

The Influence of Customer Bonding and Customer Experience on Customer Loyalty of NR Shampoo, Medan Sunggal District (Case Study at PT. Ikapharmindo Putramas)

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ABSTRACT

The purpose of this study was to determine and analyze the effect of customer bonding and customer experience on customer loyalty of Shampoo NR at districts of medan sunggal (student case study of PT. Ikapharmindo Putramas Medan)". The research method used was exploratory research, where the variables were measured using a Likert scale. Methods of data collection is done by interview (interview), with a list of questions (questionnaire). The population in this study were all NR Shampoo customers totaling 57 people. Sampling with the saturated sampling method or better known as the census. In this study, the population was relatively small, as many as 57 people. Data processing using SPSS version 23 software, with descriptive analysis and hypothesis testing with multiple regression analysis. The results showed that: (1) partially customer bonding variables affect customer loyalty NR Shampoo at PT. Ikapharmindo Putramas Medan sunggal ; (2) partially customer experience variables affect customer loyalty NR Shampoo at PT. Ikapharmindo Putramas Medan sunggal; (3) Simultaneously there is a positive and significant influence between the variables of customer bonding and customer experience of customer loyalty Shampoo NR at PT. Ikapharmindo Putramas Medan sunggal.

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1. INTRODUCTION

Having clean and shining hair is everyone's dream, but in an era that continues to grow, people must be smart in choosing the shampoo they use because the more sophisticated and modern the world is, the more various kinds of shampoos circulating in the market are developing by building consumer trust (customer bonding) and consumer experience (Customer experience) which is not necessarily safe for our own health in the future due to the use of shampoo that we use for a long time. There are so many types of shampoo nowadays, starting from conditioners that are specifically used for hair that is damaged by painting or shampoos that are used for a variety of aromas and uses. The increasing number of products offered in the market with customer loyalty in general and being sold openly makes every customer tempted to look attractive in an instant way and not

necessarily good for the future for scalp health and other impacts that will arise as a result use of the shampoo. Customers generally use shampoo to appear more confident in carrying out any activities that are busy or not, whether at home, office, campus/school environment, or while on vacation. Customers must also be smart in managing their finances so they don't run out just to buy shampoo. This is where the customer must be smart and shrewd in managing expenses and choosing the shampoo he will use, because if he chooses the wrong shampoo, the worst effects will automatically come to him in the future, such as reddish hair, dandruff, sores, even worse, cancer. skin on the head. Loyal customers who are satisfied using the shampoo they choose, will want to continue the buying relationship. Customer loyalty is a measure of the customer's closeness to a brand, customers like the brand, the brand becomes top of mind (the first brand that comes to mind) when considering a product category, deep brand commitment forces preference choices to make purchases, helps customers identify quality differences, so when shopping will be more efficient.

According to (Tjiptono, 2014) customer loyalty is a customer's commitment to a brand, store or supplier, based on a very positive attitude and is reflected in consistent repeat purchases. Based on sales data from table 1.1 for the period 2019 to 2021, there were fluctuations in sales. Where sales in 2019 compared to 2020 saw an increase in sales from more than 551 million to 563.5 million. However, there was a decrease in sales from 2020 compared to 2021, namely from 563.5 million to 530 million. The decline was caused by several factors, including the lack of a strategy that could be implemented by the company in an effort to maintain consumer loyalty. Whereas companies to bind consumers to the products and services they offer need a strategy that aims to build and maintain consumer relationships with the company's products. In short, customer bonding is a process to build, convince and maintain a sense of consumer trust by marketers, so that between marketers and consumers have a relationship of mutual trust. When viewed from the consumer side, customer bonding is a comparison tool to choose the product that consumers want and the company to choose. This is what PT. Ikapharmindo Putramas. Tbk. The company seems to leave customers without ever trying to build relationships and trust that lead customers to remain loyal to NR Shampoo.

