

The Influence of Relationship Marketing, Customer Satisfaction and Loyalty on Customer Decisions to Sell Fresh Fruit Bunches (FFB) at CV Tasik Berniaga Sejahtera

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Abstract

This study aims to determine the influence of relationship marketing, customer satisfaction, and loyalty on customer decisions to sell fresh fruit bunches (FFB) at CV Tasik Berniaga Sejahtera. The sample size was 91 respondents, namely customers of CV Tasik Berniaga Sejahtera. This study uses validity tests, reliability tests, classical assumption tests, multiple linear regression tests, t tests, F tests, and coefficients of determination using SPSS 27. The study was conducted to examine how independent variables influence dependent variables and the percentage level of influence of research variables by distributing research questionnaires to respondents and conducting tests. The results of the study show that all independent variables have an influence on the dependent variable with all t count values > t table and significant values <0.05, relationship marketing has a positive and significant effect on customer decisions (3.277>1.987), customer satisfaction has a positive and significant effect on customer decisions (7.402>1.987) and loyalty has a positive and significant effect on customer decisions (3.445>1.987), the simultaneous test value is 56.919>2.70.

Keywords: Relationship Marketing, Customer Satisfaction, Loyalty and Customer Decisions.

INTRODUCTION

According to the Journal of Information Technology and Accounting Vol. IV, No. 2, July 2021 (Manurung, 2021), the agricultural sector in rural areas still plays a crucial role in the economy, not only in rice paddy farming but also in plantations, one of which is oil palm plantations. Plantation development, essentially coconut palm, is essential for rural-oriented economic development. The goal of developing this plantation sector is to increase rural incomes.

Palm oil collectors are individuals or companies involved in collecting raw oil palm fruit from farmers or oil palm plantations. The primary task of oil palm collectors is to purchase the palm oil harvest from farmers or oil palm plantations at an agreed-upon price. They then collect the raw palm oil in large quantities before selling it to processing plants or other companies for further processing (Putriana et al., 2023). Collectors act as price makers. The prices set by collectors influence farmers' willingness to sell fresh fruit bunches (FFB) to collectors. Prices set by collectors fluctuate throughout the year due to the CPO (crude palm oil) price (Putriana et al., 2023).

Independent oil palm farmers manage their plantations independently, from production to marketing of fresh fruit bunches (FFB). FFB sales are conducted through marketing channels involving direct distribution or intermediaries such as collectors. These channels play a crucial role in distribution efficiency, profit margins, marketing costs, and farmer share. A good understanding of marketing channels is necessary to improve the efficiency and sustainability of oil palm farming businesses (Kana et al., 2022).

The high demand for fresh fruit bunch processing has increased competition among processing companies, one example being CV Tasik Berniaga Sejahtera. Customers have various criteria when deciding where to sell their fresh fruit bunches. Therefore, understanding the factors that influence customer decisions is crucial for competitiveness.

Relationship marketing is an effort to attract customers by strengthening relationships with them. This is highly effective in increasing customer sales decisions. However, researchers

assessed that this approach was not optimal at CV Tasik Berniaga Sejahtera, resulting in some customers remaining unaffected by the decision to sell fresh fruit bunches to CV Tasik Berniaga Sejahtera.

Customer satisfaction is also a crucial factor influencing customer sales decisions. The level of satisfaction is a function of the difference between perceived performance and expectations. Customers can experience one of three general levels of satisfaction. Researchers assessed that some customers still felt that their satisfaction with CV Tasik Berniaga Sejahtera was not optimal.

Another factor determining the level of customer sales decisions is customer loyalty. Customer loyalty is key not only to short-term success but also to sustainable competitive advantage. This is because customer loyalty has strategic value for the company. The rewards of loyalty are long-term and cumulative. Therefore, the longer a customer remains loyal, the greater the profit the company can earn from that customer. Researchers assessed that the level of customer loyalty at CV Tasik Berniaga Sejahtera is still not optimal.

From the explanation above, the research conducted is entitled The Influence of Relationship Marketing, Customer Satisfaction and Loyalty on Customer Decisions to Sell Fresh Fruit Bunches (FFB) at CV Tasik Berniaga Sejahtera.

RESEARCH METHODS

Population and sample

This research was conducted on customers of CV Tasik Berniaga Sejahtera using quantitative methods. Quantitative methods are scientific research approaches that focus on numerical data collection and statistical analysis. This method aims to test hypotheses, measure variables, and objectively observe patterns or causal relationships between variables. According to (Sugiyono, 2020), a population is a generalized area consisting of objects with certain quantities and characteristics determined by the researcher to be studied and then drawn conclusions.

