

## MARKETING ANALYSIS AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY GLOBAL COMPETITION ERA

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**Abstrak:** Karya tulis ilmiah ini bertujuan untuk memberikan gambaran umum mengenai karya tulis ilmiah yang sudah ada dari sudut pandang peneliti. Metode yang digunakan sebagai pembahasan menggunakan gaya penulisan grafis. Analisis mengumpulkan data yang diperlukan dari sumber-sumber tambahan sebelum data tersebut dapat dianalisis dan diselesaikan dengan baik. Informasi untuk penelitian ini akan dikumpulkan dengan menggunakan metode pengumpulan data tambahan. Rincian tambahan diperoleh dari buku, artikel, makalah penelitian, catatan kuliah, dan Internet. Sebagai bagian dari tinjauan literatur, makalah ilmiah yang relevan dipilih, diteliti, dan direvisi. Variabel-variabel yang diuraikan dalam Hasil dan Pembahasan memberikan jawaban yang sesuai dengan tujuan disertasi ini, yaitu penjelasan dengan memberikan perspektif, dan kemudian variabel-variabel lain yang dapat digunakan sebagai fitur, subjek penelitian, dan model hasil penelitian. Melanjutkan temuan pada artikel sebelumnya tentang pemasaran yang berhubungan dengan loyalitas pelanggan begitu juga dengan kepuasan pelanggan, beberapa artikel internasional yang bersumber dari publikasi Scopus, ScienceDirect, memiliki pengaruh yang sangat beragam antar variabel. Kebaruan dalam karya ilmiah ini adalah variabel-variabel yang belum pernah diteliti pada perusahaan jasa transportasi laut.

**Kata kunci:** Pemasaran, Kepuasan Pelanggan, Loyalitas Pelanggan.

**Abstract:** This scientific paper aims to provide an overview of existing scientific papers from a researcher's perspective. The method used as a discussion uses a graphic style of writing. Analysts collect necessary data from additional sources before the data can be properly analyzed and finalized. Information for the study will be collected using incremental data collection methods. Additional details are gleaned from books, articles, research papers, lecture notes, and the Internet. As part of the literature review, relevant scientific papers were selected, researched, and revised. The variables described in the Results and Discussion provide answers that are consistent with the purpose of this dissertation, which is an explanation by providing perspective, and then other variables that can be used as features, research subjects, and research outcome models. Continue the findings in previous articles on marketing relate to customer loyalty Likewise, customer satisfaction is also related, several international articles sourced from Scopus publications, ScienceDirect, have very diverse influences between variables. The novelty in this scientific work is that variables have never been studied in marine transportation service companies.

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

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## **INTRODUCTION**

Corporate service development and yearly improvement It has attracted more and more public attention. This can also be seen from the existence of conflicts, we are strict when it comes to quality of service. In an increasingly competitive environment, this is a top priority for companies operating in this sector, service is about customer satisfaction and keeping that result alive, increased loyalty to dominate the market. Companies must strive to achieve this customers are satisfied with better offers and services, after all, a company must be able to maintain its market position in the face of increasing competition. one of them is developing a strategy to retain customers through service quality. A good strategy to maintain customer loyalty, you must serve the role that administrators should play here to provide high-quality services we pay attention to quality according to consumer expectations. Entrepreneurs need a strategy to retain customers, and effective marketing in product marketing. A form of powerful marketing strategy, marketing support for print service products that generate customer loyalty use of marketing mix strategy (marketing mix), including products, pricing, promotions, and locations distribution or location. If the consumer is satisfied with the product sold, will be loyal. When customer retention is achieved, it impacts sales growth. to create loyal customers like this need developers to develop a precise marketing strategy in marketing the product planning basic tools to achieve corporate goals and develop a competitive advantage to serve your target market, in line with research (Nordin & Ravald, 2022); (Lim et al., 2023); (Lee & Kim, 2020).

Customer retention is a business strategy to retain old customers to continue purchasing products or using services provided by a company. Businesses continue to focus on acquiring new customers but don't forget those who have shopped in-store. Loyal customers are proof that a company has enough trust to keep buying its products. This trust comes from customer satisfaction when using a product or purchasing from a company. Customer satisfaction actually helps businesses grow to be competitive in the market, in line with research (Lages et al., 2023).

In any company or business operation, customer retention is an important factor to track. Finding new customers is important, but loyal customers also count as recurring income, so your business benefits. Fierce business competition forces business people to compete to sell their products well in the market. This gives these businesspeople smart ways to increase customer loyalty in the businesses they run, in line with research (Abedin et al., 2023).