Apart from customer bonding, customer experience is also very important in maintaining customer loyalty when using NR shampoo. Customer experience is needed to make it easy for customers to interact to get information about the desired product and to get access to buy the product. However, in practice, in the initial survey conducted by researchers at the company, the company did not interact with customers with products or services from the company, both physically and emotionally. Even though the results of this interaction can make an impression on the minds of customers. Based on the explanation of the background above that has encouraged me to be interested in conducting research on "The Influence of Customer Bonding and Customer Experience on Customer Loyalty of NR shampoo in Medan Sunggal sub-district (CASE STUDY AT PT. IKAPHARMINDO PUTRAMAS)".

Based on the description above, the problem in this study is formulated as follows:

- a. Does Customer Bonding have a positive and significant effect on Customer Loyalty of NR shampoo in Medan Sunggal sub-district. ?
- b. Does customer experience have a positive and significant effect on customer loyalty for NR shampoo in the Medan Sunggal sub-district?
- c. Do Customer Bonding and Customer Experience together have a positive and significant effect on Customer Loyalty for NR shampoo in the Medan Sunggal sub-district?

The objectives of this study are:

- a. To find out whether Customer Bonding has a positive and significant effect on NR shampoo customer loyalty in Medan Sunggal sub-district.
- b. To find out whether Customer Experience has a positive and significant effect on Customer Loyalty for NR shampoo in Medan Sunggal sub-district.
- c. To find out whether Customer Bonding and Customer Experience together have a positive and significant effect on NR shampoo customer loyalty in Medan Sunggal sub-district.

2. RESEARCH METHOD

The type of research conducted in this research is causal associative research with quantitative techniques. According to Sugiyono (2016: 55), causal associative research is research that aims to determine the relationship between two or more variables. With this research, a theory can be built that functions to explain, predict and control a phenomenon. A causal relationship is a causal relationship, one variable (independent) affects another variable (dependent). Associative research uses quantitative or statistical analysis techniques. Quantitative research is a type of research whose specifications are systematic, planned, and clearly structured from the start to the creation of the research design. Another definition states that quantitative research is research that requires a lot of numbers, starting from data collection, interpretation of the data, and the appearance of the results. Likewise, at the research conclusion stage, it would be better if it was accompanied by pictures, tables, graphs, or other views.

3. RESULTS AND DISCUSSIONS

3.1 Customer Loyalitas

Loyalty is a measure of customer attachment to a product or service. This measure is able to describe whether or not customers switch to another brand. The advantage and the existence of customer loyalty is the reduced influence of attacks and competitors from similar companies, not only competition in terms of perception. In addition, loyal customers can encourage the development of the company. Because they often give ideas or suggestions to companies to improve the quality of their services and products and in the end they will not really mind the price because they believe in the services and products and the quality of the company, (Mullins, J. W., 2015).

3.2 Customer Loyalty Indicator

Customer loyalty has a commitment to shop for necessities and will ignore competitor activities that try to attract customers. This will not inspire customers who are loyal to a brand to try or switch to other similar products/services. There are some customers who have the courage to pay more to a company they really trust because what is expected has been obtained or even exceeded, that is what is called a loyal customer. According to Kotler & Keller (2016) indicators of customer loyalty are:

- a. Repeat Purchase (loyalty in purchasing products) Customers will always decide to purchase a product or service on just one brand without any consideration.
- b. Retention (resistance to negative influences on the company) The many opportunities for doing business make companies have to always worry about competitors, many competitors that appear result in improper ways of appearing such as one company with another company dropping each other, it will be very detrimental because it will result in reduced or loss of customers, but it's different with loyal customers, no matter how many negative issues about a company he receives if he has full trust in the company or brand, it will not make him turn to another brand or company.
- c. Referrals (totally refer to the existence of the company) If the product or service is good, the customer will promote it to others, and if the product or service is bad and far from expectations, the customer will be silent or will not tell other people but the customer will tell the company so the company can fix it. Retaining customers is more difficult than getting new customers, so customers must be maintained so they don't switch to competitors. Loyalty can be formed if the customer is satisfied with the brand/service level received and is interested in continuing the relationship (Selnes in Mouren Margaretha 2014: 297).

