

The Effect Relationship Marketing Dimension on Customer Loyalty of Muslim Entrepreneurs

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Abstract: The purpose of this study was to analyze and determine the effect of relationship marketing dimensions that consists of trust, commitment, communication and conflict management on customer loyalty. The approach used causality between variables with explanatory method. This research object was a Muslim entrepreneur to the target population are all entrepreneurs who have been successful in running their business, while the sampling method used non probability sampling, with sampling technique is incidental sampling of 160 respondents, however are worth further analysis was 158 respondents. The data used by the source, i.e. primary data taken directly by using questionnaires that are closed, while the analysis method used is the analysis of Structural Equation Model (SEM). The results showed that, trust in relationship marketing has a positive and significant effect in increasing the customers' loyalty or business partners. Likewise the commitment dimension has a positive and significant effect in increasing customer loyalty. It found that, communication in relationship marketing has a positive and significant effect in increasing the customers' loyalty or business partners. In this study also proved that, conflict management has positive and significant effect in increasing customer loyalty or business partners' Muslim entrepreneur in Bombana. The dimensions are the most dominant in contributing to relationship marketing associated with the effort to maintain and increase customer loyalty is trust and commitment.

Keywords: Relationship Marketing, Trust, commitment, Communications, Conflict Management, Customer Loyalty

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I. Introduction

The development of science and information technology have contributed greatly to the environmental changes in the business world as well as human behavior in meeting their needs, with the change in the business environment that is difficult to forecast such, has become a trigger level of competition increasingly competitive business so that every entrepreneur need to conduct reorientation from business strategy that they work with make adjustments to the environmental conditions of the business at hand.

Businesses that are not able to carry out the realignment of its strategy in accordance with the rate of change and the demands of its business environment, can be sure that sooner or later it will be ignored by its partners or customers, therefore, to keep the business still exist and compete it is a strategic approach that needs to be done is to apply the concept of marketing-oriented to customer satisfaction on an ongoing basis and conduct coordination and integration of all marketing activities.

To retain existing customers and seize new customers, the businesses have to keep trying to provide quality service excellence, and strive to establish a good relationship to its customers with a way to communicate a communicative and build trust and commitment in order to realize a good cooperation among businesses with customers. If this is done, will surely give a guarantee for the business to continue to operate and generate long-term profitability, not only in the field of financial profit alone but can also be obtained profits have spiritual and social benefits. Barry et al., (2008) states that, the value of long-term relationships with customers, and the evidence is strong enough that validate the impact of gains derived from a strong relationship.

Activities to establish good relations oriented to the interests and benefits of long-term business between businessmen and customers has long been practiced by the Muslim entrepreneur who came from South Sulawesi, although in limited circumstances. According Ririhena (2010) that efforts to build a business network ethnic Bugis beginning of the cooperation of the same area, kinship or religion. Willingness to help each other in both the business and social activities continue to be used as a source of excellence in developing their business in order to work well. Ririhena (2010) in his study found that, the relation between multiple traders are becoming a significant factor for the existence and progress of their efforts, while Berry et al., (2008) suggested

that modern enterprises have realized that the value of long-term relationships with customers have be strong enough evidence to validate the impact of gains derived from a strong relationship. Thus it can be said that, in order to create customer loyalty on an ongoing basis it is necessary to maintain and develop relationship marketing between the customer and the company.

Chan (2003) states that Relationship marketing recognition that much closer to creating a two-way communication with managing a mutually beneficial relationship between the customer and the company. Furthermore, Loverlock and Wright (2005) states that the Relationship marketing includes long-term activity in a cost effective between the organization and its customers for mutual benefit of both parties.

To build a relationship then there are several factors that can be used to measure Relationship marketing is defined by the company, trust, commitment, communication and conflict management (Ndubisi, 2007). Trust can be built in a way to keep promises to customers, provide security in every transaction and providing quality service, showing concern for the customer and provide a sense of security. Those values have been implemented by Muslim entrepreneur in carrying out business activities. In addition, the element of trust that they wake up, then the element of commitment is also to be hold in the course of its business. According Bloemer *et al.*, (2003) that, Commitment is important and have influence in building relationships with consumers, while Ndubisi (2007) states that, the commitment is an important factor in building customer loyalty.