Customer loyalty is the result of customer satisfaction, positive customer experience, and the impact of the overall value of a product or service that consumers receive from a business. When consumers remain loyal to the brand, they are not easily swayed by various promotions and lower prices. They are willing to pay more as long as they get the quality of product or service they like. Therefore, ideally, all businesses work towards building customer loyalty. But before we dive deeper into identifying customer loyalty metrics and how to build them, let's first take a look at what those metrics mean. Customer loyalty or customer loyalty is understood to mean consumer loyalty to a product or brand. Loyalty goes hand in hand with trust, in line with research (Huang et al., 2023).

If consumers already believe in certain brands, they may want to stop thinking about other brands and only use products and services they trust. Of course, the impact on business is huge. Loyal customers not only make repeat purchases but also constantly follow the brand's pipeline of new products. In other words, new product releases from brands that already have loyal customers are always more likely to succeed. In fact, loyal customers are often willing to stand in line to be the first adopters of new products from their favorite brands. Therefore, business owners need to understand how to build customer loyalty in order to keep their business alive and thriving, in line with research (Chen & Lee, 2023).

Customer loyalty, or customer loyalty in the enjoyment of the products and services used, a loyal customer remains loyal to the brand and the products and services used. Customer loyalty influences corporate profit growth. Customer loyalty, in general, is a form of customer loyalty for continued or continued use of a product or service. They are so satisfied with the product or service they use that they tend to recommend it to others. Allow others to experience the satisfaction that matches what they experience when using the products and services they consume. Experts define loyal customers as those who buy products on a regular basis, shop between lines of the same product or service, refer others and are immune to competition. Loyalty is therefore not the percentage of customers who have already made a purchase, but repeat purchases. Loyalty is the percentage of people who made a purchase over a period of time and bought it again after the first purchase, in line with research (Kerr & Franco-Santos, 2023); (Muflih, 2021).

Consumer behavior or consumer behavior is one of the most important things in business. By understanding consumer behavior, businesses can understand what consumers need and adapt accordingly. Moreover, analyzing consumer behavior can bring many important benefits to businesses such as reducing business risks and improving marketing strategies. Consumer behavior is defined as the habits of individuals, groups or organizations related to the activities of purchasing, using and disposing of goods and services. This includes how user emotions, attitudes and preferences influence purchasing behavior. Generally, businesses research consumer behavior research to understand who their target audience is and how to make their product or service offerings more attractive to consumers and customers, in line with research (Zhang et al., 2023).

Consumer behavior is a part of human activity that is dynamic in nature. In other words, consumer behavior is constantly changing and neither fixed nor static. This can be influenced by the social environment in which the person lives. Consumer behavior also affects the development of enterprises. However, while corporate consumer behavior is constantly changing, there is one consumer behavior that is always expected of businesses: loyalty. Consumer loyalty means that consumers or customers continue to purchase products from a business on an ongoing basis. Simply put, customer loyalty can be interpreted as customer loyalty to a product, which is the form of goods or services offered by a company, in line with research (H. Park & Hur, 2023);(J. K. Park et al., 2023).

In this research related it to customer satisfaction, customer trust, and customer loyalty. The findings of this study show that improving customer satisfaction is an important aspect of the environment. In today's competitive business environment, this study provides empirical evidence that customer satisfaction, trust and loyalty lead to repeat purchases. It is the

positive experience a customer has with a product or service that has an emotional impact and creates satisfaction in the customer's heart. It shows that efforts to increase customer retention should focus on customer satisfaction. It is the impact of a positive customer experience that ultimately builds customer confidence in your product or service. Leads to increased customer loyalty. in line with research (Byun et al., 2020); (Larson et al., 2021); (Katsifou et al., 2014).

## METHODS

Literature study helps to research and understand company documents, rationale, and information relevant to the problem under study to obtain theoretical basis materials to compile this research. One common method is the systematic method, in which structured steps are used to collect, review, and synthesize relevant literature. This research is conducted by collecting data from textbooks, international journals, internet sources, and other studies relevant to this research. The collected data will be processed, analyzed and further processed on an accountable basis so that conclusions can be drawn from the data. The data collected from the reading will be assessed by selecting material that is relevant or still related to the research. Based on the results of data analysis, it is then summarized and conclusions are drawn about the research subject.