The theory above can be concluded that customer loyalty is customer loyalty after experiencing the service which is expressed in the behavior to use the service. Customers also provide behavior that can benefit the company in the company's promotion process without any coercion from the company. This behavior reflects the existence of a long-term bond between the company and its customers.

3.3 Customer Bonding Definition of Customer Bonding

Marketing is done not solely to get consumers or customers. A good marketing activity is one that can simultaneously aim to retain existing customers and win back customers who have left the marketer. There are various strategies for maintaining long-term relationships with customers, namely strategies that not only try to satisfy their customers but also keep them from turning to other companies by carrying out various activities to bind their customers. This kind of marketing strategy is known as a customer bonding strategy. Customer bonding indicators, according to (Sudaryono, 2016) indicators of customer bonding are:

- a. Advertising promotion through:
 - 1) Print and electronic media advertisements
 - 2) Posters
 - 3) Card design
- b. Carry out the recycling process
- c. Giving gifts (Rewards)
- d. Support for an activity
- e. Provide opportunities for customers to find out about new products

a. Customer Experience

According to (Sudaryono, 2016) in his book Customer Experience Management, which is a continuation of his book entitled Experiential Marketing. Experience is a personal event that occurs in response to several stimuli that give rise to an experience. The experience is based on the whole of every event in the life of each individual. In other words, marketers must choose the right environment for the customer and what the customer wants. Through the right experience, it can make consumers feel different sensations or things when consuming a product or service. Customer Experience indicators, according to (Sudaryono, 2016), there are three types of aspects or dimensions of customer experience, namely as follows:

1) Sensory Experience

Sensory experience is an experience that is created related to the five senses which include sight, sound, smell, taste and touch. Sensory experience can be applied to both the product and the store environment in the following ways:

- a) Product design and appearance that is unique and attractive to consumers.
- b) The distinctive taste of food and beverages can stimulate the consumer's sense of taste.
- c) Interior which includes functional, efficient and comfortable interior design and restaurant furniture.
- d) Lighting, namely the use of natural and artificial light which is combined or gives a cheerful and open impression.
- e) Sound, the level of noise must allow conversation by consumers.
- f) Scent (smell or aroma) in the restaurant area affects the consumer's sense of smell.

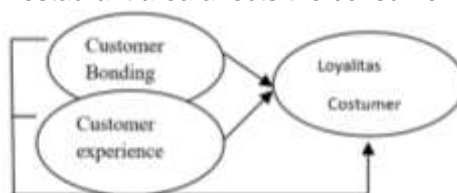


Figure 1. Conceptual Framework

b. Hypothesis

The research hypothesis is an important question because this hypothesis is a temporary answer from a study, as suggested by Sugiyono (2012: 73) "Hypothesis as a temporary answer to the research problem formulation". It is said temporarily because the answers given are only based on relevant theories, not yet based on empirical facts obtained from data collection. Based on the understanding of the hypothesis, the research hypothesis is:

- 1) Customer Bonding has a positive and significant effect on loyalty. customer of NR Shampoo at PT. Ikapharmindo Putramas Medan Sunggal.

