# THE INFLUENCE OF MARKETING COMMUNICATION AND TRUST ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT PT. MEDIA SYNERGY IN 2023

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**Abstract:** This research aims to see the influence of marketing communications, and trust on customer loyalty through customer satisfaction. This study was conducted at PT. Medial Synergy. This research uses a quantitative approach by applying a purposive sampling technique in selecting male and female samples and using the Konigsee Implant five times in one month. A total of 50 questionnaires were distributed to respondents. The analysis method used in this research is by using path analysis and assisted by the SPSS analysis application. Research findings show that marketing communication has a positive but not significant effect on customer loyalty, Apart from that trust has a significant positive effect on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, then marketing communication has a significant positive effect on customer satisfaction, there is a positive effect and significant trust in customer satisfaction, the indirect effect shows that customer satisfaction cannot mediate between marketing communications and customer loyalty, while customer satisfaction is proven to be able to mediate between trust and customer loyalty.

**Keywords: Marketing Communication, Trust, Customer Loyalty, Customer Satisfaction.**

**INTRODUCTION**

Health is an important variable that must be addressed by every country. Indonesia even maintains health as a collective freedom, and this is stated in Article 8 of the 1945 Constitution which reads: "Every citizen has the right to receive health services". Hospitals are an important part of the health framework as they are state-implementing organizations in the delivery of public administration together with private aid foundations. Health services actually require a lot of medical equipment that is produced using the best materials, so that it is sufficient to overcome problems that occur in hospitals. Providing medical equipment in Indonesia is one of the companies that stands out because it promises huge profits. In the current millennium era, the number of distributors selling existing medical devices continues to increase. The increasing number of business tools is what encourages companies to run their business in such a way that they are able to retain their customers. Entrepreneurs, especially medical equipment manufacturers, are competing to maintain customer loyalty to their products. The company also designs effective and efficient business strategies to maintain customer loyalty. Business strategy is an integrated corporate effort aimed at building advantages over competition and achieving business goals

**LITERATUR Review**

According to Tjiptono in Nurul Rizky and Sri Dewi Setiawati (2020) marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and remind the target market of the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. According to Nickels in Prasetyo (2018) defines that marketing communication is a process of exchanging information that is carried out persuasively so that the marketing process can run effectively and efficiently. According to Kotler & Keller (2016:225), customer trust is a company's willingness to rely on business partners and depends on a number of interpersonal and inter-organizational factors, such as perceived competence, integrity, honesty, and benevolence of the company. According to Peter Halim et, al. (2015) in their journal stated that customer trust is consumers' positive expectations of producers for their ability to produce products that satisfy customers. Customer satisfaction is a state or feeling of pleasure that is achieved if the product meets consumer needs and expectations (Daryanto & Setyobudi, 2014, p. 90). Kotler and Keller (2016:33) say customer satisfaction reflects a person's assessment of perceived product performance in relation to expectations. If performance falls short of expectations, customers are disappointed. If performance meets expectations, customers are satisfied. If it exceeds expectations, the customer is happy.

According to Kotler and Kevin in journal (Lie et al., 2019) loyalty is an image of integrity that is firmly held to buy or subscribe to certain products even in the future even though there are interventions in the situation and capabilities of the marketing department that have the opportunity to cause behavior changes. Meanwhile, according to Oliver in the journal (Putri et al., 2018), customer loyalty is defined as a strong customer commitment to a product or service consistently in the future.

***METHODOLOGY***

This research was carried out from September 2022 to June 2023. Then the place of this research was at PT. Medial Synergy. The objects in this research are customers from PT. Medial Synergy. The sampling technique in this research was to use a purposive sampling technique with a research sample of 50 samples. This research analysis uses path analysis with the help of the SPSS analysis application. The hypotheses in this research are as follows:

1. H1: It is suspected that there is a positive and significant influence between marketing communications on customer satisfaction

2. H2: It is suspected that there is a positive and significant influence between trust and customer satisfaction

3. H3: It is suspected that there is a positive and significant influence between marketing communications on customer loyalty

4. H4: It is suspected that there is a positive and significant influence between trust and customer loyalty

5. H5: It is suspected that there is a positive and significant influence between customer satisfaction and customer loyalty

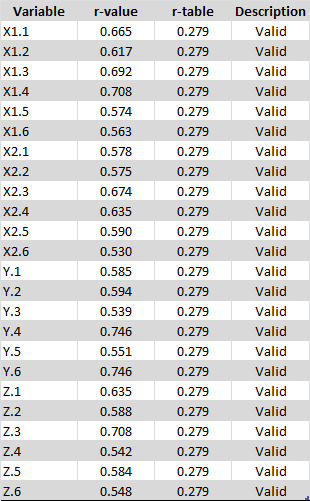
6. H6: It is suspected that there is a positive and significant influence between marketing communications on customer loyalty through customer satisfaction as an intervening variable