## RESULT AND DISCUSSION



**Figure 1. Pyramid of Customer Loyalty**

Source: <https://customerengagementmanagementintourism.wordpress.com/2017/09/24/pyramid-of-customer-loyalty-in-the-hostel-industry/>

Marketing is the soul of any business or enterprise. A simple definition of marketing is the various activities a company does to attract consumers or customers. Marketing is not limited to advertising alone. This includes sales and a deep understanding of the company's products and services. Marketing is the activity that a business undertakes to market or promote its products and services. Marketing encompasses a wide range from advertising and sales to product delivery directly to consumers or other businesses. When it comes to

advertising, there are goals that need to be matched to the product being marketed. No wonder so many companies rely on popularity to drive sales, involving celebrities and celebrities. In addition, marketing has a department tasked with making the design and packaging as attractive as possible to attract consumer interest. Marketing helps consumers find products that meet their needs. Even if your marketing aligns with your expected goals, the benefit to your business is attracting more buyers and making a bigger profit, in line with research (Nordin & Raval, 2022); (Katsifou et al., 2014); (Kamila & Jasrotia, 2023); (Hung et al., 2023); (Syed et al., 2023).

Marketing function, marketing is done with the following features: Introduce products, the main role of marketing is to introduce the product. Marketing increases product awareness among the general public. As such, the marketing department should highlight the advantages of the commercial product so that it can gain attention compared to competing products. As research, research gives the marketing department more accurate information about the target market for the product. As a target market, there are usually a few things you should research first in terms of gender, age, needs, etc. This allows you to produce the products you want to market in a way that suits your target market. Distribution. Selling is also a function of marketing. With good distribution, the manufactured products can be easily transported from the manufacturing site to the wider market both by road and by water. In addition, as a marketing department, you must be able to plan everything from finances, production processes and vehicles. Customer service, to make a profit, you have to consider the quality of your products and services. In sales, consumers demand good service. Marketing departments need to support customers even after they have purchased a product. For example, if the product you are purchasing is an electronic device, it may be difficult for your customers to use it. So your marketing department can help your customers explain how to use it. Also, if there is any problem or damage to the product, our marketing department can check and help you to make sure the product works properly, in line with research (Vaishnav & Ray, 2023); (Vargo et al., 2023); (Mora Cortez et al., 2023).

Marketing type, Branding, need a target market and a name or "brand" for product or service to be well known. Branding is a form of marketing that has the function of long-term advertising. This helps a lot in making your product or service more appealing and increasing your visibility. A brand often includes a name, slogan, and logo. Broadcast advertisement, the use of radio as a marketing medium is one of the most popular forms of paid advertising. With radio, the potential for customer acquisition is very high, as radio listeners listen intently to what the speaker is saying. can also use TV media to reach any customer. Multilevel marketing transaction, marketing by multi-level marketing is a type of direct sales in which a company involves many people to advertise and sell its products. Multi-level marketing is also called network marketing because the seller receives a sales commission from the network in addition to the commission for the items sold by the seller. Internet or online, internet is he one of the most popular marketing media. The market is very wide as almost everyone needs to use the internet. Marketing can be done in a number of ways, including email, websites, and advertising. You can also determine your target market as many advertising service providers have this feature. Marketing is important in a company. The better your marketing strategy is, the faster your business will grow. But don't forget

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about bookkeeping as it is an important part of running a business. If a good marketing strategy is not accompanied by structured accounting, your business will fail. Proper bookkeeping requires the regular recording of transactions in order to produce billable financial reports. in line with research (Giang Barrera & Shah, 2023); (Dwivedi & Pawsey, 2023); (Marc Lim, 2023).

Customer satisfaction is a very important factor for the success of any business. Satisfied customers are more likely to purchase and recommend products and services offered and give positive feedback about the company. Therefore, it is important for businesses to understand the role of customer satisfaction and develop effective strategies to meet customer needs and expectations. Customer satisfaction is a measure of how well a company's products or services meet customer expectations. This is one of the most important metrics related to customer purchases and loyalty. It also helps you forecast business and revenue growth. Entrepreneurs want to build their business with a long-term focus on profit and future success. However, there are some key factors such as capital, highly skilled employees and of course consumers and customers, in line with research (Aktepe et al., 2015); (Ayodeji et al., 2023); (Agag et al., 2023).