Table 1. Customer data

NO	Time	Number Of Visitors
1	April	400
2	June	300
3	July	300
Amount		1000

Source: Primary data (April 2026)

According to Sugiyono (2020), a sample is a portion or representative of the population being studied. With a population of 1,000 people, the sample size is drawn using the Slovin formula.:

$$n = \frac{N}{(1+Ne^2)}$$

Information :

n = Number of samples

N = Population size

e = Margin error (10% atau 0,1)

So the number of samples (n) becomes :

$$n = \frac{1000}{(1+1000(0,1)^2)} = 90,90$$

So the number of samples used is 91.

Based on the calculations above, the sample size for this study was 91, which was then rounded up to 91 respondents. Data for this study were collected through interviews, observations, and direct distribution of questionnaires to consumers.

Data Analysis Techniques

Testing through several analysis techniques as follows::

1. Instrument Test
 - a) Validity test
Validity testing ensures the accuracy and precision of a measuring instrument with significant values. $< 0,05$.
 - b) Reliability test
Test to ensure the level of confidence by looking at the Cronbach alpha value $>0,60$.
2. Classical assumption test
 - a) Normality test
Ensuring whether the residual values in the regression model are normally distributed.
 - b) Heteroscedasticity test
Checking whether there is inequality of variance from the residuals of one observation to another.
 - c) Multicollinearity test
Testing whether there is a strong correlation or relationship between the independent variable and the dependent variable.
3. Multiple linear regression test, using linear equations:
 $y = a + b_1X_1 + b_2X_2 + b_3X_3$.
 Ket:
 y = dependent variable
 a = constant value
 b_1X_1 = coefficient value X_1
 b_2X_2 = coefficient value X_2
 b_3X_3 = coefficient value X_3
4. Hypothesis Testing, consisting of:
 - a) The t-test (partial) is used to analyze the partial influence between the independent variable and the dependent variable.
 - b) The F (simultaneous) test is used to analyze the simultaneous influence between independent variables on the dependent variable.
 - c) The coefficient of determination is used to measure the model's ability to explain variation in the dependent variable. To facilitate the research process, IBM SPSS software is used as an analytical tool in processing the research data.

RESULTS AND DISCUSSION

Research result

The research instrument was obtained from the results of distributing questionnaires and tested using the SPSS application, to test the feasibility of the research variables studied, the instrument test is as follows:

Table 1. Instrument Quality Test Results

Variables	Validity test			Reliability		
	No items	R count	R table	Information	Cronbach alpha	Information
	1	.853	0,208	Valid	0,924	Reliable

Relationship marketing	2	.782	0,208	Valid	0,797	Reliable
	3	.853	0,208	Valid		
	1	.804	0,208	Valid		
Customer satisfaction	2	.493	0,208	Valid		
	3	.539	0,208	Valid		
	4	.639	0,208	Valid		
Loyalty	1	.370	0,208	Valid	0,666	Reliable
	2	.406	0,208	Valid		
	3	.363	0,208	Valid		
Customer decision	1	.380	0,208	Valid	0,635	Reliable
	2	.738	0,208	Valid		
	3	.401	0,208	Valid		
	4	.401	0,208	Valid		

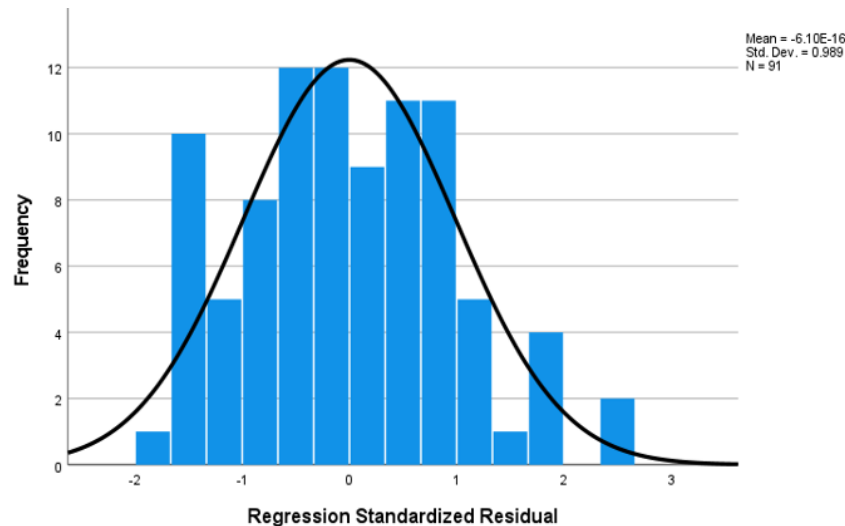
Sumber : Data diolah Spss 27 (2026)