7. H7: It is suspected that there is a positive and significant influence between trust and customer

***FINDINGS AND DISCUSSION***

1. **Test of Validity**

**Table 1**

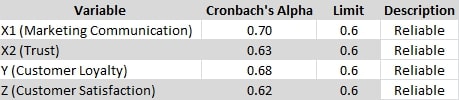
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Source: Results of PLS Data Processing (2023)

Based on Table 1.1, the calculated r value for each statement is more than 0.279, which means that all statements in this research questionnaire are valid.

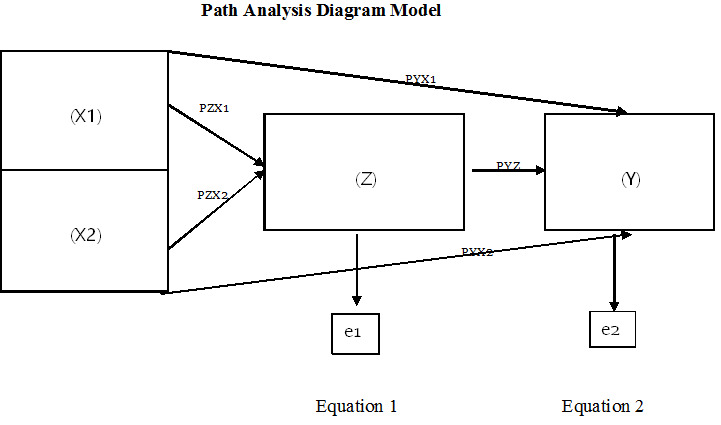
1. **Test of Reliability**

**Table 2**

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Based on Table 2.1, the Cronbach's Alpha value of each variable is more than 0.6. So each of these variables can be reliable.

1. **Path Analysis Diagram Model**



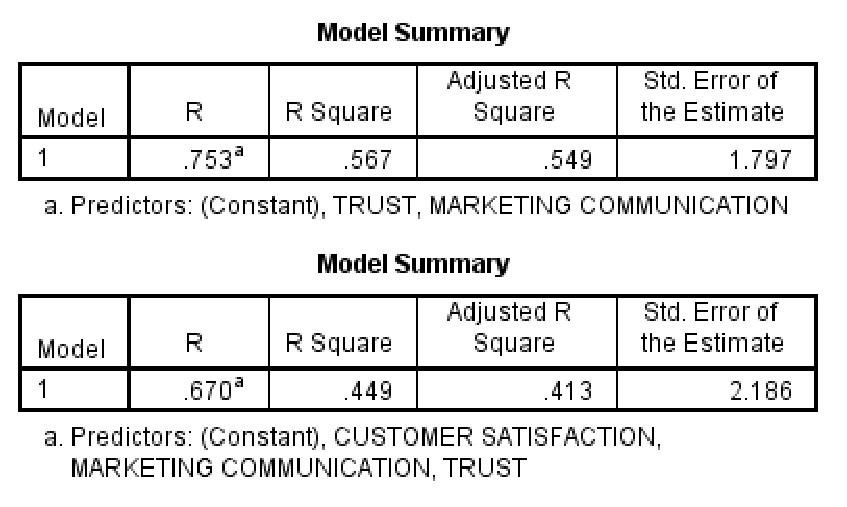
Based on the path diagram above, there are two structural equations, namely as follows:

