtained do not meet customer expectations (Anwar, 2022).

Satisfaction is the level of one's feelings after comparing the perceived performance or results compared to previous expectations   buy or consuming a good or service Consumer satisfaction can be achieved if the needs, desires and expectations of consumers are met. Knowing what consumers want will make it easier for companies to communicate their products to their target consumers (Kotler P, 2009).

Loyalty defined as an attitude shown by consumers towards the provision of products or services. A consumer will show his loyal attitude if something company able to provide satisfaction to consumers. For organizations there are four main benefits related to consumer loyalty. First, loyalty increases consumer purchases. Second, consumer loyalty lowers the costs borne by the company to serve consumers. Third, consumer loyalty increases positive word of mouth communication. The main benefit of consumer loyalty is employee retention. Employees in service businesses are often affected by their daily interactions with company customers, because people tend to prefer working with organizations whichconsumers are loyal and satisfied (Anwar, 2022)

Loyalty definedas an attitude shown by consumers towards the provision of products or services. A consumer will show his loyal attitude if something company able to provide satisfaction to consumers. According to Kotler and Armstrong (2006), loyalty comes from fulfilling consumer expectations or expectations, while expectations themselves come from previous purchasing experiences by consumers, opinions from friends and relatives, promises or information from marketers or competitors.

The positive result of Relationship Marketing is to encourage companies to improve product or service quality. Quality Itself has many criteria that change continuously. Quality is often considered as a measure of the relative goodness of a product or service consisting of design quality and conformance quality. Design quality is a function of product specifications, while conformity quality is a measure of how far a product meets the specified quality requirements or specifications (Anwar, 2022)

To be successful the Relationship Marketing process must be able to generate higher long-term profits. Relationship marketing inputs may require a sizable expenditure. However,

the outcomes of the Relationship Marketing process will result in better sales performance, production and marketing cost efficiency so that it will have a positive impact on the company's ability to generate profits (Anwar, 2022).

Relationship Marketing will increase consumer satisfaction, gain greater customer loyalty and improve the quality of products and services. If this condition is reached then it will affect ability company in generating positive corporate profits Anwar (2022) conducted research on Implementation Studies *relationships marketing* Against Customer Loyalty (Student Loyalty) (the case at the Faculty of Economics, University Muhammadiyah Jember). The results of this study indicate that the Variable Understanding *customers' Expectations, Building Service Partnership, Total Quality management,*and Empowering Employees have a significant and positive effect on Customer Loyalty.

Kumbokarno (2011) conducted research on the Effect of Relationship Marketing Implementation on Consumer Loyalty in PT. Pertamina (Persero) Enduro 4T. The results of this study indicate that the Variables Understanding Customer Expectation, Building Service Partnership, Total Quality Management, and Empowering Employees have a significant and positive effect on Customer Loyalty

Respond (2013) conducting research on Relationship Marketing Effects on Customer Loyalty at PT. People's Credit Bank Prisma Dana Manado. The results of this study indicate that the Variable Understanding *customers Expectation, Building Service Partnership*and Total Quality Management has a significant and positive effect on customer loyalty. While the Empowering Employees variable has a positive effect but does not have a significant effect on Customer Loyalty

Saputri, Yaningwati and Fanani (2013) conducted research on the Effect of Relationship Marketing Implementation on Customer Loyalty (Survey of PT. "XXX" Malang Branch Customers). The results of this study indicate that the Variable Understanding *customer sexpectations* and Building Service Partnership has a significant and positive effect on customer loyalty.

Rahmawati (2013) conducted research on the Effect of Relationship Marketing on Customer Loyalty at PT. Bank Negara Indonesia (Persero) Tbk. Malang Branch. The results of this study indicate that the Building Service Partnership and Total Quality Management variables have a significant and positive effect on customer loyalty. While the variable Understanding *customers Expectation and Empowering Employees*no positive and significant effect on Customer Loyalty.