In addition to the trust and commitment that need attention in the course of business, the factors harmonious communication between the two sides need to be maintained properly. Ball *et al.*, (2004) state that good communication will affect all aspects of the relationship marketing, including loyalty, where communication has a considerable influence in creating loyalty. Grönroos (2004) states that, if Relationship marketing is to succeed it must include all the messages contained in marketing communications.

In building and maintaining relationships between customers or business partners with a company for customer satisfaction in customer and maintaining customer loyalty, it is necessary to attempt to anticipate the conflicts that occur between the customer and the company. Therefore it is necessary to conflict management, which is a specific action when interacting with customers. Ball *et al.*, (2004) states that, good handling has problems faced by customers will have a direct impact on loyalty.

Based on these descriptions, it can be argued that in order to maintain and build long-term relationships between the company and its customers or business partners, the necessary element of trust, commitment, communication and conflict management. These elements have been in implementation by Muslim entrepreneur, and theoretically as well as the results of previous studies have shown that these elements have an impact on customer loyalty or business partners. Therefore, this research is intended to analyze and determine the contribution of the dimension of trust, commitment, communication and conflict management in relationship marketing directly to the customers' loyalty or business partners Muslim entrepreneurs in the District Bombana.

II. Theoretical Study

2.1. Relationship Marketing Concept

1.1.1. Understanding Relationship Marketing

The life of a business can be assured it goes when the customer is satisfied on what they have gained, as one of the keys to retaining customers is customer satisfaction (Kotler & Keller, 2008). Then Kotler & Armstrong (1996) stated that, the quality of products and services have an important role to establish customer satisfaction. The level of customers' satisfaction or business partners can properly maintain, by building a mutually beneficial relationship between the company and customers or business partners. Build relationships between customers or business partners with companies in the field of marketing-oriented long-term and mutually beneficial to both parties called the Relationship marketing.

Lopiyoadi (2001) stated that the Relationship marketing emphasis on business attract and retain customers through an increase in the company's relationship with its customers. While Chan (2003) states that, Relationship marketing is an introduction to each customer more closely to create two-way communication with managing a mutually beneficial relationship between the customer and the company. Similar views were expressed by Loverlock (2005) that, Relationship marketing is an activity that is intended to foster long-term relationships with cost-efficient between the company and its customers for mutual benefit of both parties. Then Mckenna (1991) states that, Relationship marketing is a strategy in which the exchange transaction between buyers and sellers sustainable, does not end after the sale is completed.

Begins some sense it obtained a description that, Relationship marketing created to develop loyalty and commitment customer to the company's products or services. Thus, Relationship marketing can achieve by creating strong and lasting relationships with a core group of customers (Schiffman, 2000). According to Zeithaml and Bitner (2003) that, the main purpose of Relationship marketing is to build and maintain customer who is committed and profitable for the company and at the same time minimizing the time and effort spent on less profitable customers.

In Relationship marketing approach, there are three benefits that can be obtained, namely: economic benefits, social benefits and benefits status (Kotler & Armstrong, 1996). (a) The economic benefits. To build a relationship with the customer value is to add the benefits of financial or economic benefits, can be a cost savings incurred by the customer, special pieces.(b) Social benefits which enterprises should try to improve their social relations, namely, by paying attention to its customers by studying the needs and desires of customers individually.(c) The Status is to build strong relationships with customers. It means that enterprises provide a structured approach or program that can attract consumers to want to get involved become a member to have a membership card.

2.1.2. Dimensions of Relationship Marketing

To build an activity related to relationship marketing, where experts have differences on the dimensions used in building a relationship. Hollensen (2003) states that there are several key dimensions in building a relationship that is: bonding, trust, empathy and reciprocal. (a) The bond is part of a relationship where both parties to form a unity to achieve the goal; (b) Trust is a faith in which each party will keep its promise and will not harm the other party; (c) Empathy is dimensions of a business relationship that allows both parties to see the situation from the point of view of the opponent, which can be interpreted as an attempt to understand the desires and wishes of a person; (d) Reciprocal is where both sides give something beneficial both.

According Ndubisi (2007) that there are several factors that are used to measure the relationship marketing include; commitment, trust, communication, conflict management. (a) Trust is an important part in relationships with customers. Ndubisi (2007) states that, trust can be built in a way to keep promises to customers, provide security on each transaction made, providing quality service, showing concern for the customer and provide a sense of security; (b) Commitment is a belief among stakeholders who want the relationship is continuous, and is considered essential to maintain the relationship. Commitment can be obtained by making the customer a top priority, long-term and based on a mutually beneficial relationship; (c) Communication is a very important tool when you want to build a relationship with someone. Communication is a tool for the adhesive connection between the company and customers so communication has a vital role in relationships; (d) Conflict management is a specific action when interacting with customers (Ball, 2004). Between the company and customers are interdependent and can lead to conflict between the two. To avoid conflicts between the company and the customer then needs to create a relationship of mutual support to each other. Conflict can be a serious problem within the company and the possibility of potentially degrade performance if the conflict is allowed to drag on.