The determination of the calculated r value is: $df1 = n - k$ (sample - total number of variables) = $91 - 4 = 87$, with a significance level of 0.05 so that the r table can be seen in the r table in column 0.05 in row 87, which is 0.208. From the data above, it can be seen that all calculated r values are > from the t table value (0.208) so that all statements are declared valid and have a Cronbach alpha value above 0.60 so that all research variables are declared reliable. With valid and reliable validity and reliability testing, all research questionnaires are suitable to be used as a basis for conducting further testing.

Classical Assumption Test Results

Normality Test

The normality test is a test of the distribution of research data, the normality test is as follows:



Picture 1

Normality test

Knowing whether the sample data is normal or not is the goal of normality analysis. From the data above, it can be seen that the graph forms a neat pattern and forms a bell. This shows that the data is normally distributed. The graph results show that the data distribution is normally distributed with the resulting graph being neat and not forming any random data distribution.

Multicollinearity Test

The multicollinearity test in the test is as follows:

Table 2, Multicollinearity Test Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	<i>relationship marketing</i>	.194	5.145
	customer satisfaction	.273	3.661
	Loyalty	.307	3.256

a. Dependent Variable: customer decisions

Source: Data processed by Spss 27 (2026)

From the table above, it can be seen that the tolerance value for each variable is greater than 0.1 and the VIF value has a value less than 10, so that the research results are free from multicollinearity elements.

Heteroscedasticity Test

The heteroscedasticity test is depicted in graphical form, the test results are as follows:

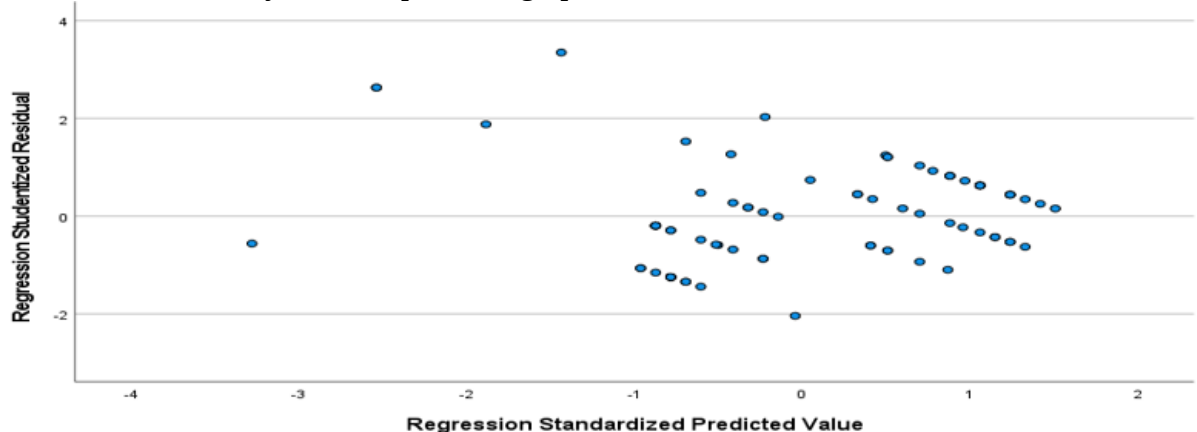


Figure 2

Heteroscedasticity Test

The image above shows a balanced distribution of data and does not form a specific pattern so that all research variables pass the heteroscedasticity test.

Multiple Linear Analysis

Multiple linear regression analysis was carried out to see the equation value based on the constant value in the table, the research results are as follows:

Table 3, Multiple Linear Analysis Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.901	1.452		1.309	.201
	<i>relationship marketing</i>	.256	.078	.526	3.277	.003
	customer satisfaction	.796	.108	1.002	7.402	.000
	Loyalty	.341	.099	.440	3.445	.002

Source: Data processed by Spss 27 (2026)

$$Y = 1,901 + 0,256 X_1 + 0,796 X_2 + 0,341 X_3$$

1. The constant value in the regression equation is 1.901, meaning each variable maintains a constant value before any changes occur.
2. The relationship marketing regression coefficient indicates a positive relationship with customer decisions, with a coefficient value of 0.256.
3. The customer satisfaction regression coefficient indicates a positive relationship with customer decisions, with a coefficient value of 0.796.
4. The loyalty regression coefficient indicates a positive relationship with customer decisions, with a coefficient value of 0.341.