1. Z = PZX1 + PZX2 + ε1

2. Y = PYX1 + PYX2 + PYZ + ε2

1. **Coefficient of Determination**

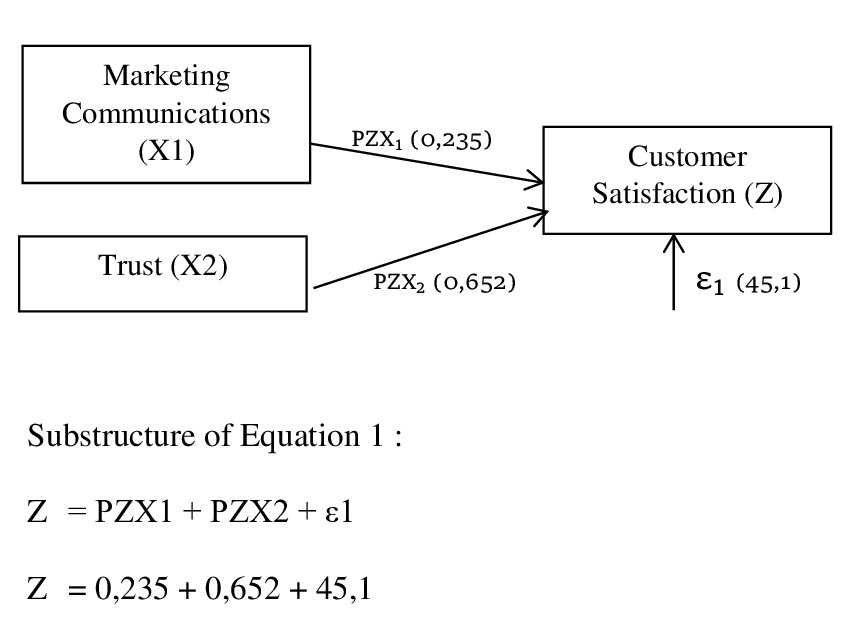
**Table 3 The coefficient of determination of Equation 1 and Equation 2**



Source: Results of SPSS Data Processing (2023)

From Table 3 above it can be seen that the Adjusted R-Square value from Equation 1 is 0.549 or 54.9%, which means that the influence of the trust and confidence communication variables on the customer satisfaction variable is 54.9% while the remaining 45.1% is influenced by other variables outside this research. Then in equation 2, it is 0.413 or 41.3%, which means that the influence of marketing communication, trust, and customer satisfaction variables on customer loyalty is 41.3%, while the remaining 58.7% is influenced by other variables outside this research model.

1. **Compute Paths**

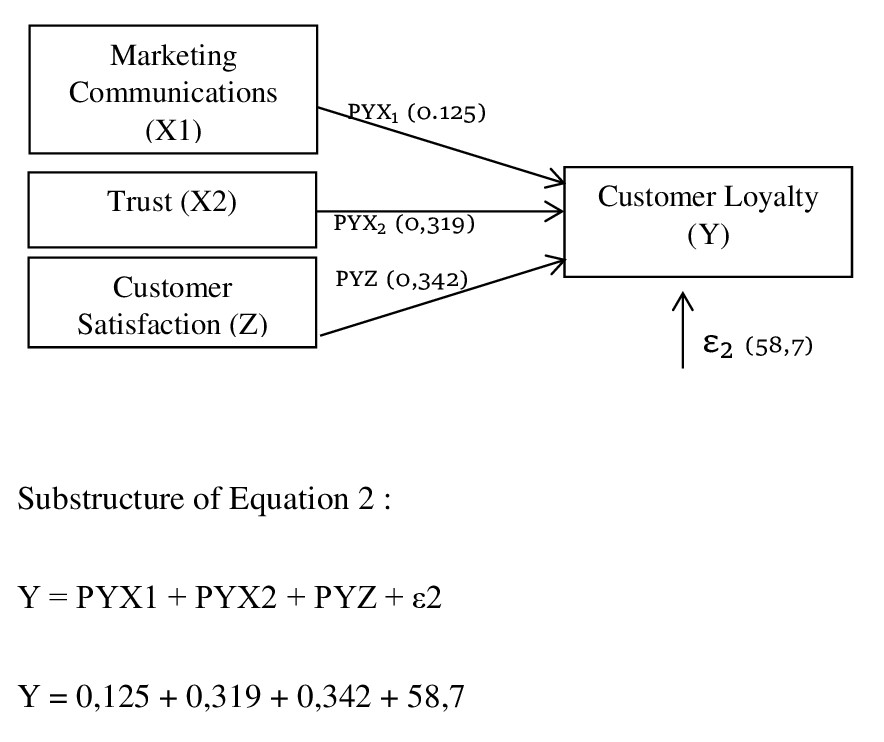
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Here is the explanation:

1. The magnitude of the marketing communication channel coefficient (X1) is 0.235. This shows

that marketing communication (X1) has a direct effect of 0.235 on customer satisfaction (Z).

2. The magnitude of the confidence path coefficient (X2) is 0.652. This shows that trust (X2) has a direct effect of 0.652 on customer satisfaction (Z).



The following is the explanation:

1. The marketing communication channel coefficient (X1) is 0.125. It shows

that marketing communication (X1) has a direct effect of 0.125 on customer loyalty (Y).