Factors Affecting Customer Satisfaction, the most important thing companies must pay attention to in order to increase customer satisfaction is the quality of the products used. Several types of factors are considered to help consumers stay in business, including: Service, the basis of the service industry is service, and the purpose is to maintain and improve good relationships between manufacturers and customers. Service is very important, but listening to customers' various complaints and opinions and providing targeted solutions to make their products better and more attractive to customers is very important. It's important. Product quality, after considering the optimal input, product quality becomes very important. This is because the quality of a product is the expression (expectation) that consumers have of the manufacturer's product. Pay attention to required compliance, product shelf life vulnerabilities to consider, benefits of manufactured products, and reliability of manufactured products so that product quality is worthy of consumption. This is where the trust (loyalty) of continuing to buy the manufacturer's products is born. Price, price benchmarks are very important in any business because all prices that companies offer to consumers are benchmarks for the product itself. Price affects not only commodity-level difficulty, but also market demand for the product. Manufacturing skills are becoming a measure of a product's price value. Appropriate advertising and marketing strategies, inform through promotions to drive above-average sales and build consumer loyalty. This activity helps us persuade consumers to use our services and products and to keep them satisfied with those products, in line with research (Song et al., 2020); (Safaei, 2020); (Chung, 2020); (Edeh, 2020).

We have found that customer satisfaction can be measured very well. There are several ways to measure the level of service to internal customers by both external and internal stakeholders. Try the following three methods. Ghost shopping, ghost his shopping is a kind of work done by an outsider in the company. People who do this are called ghost shoppers or mystery shoppers. Companies that want to measure customer satisfaction can inquire there. Ghost shoppers then purchase goods from the company, evaluate products or services, evaluate services, and process transactions. Conducting a questionnaire, customer satisfaction

can be measured through surveys. Therefore, companies regularly distribute surveys and solicit responses from their customers. Prepare survey items such as the survey model to be used, the number of survey targets, and survey target criteria. Measuring market sentiment, market sentiment can be measured by analyzing the reviews customers leave after purchasing a product or using a service provided, in line with research (Morgeson et al., 2023); (Meyer-Waarden et al., 2023), (Farid et al., 2023); (Pinto et al., 2022).

Customer satisfaction is highly dependent on customer perceptions and expectations. Businesses need to be aware of several factors that influence customer perceptions and expectations. Factors that influence customer perceptions and expectations include. Your needs and wants regarding what you feel when you do business with us. At this point, if the needs and desires for the quality of the products offered are very high, the customer's expectations for the quality of the company's products and services are also high, and vice versa. Past (previous) experience with the products and services of both your company and competitors. Friend's experience, customer's friend's story about the quality of the company's products and services received by the customer. Recognition resulting from communication through advertising/marketing or images of advertising/marketing conducted by the Company, in line with research (Zabidi et al., 2022); (Hong & Nguyen, 2020); (Jaya Sakti et al., 2021); (Firdiansyah & Saputra, 2021).

Where the competition is heating up, this also applies to many companies focus more on maintenance satisfy existing customers. reason, satisfied customers are share the experience other consumers. Conversely, customers who: Dissatisfaction can lead to bad publicity company can exclude new customer. 3 reviews since it is one of the indicators of loyalty, the loyal consumer he spreads share your experience with others, in line with research (Chatterjee et al., 2022); (Namkung et al., 2011)

## **CONCLUSION**

Customer retention is very important and should be considered because if the customer is loyal to the company, customers can own the company's products by helping them promote the company's products to the people closest to them. Priority in the minds of loyal customers, not for them look to other minds, especially the products of competition. This rapid development in the world of business requires companies to keep up with the times and follow the market demands of their customers. Satisfaction is the most important key to creating customer loyalty against the company. Loyalty comes from consumer satisfaction people who experience service that exceeds expectations. the company must know what your consumers expect. satisfied customer a company's performance indirectly has a very large impact long-term positive for the company's survival and ultimately loyalty it is not only related to the customer's psychological satisfaction, but also to their emotions customer. Types of consumer satisfaction and dissatisfaction consumer satisfaction and dissatisfaction are formed from the expectation non confirmation model. This explains that consumer satisfaction or dissatisfaction is the effect of comparing the customer's pre-purchase expectations with what the customer actually gets from the product or service. In fact, customer expectations consider product features (product performance) when purchasing. Consumer satisfaction describes how well a product's performance is perceived

meet buyer expectations. If the performance of the product falls short of expectations for customers, the buyer is satisfied or very satisfied. Level of satisfaction customer service is a key factor in development Service provision system that meets customer needs, minimize cost and time and maximize service effectiveness target layer. Therefore, hospitals must develop properly Attention should be paid to customer satisfaction. Fulfillment of needs and desires and the value of quality is determined by interest and satisfaction customers as users. Companies that are able to create customer satisfaction this will lead customers to be more loyal to the company.

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