The concept of relationship marketing that is used in the study is a concept that has been put forward by Ndubisi (2007) include: trust, commitment, communication and conflict management. The fourth component is described as follows.

2.1.3. Dimensions of Faith

Trust is generally regarded as an essential element for the success of relationship marketing. Without the trust, the relationship will not last for long periods of time. Morgan & Hunt (1994) expressed the trust is consumer confidence that the company has the competency, integrity and reliable and able to satisfy what was promised. While Ndubisi (2007) states that trust can be built in a way to keep promises to customers, provide security on each transaction made, providing quality service, showing concern for the customer and provide a sense of security.

Based on these descriptions, the question of confidence in this assessment is the confident attitude of the customers towards the products and services offered through concrete actions undertaken by the company, with indicators: Appointments are given a reliable, consistent in providing quality services, employee giving respect to customers, to meet its obligations to customers as well as customer confidence in the services provided by the company (Ndubisi, 2007).

2.1.4. Dimension of Commitments

To retain customers required their joint commitment between customers and companies that benefit both parties. The commitment can be interpreted as a promise or pledge to maintain existing relationships with both, because the relationship has significance (Morgan and Hunt, 1994). Commitment is an attitude that is the intention to maintain a long-term relationship, because the relationship is deemed worthwhile and beneficial. Benefits rational focus on the benefits derived from the basic services offered (Herman, 2003). While Ndubisi (2007) stated that the commitment can be demonstrated by continuously learning to provide customer needs and quality of service that will increase customer satisfaction, and ultimately will bring the company to the creation of a close relationship with its customers.

Based on these descriptions, it can be said that the commitment in relationship marketing is a promise and a desire to maintain a good relationship between customers or partners with the company on an ongoing basis by conducting adjustments themselves to the needs of customers, offering services personalized to meet customer needs, the company is very flexible when the service changes and the company is very flexible in serving the needs of customers (Ndubisi, 2007)

2.1.5. Dimensions of Communication

Communication is a very important tool when you want to build relationships with their customers or business partners, and also can be a tool for the adhesive connection between the company and customers so communication has a vital role in relationships. Communication has a meaning as the ability to provide timely and accurate information. Communication as an interactive dialogue between the company and its competitors which includes the pre-sale, sale, consumption and phase after consumption (Ndubisi, 2007).

The success of a communication can be affected by several things, including the clarity of ideas to be conveyed, perceived similarity between the sender and receiver of information, lack of distortion, and the appropriate communication channels. The communication process also affects the success of the relationship between the company and its customers. Communication in a Relationship marketing related to the value obtained by the customer, providing the right information, and trustworthy as well as information regarding the change in services offered and proactive communication when problems occur between companies and customers (Ndubisi, 2007).

If Relationship marketing is to succeed it must include all the messages contained in marketing communications. It is necessary to create, maintain and expand relationships with customers (Grönroos, 2004). Communication is the process of moving the understanding in the form of ideas or information from one person to another (Handoko, 2003: 272). While Shimp (2003: 4) states that communication is a process where thinking and understanding conveyed between individuals or between organizations and individuals. Communication is an activity undertaken to maintain relationships with customers through the availability of timely and accurate information, provide information if there is a new service, create and fulfill the services requested by the customer as well as the information provided is always accurate.

2.1.6. Dimension of Conflict Management

Ball (2004) states that, conflict management is a special action when interacting with customers. Between the company and customers are interdependent and can lead to conflict between the two. To avoid the conflict between the company and customers need to create a mutually supportive relationship with one another. Conflict can be a serious problem within the company and the possibility of potentially degrade performance if the conflict is allowed to drag on. Conflict management is a specific action when interacting with customers. Customers will maintain loyalty to the company that can deal with the problem by customers (Ndubisi, 2007).