Junistyaningrum and Sugiarto (2022) conducted research on the Effect of Relationship Marketing Implementation on Customer Loyalty with Customer Satisfaction as an Intervening Variable (Study at PT. Bank Rakyat Indonesia (Persero) Tbk. Pandanaran Branch). The results of this study indicate that the Building Service Partnership and Total Quality Management variables have a positive and significant effect on Customer Satisfaction. Building Service Partnership and Total Quality Management have a positive and significant effect on Customer Loyalty. Customer Satisfaction has a positive and significant effect on Customer Loyalty.
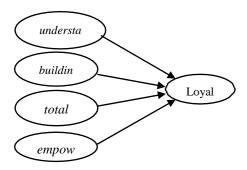

Figure 2. Thinking Framework

*Understanding Customer Expectations*is a way for a company to be able to understand what consumers want so that the company can produce products that can exceed consumer expectations. So the more the company understands what consumers want, the more loyal consumers will be to the products being sold. Because according to research conducted by Anwar (2022) the Understanding Customer Expectation variable has a significant effect on customer loyalty. Meanwhile, research conducted by Tangkilisan (2013) also shows that Understanding *customer's expectations* has a positive and significant impact on customer loyalty so that the first hypothesis in this study is:

H1: Understanding Customer Expectation has a significant effect on customer loyalty

*Building Service Partnership*s a cooperative relationship between the company and the customer that can provide ongoing feedback for the company. This collaboration focuses on long-term relationships between companies and customers. The closer the company's relationship with consumers, the more loyal consumers will be to the company. Research conducted by Tangkilisan (2013), the Building Service Partnership variable has a positive and significant effect on customer loyalty. Likewise with research conducted by Rahmawati (2013) which shows that

*Building Service Partnership*positive and significant effect on customer loyalty. Thus the second hypothesis was made in this study as follows:

H2: Building Service Partnership has a significant effect on customer loyalty.

Total Quality Management is one way that can be done to improve product quality and produce quality products. The better the product quality produced, the customer loyalty will also increase. Research conducted by Tangkilisan (2013) states that Total Quality Management has a positive and significant effect on customer loyalty. Based on the research results of Rahmawati (2013) also shows that Total Quality Management has a positive and significant effect on customer loyalty. So the third hypothesis made in this study is:

H3: Total Quality Management has a significant effect on customer loyalty.

The Influence of Empowering Employees on Customer Loyalty

Empowering Employees is an activity carried out by the company in fostering employees as well as possible in order to overcome problems complained of by consumers. According to Anwar's research (2022) the Empowering Employees variable has a significant effect on customer loyalty. Likewise the research conducted by Tangkilisan (2013) which states that the Empowering Employees variable has a positive and significant effect on customer loyalty. The fourth hypothesis made in this study is:

H4: Empowering Employees has a significant effect on customer loyalty.

2. RESEARCH METHODS

This research took place at PT. Sucofindo Jambi., Angkasa Road Number 11D Pekanbaru, Jambi Province. While the time used in this study starts from July 2020 to January 2021. In this study, the population is all consumers who buy the products produced by PT. Sucofindo Jambi. The total population in this study was 87 customers. The samples in the study were taken based on the Slovin formula so that 45 samples were obtained. However, to avoid missing or unusable questionnaires in the study, 63 questionnaires were distributed.

Operational Definition of Research Variables

Table 1. Operational Definition
Research variable

Variable Study	Indicator
Understanding Customer Expectations	1. Price according to ability 2. Servicewhich is satisfying 3. Products and facilities as expected 06)
Building Service Partnership	1. Based onhonesty and openness 2. Collaborative between parties 3. Good communication (Evan and Laskin, 1994)
TotalQuality Management	1 Product according to standard 2. Quality product 3. Continuous quality improvement 06)
Empowering Employees	1.Responsibility employee 2.The ability of employees to respond and solve problems 3.The ability of employees to make decisions (Evan and Laskin, 1994)
Customer loyalty	1. Repeat Purchase 2. Retention 3. referrals (Kotler and Keller, 2009)

Source: Processed Data

The type of data used in this study includes quantitative data and qualitative data where the data collection process is carried out through field studies and literature studies in order to obtain data and theoretical foundations related to the research topic. Data processing techniques in this study use the SPSS 19 data processing program where the initial stages data processing, namely by carrying out validity tests and reliability tests to test the feasibility of the questionnaire, then classical assumption tests (multicollinearity tests, multicollinearity tests) auto correlation, test heteroscedasticity, and normality test) to test whether the regression equation can be used in research. Then, both partial and simultaneous hypothesis testing was carried out to test the effect of the independent variables on the dependent variable.