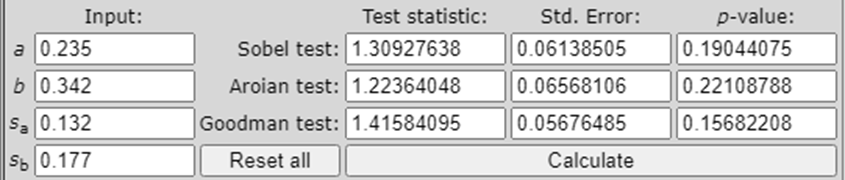
2. The path coefficient (X2) is 0.319. This shows that trust (X2) has a direct effect of 0.319

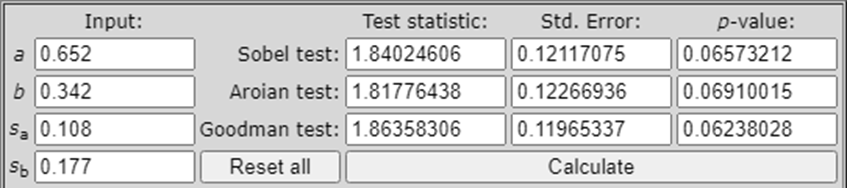
on customer loyalty (Y).

3. The magnitude of the path coefficient of customer satisfaction (Z) is 0.342. This shows that customer satisfaction (Z) has a direct effect of 0.342 customer loyalty (Y).

1. **Test of the Mediation Effect Hypothesis**

**Figure 1 Equation 1 and Equation 2**





Source: Results of SPSS Data Processing (2023)

Based on the picture above, the results of the mediation effect test will be described as follows:

In Figure 1 above, it is known that the calculated results for the Sobel test in equation 1 are 1.30 <1.67 (t table). It can be concluded that the intervening variables used in the substructure of equation 1 contribute positively but do not have a significant effect. This means that customer satisfaction is not an intervening variable between marketing communications and customer loyalty at PT. Medial Synergy.

The results of the Sobel test for equation 2 are 1.84 > 1.67 (t table). The results of the Sobel test, prove that customer satisfaction can mediate between the influence of trust on customer loyalty. High trust makes customers feel more satisfied and confident to engage in long-term relationships. This certainly has a positive impact and can stimulate sales.

1. **CONCLUSION**

Based on the data from the research results and discussions explained in the previous chapter, the following conclusions are outlined in this research, namely:

1. Based on the results of the hypothesis test (H1) which was explained in the previous chapter, it is concluded that marketing communication has a positive and significant effect on customer satisfaction at PT. Medial Synergy. This shows that good marketing communications can help customers get the expected benefits by encouraging them to repurchase or use Konigsee Implant continuously.

2. Based on the results of the hypothesis test (H2) which was explained in the previous chapter, it can be concluded that trust has a positive and significant effect on customer satisfaction at PT. Medial Synergy. Trust is based on openness and mutual relations between the customer and the company. The company makes every effort to provide integrity, kindness, and competence to build customer trust so that a sense of satisfaction arises and loyalty is formed.

3. Based on the findings of the hypothesis test (H3) presented in the previous chapter, it can be concluded that marketing communications have a positive effect but do not have a significant relationship with PT customer loyalty. Medial Synergy. PT's marketing communications strategy. Synergy media such as advertising, sales promotions, routine sales visits to hospital clinics, and participation in large events have not run optimally. This means that the information received by customers has not provided a perception that can build loyalty. This is also supported by data obtained by researchers regarding the number of loyal customers at PT. Mediali Synergy is still relatively small.

4. Based on the findings of the hypothesis test (H4) which was explained in the previous chapter, it can be concluded that trust has a significant positive influence on PT customer loyalty. Medial Synergy. The trust that customers have given them a sense of security and comfort to make repeated transactions and even recommend them to other people, which is the actualization of loyalty.

5. Based on the results of the hypothesis test (H5) which was explained in the previous chapter, there is a positive and significant influence of customer satisfaction on customer loyalty at PT. Medial Synergy. It is not surprising that customer satisfaction has a significant effect on Konigsee Implant customer loyalty, because many customers are satisfied with the products and services from PT. Medial Synergy. The higher the satisfaction of a customer, the greater the level of loyalty to a product.

6. Based on the results of the hypothesis test (H6) which was explained in the previous chapter, it can be seen that the results of the Sobel test of customer satisfaction are not proven to mediate between marketing communications and PT customer loyalty. Medial Synergy. Thus, customer satisfaction is not an intervening variable between marketing communications and customer loyalty at PT. Medial Synergy.

7. Based on the results of the hypothesis test (H7) which was explained in the previous chapter, the Sobel test proves that customer satisfaction is proven to mediate the influence of trust on customer loyalty. High trust makes customers feel more satisfied and confident to engage in long-term relationships. This certainly has a positive impact and is able to stimulate sales. Thus, the greater the customer's trust in a product, the greater the customer's loyalty to a brand.

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