Ndubisi (2007) defines conflict management as the ability to avoid potential conflicts, provide solutions before problems occur, and openly discuss solutions when problems arise. Ndubisi (2007) found a positive relationship between conflict management and customer loyalty indirectly through trust and perceived quality of the relationship. The ability of a product or service deal with conflict directly affects customer loyalty (Ndubisi and Chan, 2005). Conflict management is good for the problems faced by customers will have a direct impact on loyalty (Ball *et al.* 2004).

2.2. Concept of Customer Loyalty

Businesses that want to stay ahead of the competition is an attempt to provide satisfaction for its customers, but Oliver (1999) that, companies do not stop on customer satisfaction but more important is how to create customers loyalty. Creating customer loyalty is a must for a business that wants to maintain its survival., As stated by Zeitaml *et al.*, (1996) that, creating customer loyalty is also a very important thing for a company to retain its survival because of customers loyalty is the basis for the stability of the market share.

Duncan (2002) states that, loyalty can not grow with the offhand but through interaction that occurs several times between the individual and the company all the time so as to increase profits and sales. Then Kotler *et al.*, (2009) suggested that, loyal customers an opportunity to acquire new customers, retain all existing customers, they are more favorable compared to the turn of the customer, because the cost of attracting new customers can be five times greater than the cost retain an existing customer.

To maintain customer loyalty, the company should be able to provide satisfaction to its customers, because satisfaction according to Kotler (2000) as feeling happy or disappointed someone who emerged after comparing the perception or impression of the performance of a product results and expectations. Similar views were expressed by Buttle (2007) that customer satisfaction is a feeling of satisfaction that emerged in response to customers because of the experience in receiving services or products provided.

The perceived level of customer satisfaction with the services that have been received from the company can motivate consumers to keep doing repetitive transactions, and it has to remain a consumer behavior and to continuously use the product or service. Means the consumer has to have loyalty to the company. Loverlock and Wright (2005) declare that, loyalty illustrates the willingness of customers to use the goods or services repeatedly and exclusive, and willingly recommend products or services to other consumers. This is in line with the view Griffin (2005) that, customer loyalty has characteristics include: making a purchase is repeated on the same company on a regular basis, purchasing a line of products and services offered by the same company, tell others about satisfaction obtained from the company, and show resistance to a bid from a rival company.

2.3. Relationship between Dimensions of Relationship Marketing and Customer Loyalty

Currently the company is faced with the choice of approach in the field of marketing, that are marketing transactional approach, aiming to get customers only and are short term, and relationship marketing approach that oriented long-term and not just to get new customers but more geared to retain existing customers there is. Schiffman (2000) explains that relationship marketing was created to develop customer loyalty and commitment to the company's products or services, while Chan (2003) states that relationship marketing is to build a closer relationship by creating two-way communication with the managing mutually beneficial relationships between the customer and the company. Then Morgan and Hunt (1994) suggested that in implementing relationship marketing, there are two key success factors, namely the commitment and trust of all parties involved.

Trust is an important part in developing relationships with customers and it required to build loyalty (Ndubisi, 2007). Trust provides a strong enough influence to create loyalty. The relationship between the trust and loyalty has been observed by Ndubisi (2007) that the effect of trust on loyalty. In addition to the truth factor associated with the loyalty, the commitment is an important factor in building customer loyalty (Ndubisi, 2007). It has been proved by Ndubisi (2007) in his study found that, commitment has a significant positive effect on customer loyalty.

Ball *at al.*, (2004) states that, good communication will affect all aspects of the relationship marketing including : loyalty, where communication has a considerable influence in creating loyalty. It has been found by Ndubisi (2007) that, communication significantly influences loyalty (Ndubisi, 2007). Further stated that the ability of a product or service deal with conflict directly affects customer loyalty (Ndubisi, 2007).

Based on these descriptions, it can be said that, trust, commitment, communication and conflict management in the relationship marketing activities is linked directly. Thus, it can be several hypotheses which states that: (1) trust in relationship marketing has a significant effect in improving customer loyalty by Muslim entrepreneur; (2) commitment in relationship marketing has a significant effect in improving customer loyalty by Muslim entrepreneur; (3) communication in relationship marketing has a significant effect in improving customer loyalty by Muslim entrepreneur; (4) management of conflict in relationship marketing has a significant effect in improving customer loyalty by Muslim entrepreneur in Bombana.

2.4. Concept Framework Research

A business that wants to continue to exist amid the competition as happened at this time, it is necessary to change the orientation of marketing activities by focusing on customer satisfaction or business partners. Further coordination and integration of all marketing activities in order to generate a profit-oriented long term without neglecting the level of short-term profits.