3. RESULTS AND DISCUSSION

PT. Sucofindo Jambi. is a company engaged in the palm oil processing industry or palm oil mill (PKS) in Jambi Province which is located at Jalan Angkasa No 11D. Factory construction of PT. Sucofindo Jambi. Started since 2008 but development was hampered due to an error in the installation of processing equipment so that PKS PT. New Base. Was only inaugurated in 2011. Initially this mill only received palm oil from PT. Wasundari. Due to oil production that has not been maximized and also inadequate equipment. But now this PKS has grown and its oil production has also increased. PT. Sucofindo Jambi. Is one of the business entities in Jambi Province which is engaged in the palm oil processing industry and sells several processed products from palm oil such as Crude Palm Oil, Palm Kernel, shells, and other processed products.

A. Characteristics of Respondents

Respondents in this study were 60 respondents which included 43 men and 17 women with a total of 60 respondents. So that the highest proportion of respondents based on gender is male. The age category of respondents who made purchases at PT. New Base. Are in the age category of 20-25 years with a total of 5 respondents, 25-30 years with a total of 14 respondents, 30-35 years with a total of 13 respondents, 35-40 years with a total of 15 respondents and ≥40 years with a total of 13 respondents. In terms of education, the majority of respondents who had completed high school education were 31 respondents, while the rest were 12 respondent last educated diploma and as much 17 respondent graduated bachelor degree. When viewed in terms of work, customers of PT. Sucofindo Jambi. the majority came from entrepreneurs with a total of 30 respondents, followed by private employees as many as 20 respondents, others as many as 8 respondents and from civil servants as many as 2 respondents.

Table 2. Response Analysis Respondents

Research variable	Average	Ket
Understanding Customer Expectations (X1)	3,714	Good
Building Service Partnerships(X2)	3,711	Good
Total Quality Management(X3)	3,650	Good
Empowering Employees(X4)	3,642	Good
Customer loyalty (Y)	3,647	Tall

Source: Processed Data
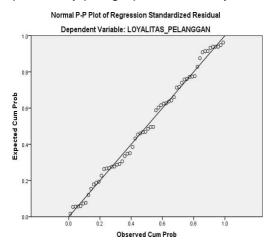
B. Validity and Reliability Test

The validity test is used to measure whether or not a questionnaire is valid, a questionnaire is said to be valid if the statements on the questionnaire are able to express something that the questionnaire will measure. The validity test is calculated by comparing the value of r count with the value of r table, if r count is greater than r table (at a significance level of 5%) then the statement is declared valid. The results of the validity test on the independent variables and the dependent variable show that the value of r count is greater than r table. This shows that all indicators in the study produce valid values.

The reliability test uses a Cronbach's Alpha coefficient equal to or more than 0.60. The results of the reliability test on the independent variables and the dependent variable in this study have *Cronbach's Alpha* which is greater than 0.60. This shows that all the variables used in the study have a reliable value.

Based on the results of validity and reliability testing, it can be concluded that the questionnaire used in this study is a reliable questionnaire.

C. Classical Assumption Test Normality Test

Normality testing is carried out with normal probability plot graphs and the Kolmogorov Sminorv test. The normal probability plot graph in this study is shown in Figure 3 below:

Source: Processed Data

Figure 3. PP Plot Normality Test

The normality test with the normal probability plot requires that the dispersion data must is around the area of the diagonal line and follows direction line diagonal.Based on Figure 3 above it can be concluded that data in research This own normal distribution because the points approach line diagonal And shows that the regression model is feasible worn Because fulfil assumption of normality. Based on results test *Kolmogorov Sminorv Test*, obtained a significance level of 0.197. The significance value is 0.197 > 0.05, thus it can be concluded
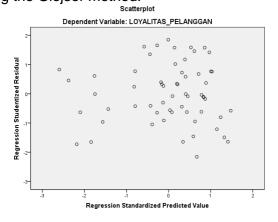
that all data from the variables studied have a normal distribution pattern. This means that the regression model is feasible to use because it meets the normality assumption requirements.