- 2) Customer Experience has a positive and significant effect on customer loyalty of NR Shampoo at PT. Ikapharmindo Putramas Medan Sunggal.
- 3) Customer Bonding and Customer Experience together have a positive and significant effect on loyalty. customer of NR Shampoo at PT. Ikapharmindo Putramas Medan Sunggal.

c. Analisis Linear Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.409	1.468		1.641	.107
Customer Bonding	.021	.057	.023	3.359	.001
Customer Experience	.011	.063	.907	4.207	.000

a. Dependent Variable
consumer loyalty

Based on Table 1. Multiple linear analysis obtained a multiple linear regression equation model in this study, namely:

$$Y = 2409 + 0,21X_1 + 0,011X_2 +$$

Based on these equations can be described as follows:

- a. A constant value of 2409 indicates that if there is no influence from the independent variables (X_1 , X_2) hence loyalty (Y) will be worth 2409.
- b. Coefficient X_1 (β_1) = 0,021, This shows that every time there is an increase in the customer bonding variable by one unit, it will increase loyalty by 21%. If other variables are considered constant.
- c. Coefficient X_2 (β_2) = 0,011, This shows that every time there is an increase in the customer experience variable by one unit, it will increase loyalty by 11%. If other variables are considered constant.

3.4 Hypothesis testing

a. Partial Test (Uji t)

- 1) Predictors: (Constant), Customer Experience, Customer Bonding

Based on ANOVA (Table 4.15) value is obtained F_{count} as big 147.232 with a significant level (Sig.) as big 0.000^a. Jadi $F_{count} > F_{table}$ (147.232 > 3,168) or significance (Sig.) < 5 % (0.000 < 0.05) meaning that the variable customer bonding and customer experience have a positive and significant effect on customer loyalty NR Shampoo at PT. Ikapharmindo Putramas Medan which means that H_0 is rejected H_a is accepted. Thus there is an effect of customer bonding and customer experience on customer loyalty of NR Shampoo at PT. Ikapharmindo Putramas Medan (the fourth hypothesis is accepted).

b. Uji F (Partial)

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 (Constant)	2.409	1.468		1.641	.107
2 Customer Bonding	.021	.057	.023	3.359	.001
3 Customer Experience	.011	.063	.907	4.207	.000

a. Predictors: (Constant), Product Quality, Brand Image

b. Dependent Variable: Consumer Loyalty

In Table 2. F (Partial) test (t test results) it can be seen that:

- 1) Value t_{count} variabel customer bonding as big 3.359 and t_{table} value 2.004 so $t_{count} > t_{table}$ (3.359 > 2.004) and a significant value (sig) (0.01 < 0.05) so that it can be concluded that the customer bonding variable has a positive and significant effect on customer loyalty of NR Shampoo at PT. Ikapharmindo Putramas Medan (first hypothesis accepted).
- 2) Value t_{count} the customer experience variable is 4,207 and t_{table} as big 2.004 so $t_{count} > t_{table}$ (4.207 > 2.042) and a significant value (0.00 < 0.05) so that it can be concluded that the customer experience variable has a positive and significant effect on NR Shampoo customer loyalty at PT. Ikapharmindo Putramas Medan (the second hypothesis is accepted).

Table 3. Coefficient of Determination.

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 ^a	.845	.839	.77656

Predictors: (Constant), Product Quality, Brand Image.
b. Dependent Variable: Consumer Loyalty

Based on Table 3. The coefficient of determination can be interpreted that the R number is 0.845 indicating that the level of correlation or relationship between customer bonding, customer experience and loyalty has a fairly close relationship. The results of this study indicate that the value adjusted (R^2) as big 0,839 or 83,9%. This means that NR Shampoo customer loyalty to PT. Ikapharmindo Putramas Medan can be explained by the variables of leadership style, customer experience, while the remaining 16.1% is explained by other causes not examined in this study, for example promotion, knowledge and others.

4. CONCLUSION

Based on the results of the analysis discussed in the previous chapter, the following conclusions is the results showed that partially the customer bonding variable affected customer loyalty of NR Shampoo at PT. Ikapharmindo Putramas Medan. The results showed that partially the customer experience variable affected the customer loyalty of NR Shampoo at PT. Ikapharmindo Putramas Medan. The results showed that there was a positive and significant influence between customer bonding and customer experience variables on customer loyalty to NR Shampoo customers at PT. Ikapharmindo Putramas Medan.

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