To give satisfaction to the customer then the business manager needs to build a relationship or a good network with customers and business partners so that the continuity of the business can run smoothly. According to Oliver (1999) that companies do not stop on customer satisfaction, but more important is how to create loyal customers, while Reynolds and Beathy (1999) stated that in general the ultimate goal of a customer satisfaction is customer loyalty. Then Kotler and Keller (2008) states that one of the keys to retaining customers is customer satisfaction.

Retaining customers or business partners to remain loyal to the company for a long period of time, it is necessary to attempt to establish an intensive and mutual benefit between the customer or partner with the company, because keeping customers is cheaper than attracting new customers (Zeitham, *et al* , 1996). This is in line with the view Kotler, *et al* (2009) found, retain all existing subscribers will generally be more favorable compared to the turn of the customer, because the cost of attracting new customers can be five times greater than the cost of retaining an existing customer.

Efforts to attract and retain customers or business partners who can contribute to long-term corporate profits can be made by building a relationship marketing among customers or business partners with the company. Chan (2003) states that Relationship marketing is a recognition that much closer to creating a two-way communication with managing a mutually beneficial relationship between the customer and the company.

Furthermore, Loverlock and Wright (2005) said that Relationship marketing includes long-term activity in a cost effective between the organization and its customers for mutual benefit of both parties.

In building a relationship, there are several factors that can be used to measure Relationship marketing is defined by the company, trust, commitment, communication and conflict management (Ndubisi, 2007). Trust can be built in a way to keep promises to customers, provide security in every transaction and providing quality service, showing concern for the customer and provide a sense of security.

In addition to the element of trust is a major factor in determining the quality of relationship marketing, that the elements of commitment also plays an important role for the success of future efforts. As stated by Morgan and Hunt (1994) in implementing the Relationship marketing, there are two factors that are key to success, namely their commitment and trust of all parties involved.

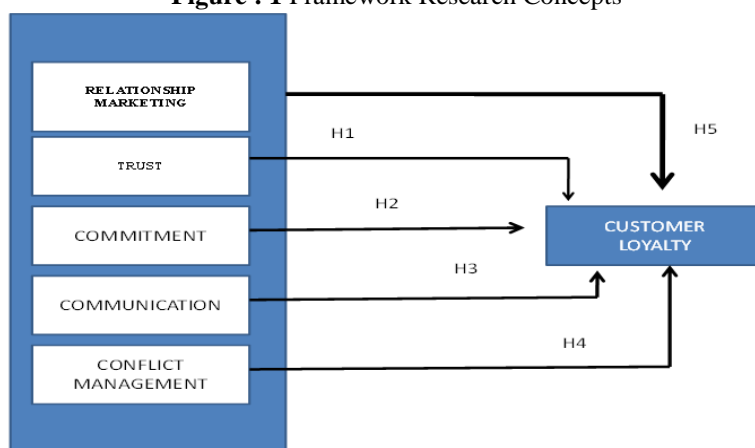
Commitment is the highest level in building the strength of a relationship and will provide a long-term advantages for both parties related, while Bloemer *et al.*, (2003) states that, commitment is important and have influence in building relationships with consumers. Then Ndubisi (2007) states that the commitment is an important factor in building customer loyalty. To realize their trust and commitment between the customer or a business partner with the company in order to build and maintain a relationship marketing-oriented long-term, it is necessary to have effective communication channels and harmony. Ball *at al.*, (2004) state that good communication will affect all aspects of the relationship marketing, including loyalty, where communication has a considerable influence in creating loyalty. Gronroom (2004) states that, if Relationship marketing is to succeed it must include all the messages contained in marketing communications.

In building and maintaining relationships between customers or business partners with companies in order to create satisfaction for both customers and expects maintaining customer loyalty, it is necessary to attempt to anticipate customer dissatisfaction or conflict that occurs between the customer and the company. Therefore it is necessary to deal with conflict, which is a specific action when interacting with customers (Hall *et al.*, 2004). According to Ball *et al* (2004) that, handling both on problems faced by customers will have a direct impact on loyalty, while Ndubisi (2007) found a positive relationship between conflict management and customer loyalty indirectly through trust and perceived quality of the relationship.