D. Heteroscedasticity Test

In this study, the heteroscodesity test was carried out by analyzing the scatterplot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID) and also using the Glejser method.

Source: Processed Data

Figure 4. Heteroscedasticity Test

Based on Figure 4 above, it can be seen that the points on the graph are scattered or the points do not form a certain pattern, so heteros cedasticity does not occur. So it can be concluded that the data in this study did not occur heteros causticity. With Thus, it is concluded that the model used in this study meets the classical assumptions.

Based on the results of the Glejser test, the level of significance for all variables in the study was greater than 0.05 so that it could be it was concluded that all data from the variables studied did not occur heteroscedasticity.

E. Multicollinearity Test

Test multicollinearity aims to test whether there is a correlation between the independent variable (free) and the dependent variable (tied) in a regression model. The test results show that all independent variables have a tolerance value that is greater than 0.10 and a Variance Inflation Factor (VIF) value that is less than 10. So, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

F. Autocorrelation Test

Autocorrelation test is a test conducted to test whether there is influence between the confounding variables in each independent variable. Testing is done by looking at the Durbin-Watson (DW) value. From the test results obtained a DW value of 1.971. So the DW value is between dU (1.727) < DW (1.971) < 4 – dU (4 – 1.727 = 2.273). So it can be concluded that in this study there was no autocorrelation. This means that the independent variables in this study are not disturbed or affected by confounding variables.

G. Multiple Regression Analysis

From the results of the multiple linear regression analysis test in this study, the following equation can be made:

$$Y = -1.591 + 0.374X1 + 0.167X2$$
$$+0.451X3 + 0.071X4$$

The coefficients contained in the equation above can be explained as follows: a constant of -1.591 indicates that all independent variables are equal to zero then the average - average customer loyalty is as big 1,591.understanding *customer sexpectations* has a positive coefficient of 0.374 which means for every   standing increase *customers' expectations* one unit will cause increased customer loyalty of 0.374. The building service partnership has a positive coefficient of 0.167, which means that for every increase in the building service partnership one unit will cause increased customer loyalty of 0.167. Total quality management has a positive coefficient of 0.451, which means that for each increase in total quality management one unit will lead to an increase in customer loyalty by 0.451. Empowering employees have a positive coefficient of 0.071, which means that for every increase in empowering employees one unit will lead to an increase in customer loyalty by 0.071.

H. Model Test (F Test)

To find out the significant effect of the independent variables together on a dependent variable, the F test is used. The basis for making decisions is that the significance value must be less than 0.05 and the f-count value must be greater than the f-table value (2.54).

Table 3. Model Test Results (Test F)

F-count	F-table	Sig.	α
36,577	2.54	0.000	0.050

Source: Processed Data

Based on the test results obtained a significance value of 0.00. Basis of taking decision is levelits significance is 5% or 0.05. Because the significance value is less than 0.05, it shows that simultaneously understanding customer expectation, building service partnership, *total quality management* and empowering employees has a significant effect on customer loyalty.

Base Another decision making is that the calculated f-value must be greater than the

f-table value to determine the effect of the independent variable on the dependent variable. From the table above it can be seen that the calculated f-value is 36.577 which is greater than the f-table value of 2.54, so it can be concluded that simultaneously understanding customer expectations, building service partnership partnerships, total quality management and empowering employees have a significant effect on customer loyalty.

I. Determination Coefficient Test (R2)

The coefficient of determination test is used to measure how far the model's ability to explain the dependent variable. The value used in the coefficient of determination is the Adjusted R Square value.

Table 4. Test Results for the Coefficient of Determination (R2)

R	R Square	Adjusted R Square	std. Error of Estimates
0.853	0.727	0.707	1.76650

Source: Processed Data

Adjusted R Square value in this study is 0.707 or 70.7%, this means that 70.7% of customer loyalty is influenced by variations from the variables understanding customer expectations, building service partnerships, total quality management and empowering employees. While the remaining 29.3% is influenced by other variables that are not included in the regression model in this study.