Partial Test (T-Test)

Partial testing was conducted to partially test the research variables with the following research results:

Table 4, Partial Test Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.901	1.452		1.309	.201
	<i>relationship marketing</i>	.256	.078	.526	3.277	.003
	customer satisfaction	.796	.108	1.002	7.402	.000
	Loyalty	.341	.099	.440	3.445	.002

Source: Data processed by Spss 27 (2026)

Based on the table above, it is known that the t-table value is 1.987, this can be known with $Df1 = 0.05$; $2 = 0.025$, $Df2 = n - k$ (number of samples-variables) = $91 - 4 = 87$, so the t-table can be known by looking at the 0.025 confidence level in row 87, which is 1.987. So the results of the study are as follows:

1. The test result for relationship marketing was 3.277, t-table 1.987 (calculated $t > t$ -table), with a significance value of $0.003 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
2. The test result for customer satisfaction was 7.402, t-table 1.987 (calculated $t > t$ -table), with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
3. The test result for loyalty was 3.445, t-table 1.987 (calculated $t > t$ -table), with a significance value of $0.002 < 0.05$. Therefore, H_0 is rejected and H_a is accepted..

Anova test

ANOVA testing was conducted to simultaneously test research variables with the following research results:

Table 5, Simultaneous Test (f Test)

ANOVA^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.760	3	18.253	56.919	.000 ^b
	Residual	9.300	29	.321		
	Total	64.061	32			

Source: Data processed by Spss 27 (2026)

The known value of the f table is $Df1 = k$ (number of variables) which is 4, $Df2 = n - k = 91 - 4 = 87$, so to determine the f table can be seen in the f table in column 4 row 87 which is 3.57. The results of the study show that the calculated value of f is greater than the value of the f table ($56.919 > 3.57$) with a significant value of 0.001 which is smaller than 0.005. The results of the study show that all independent variables together have an influence on the dependent variable.

Determinant

The determinant test was carried out to see the overall results of the research carried out, with the following results:

**Table 6, Determinants
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.925 ^a	.855	.840	.566

Source: Data spss 27 (2026)

The final results of the study showed that the adjusted r square value gave a value of 0.855 or 85.50%, meaning that the research conducted had an influence on the dependent variable, namely 85.50% and the remainder was influenced by variables that were not the object of the study.

Discussion

1. Relationship marketing has a positive and significant effect on customer decisions.
 The relationship marketing regression coefficient shows a positive relationship with customer decisions, with a coefficient value of 0.256. The test result for relationship marketing is 3.277, with a t-table value of 1.987 (calculated $t > t\text{-table}$), with a significance value of $0.003 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
2. Customer satisfaction has a positive and significant effect on customer decisions.
 The customer satisfaction regression coefficient shows a positive relationship with customer decisions, with a coefficient value of 0.796. The test result for customer satisfaction is 7.402, with a t-table value of 1.987 (calculated $t > t\text{-table}$), with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
3. Loyalty has a positive and significant effect on customer decisions.
 The loyalty regression coefficient shows a positive relationship with customer decisions, with a coefficient value of 0.341. The test results for loyalty were 3.445, t-table 1.987 ($t\text{-count} > t\text{-table}$), with a significance value of $0.002 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
4. Relationship marketing, customer satisfaction, and loyalty have a positive and significant influence on customer decisions.

The results of the study show that the calculated f value is greater than the f table value ($56.919 > 3.57$) with a significant value of 0.001 which is smaller than 0.005. The results of the study show that all independent variables together have an influence on the dependent variable. The final results of the study show that the adjusted r square value gives a value of 0.855 or 85.50%, meaning that the research conducted has an influence on the dependent variable which is 85.50% and the rest is influenced by variables that are not the object of the study.

CONCLUSION

1. The test result for relationship marketing was 3.277, with a t-table value of 1.987 (calculated $t > t\text{-table}$), with a significance value of $0.003 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
2. The test result for customer satisfaction was 7.402, with a t-table value of 1.987 (calculated $t > t\text{-table}$), with a significance value of $0.000 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.
3. The test result for loyalty was 3.445, with a t-table value of 1.987 (calculated $t > t\text{-table}$), with a significance value of $0.002 < 0.05$. Therefore, H_0 is rejected and H_a is accepted.

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