J. Partial Test (t test)

Table 5. Partial Test Results (t test)

Variable	t-count	t-table	t-count t-table	α
understanding Customer Expectations (X1)	4,222	2.004	0.000	0.050
Building Service Partnership (X2)	2,226	2.004	0.030	0.050
Total Quality Management (X3)	4,430	2.004	0.000	0.050
EmpoweringEmployees	0.886	2.004	0.379	0.050

Source: Processed Data

Variable understanding customer expectationshas a t-count value of 4.222 and a significance value of 0.000 so that t-count> t-table (2.004) and a significance value <α (0.050), it can be concluded that H1 is accepted. Which means the understanding customer expectation variable has a significant effect on customer loyalty at PT. Sucofindo Jambi. The building service partnership variable has a t-count value of 2.226 and a significance value of 0.030 which indicates that the t-count value > t-table (2.004) and a significance

value <α (0.050). So it can be concluded that H2 is accepted, which means the building service partnership has a significant effect on customer loyalty at PT. Sucofindo Jambi. The total quality management variable has a t-count value of 4.430 and a significance value of 0.000 which indicates that the t-count value > t-table (2.004) and a significance value < α (0.050). So it can be concluded that H3 is accepted which means total quality.

Variable understanding customer expectationshas a t-count value that is greater than t-table and a significance value that is smaller than α, which means that the understanding customer expectation variable has a significant effect on PT. Sucofindo Jambi.. The highest respondent's response lies in the second indicator while the lowest respondent's response lies in the third indicator. The results of this study support research conducted by Anwar (2022) and Tangkilisan (2013) who also shows that understanding customer expectation has a significant effect on customer loyalty.

The building service partnership variable has a t-count value that is greater than t-table and a significance value that is smaller than α, which means that the building service partnership has a significant effect on customer loyalty at PT. Sucofindo Jambi.. The highest respondent's response lies in the second indicator while the lowest respondent's response lies in the fifth indicator. The results of this study support the research conducted by Tangkilisan (2013) and Rahmawati (2013) which shows that building service partnerships have a significant effect on customer loyalty.

The total quality management variable has a t-count value that is greater than t-table and a significance value that is less than α, which means that total quality management has a significant effect on customer loyalty at PT. Sucofindo Jambi.. The highest respondent's response lies in the first indicator while the lowest respondent's response lies in the sixth indicator. The results of this study support the research conducted by Tangkilisan (2013) and Rahmawati (2013) which shows that total quality management has a significant effect on customer loyalty.

Variable *empowering employees*has a t-count value that is smaller than t-table and value a significance that is greater than α which means empowering employees has no effect and is not significant on customer loyalty at PT. Sucofindo Jambi.. The highest respondent's response lies in the fourth indicator while the lowest respondent's response lies in the second indicator. The results of this study are in contrast to research conducted by Kumbokarno Borneo (2011) and Anwar (2022) which state that empowering employees has a significant effect on customer loyalty.

4. CLOSING

A. Conclusion

Based on the results of research on the effect of Relationship Marketing on customer loyalty at PT. Sucofindo Jambi., it can be concluded that the understanding customer expectation variable has a positive and significant effect on customer loyalty at PT. Sucofindo Jambi, the building service partnership variable has a positive and significant effect on customer loyalty at PT. Sucofindo Jambi. Total variable *quality management* positive and significant effect on customer loyalty at PT. Sucofindo Jambi. The empowering employee's variable has a positive but not significant effect on customer loyalty at PT. Sucofindo Jambi.

B. Suggestion

Based on conclusionon, so recommended for the company is expected to be able to increase interaction with customers to better understand customer expectations for products from PT. Sucofindo Jambi., improve long-term cooperative relationships with customers by consistently maintaining shared commitments and maintaining customer trust in PT. Base New, increasing the implementation of Total Quality Management through continuous improvement, among others by increasing quality and product quality, and improving facilities and companies need to make efforts to empower employees empowering employees) by the company to its employees and try to meet customer needs and solve customer problems. And also for academics if they are going to use this thesis as a reference for research in the same field, then it needs to be reviewed again.

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