Based on these descriptions, it can be argued that, in order to retain customers or business partners is customers satisfaction. If customers or business partners feel fulfilled those expectations then customer loyalty can be achieved with either for a specified period. Loyalty is an attitude shown by consumers towards providing products and services (Rangkuti, 2006: 318), While Griffin (2005) states that, customer loyalty has characteristics, among others; make purchases repeatedly on the same company on a regular basis, purchasing a line of products or services offered by the same company, tell others about the satisfaction gained from the company as well as showing resistance to bargain from a rival company.

Build and maintain customer loyalty over a long period it is necessary orientation to build and maintain the Relationship marketing. To build and maintain Relationship marketing is necessary to support the level of trust, commitment, communication and conflict management that harmonious and mutually beneficial among customers or business partners as well as for businesses. Elements of the theoretical and empirical results of the study states there are linkages in enhancing customer loyalty. Thus it can be assumed that, trust, commitment, communication and conflict management have significant influence in increasing customer loyalty of Muslim entrepreneur in Bombana. To prove the relationship between the dimensions of trust, commitment, communication and conflict management as the determining factors of relationship marketing on customer loyalty or business partners from Muslim entrepreneur, then made framework of this study in a model, as follows.

Figure : 1 Framework Research Concepts



III. Methodology

This study uses a quantitative approach to the explanatory method with the aim to determine the effect of variable dimensions of Relationship marketing includes trust, commitment, communication and conflict management on customer loyalty or business partners. The research object is Muslim entrepreneurs with the target population is all businesses that still managed to run their business in Bombana. The sampling method used is non probability sampling with the sampling technique is sampling incidental, ie sampling technique based on chance, that anyone who is incidental to meet with investigators can be used as a sample, when viewed people who happen to encounter it suitable as a data source (Sugiyono 2009: 96).

Data used in this study are based on the type of data source, ie primary data taken directly from the respondents selected through questionnaires that are closed, while the analytical methods used are: Structural Equation Model (SEM). The research variables are divided into two, where the variable Relationship marketing is comprised of dimensions of trust, commitment, communication and handling conflict construct used as exogenous (independent variables), while the loyalty of customers or business partners serve as endogenous constructs (dependent variables).

For clarity all the variables examined in the study, it can be argued variable operational definition is as follows:

- Trust is confident attitude of the customers towards the products and services offered through concrete actions undertaken by Muslim entrepreneur, with indicators: Appointments are given a reliable, consistent in providing quality services, employee giving respect to the customer, to meet its obligations to customers as well as customer confidence in the services provided by the company (Ndubisi, 2007).
- Commitment in relationship marketing is a promise and a desire to maintain good relations between the customer or partner with Muslim businessmen on an ongoing basis by conducting adjustments to the needs of customers, offering services personalized to meet customer needs, the company is very flexible when the service changed and the company is very flexible in serving the needs of customers (Ndubisi, 2007)
- Communication is an activity undertaken to maintain customer relationships with Muslim businessmen through the availability of timely and accurate information, provide information if there is a new service, create and fulfill the services requested by the customer as well as the information provided is always accurate.
- Conflict management is an action taken in the face of dissatisfaction from customers to the products or services provided by Muslim entrepreneurs by providing solutions before the problem becomes complicated, openly discussing solutions when problems arise and trying to avoid conflict.
- Customer loyalty is the willingness of customers to use the products or services offered by Muslim businessmen in order to make a purchase repeatedly, make transactions outside the line of products or services offered, to tell others about the satisfaction obtained from the company, and are interested in switching to business other.

To measure all indicators of dimensions of trust, commitment, communication and handling conflict as variables forming Relationship marketing (exogenous) and customer loyalty as an endogenous variable used a Likert scale with five levels, namely strongly agree (5), agree (4), quite agree (3), disagree and strongly disagree (1).

IV. Discussion Result

4.1. Description of Research Variables

4.1.1 Relationship marketing

To obtain data related strategies to build and maintain customers and business partners through relationship marketing in order to remain loyal to Muslim entrepreneurs, then used a questionnaire that addressed directly to each of the target respondents. Results of a study of all the elements that are observed, then presented in the form of descriptions of each study variable as follows:

4.1.2 Trust

Variable trust in the context of relationship marketing is measured by several indicators, namely: (a) keeping promises to customers with a confirmatory test results obtained by value of loading factor (α) of 0,788 with a probability level of 0.000; (b) provide security on each transaction made (0,581); (c) provide a quality service (0.547); (d) shows a caring attitude towards the customer (0,685); (e) provide a sense of security (0,624). All indicators are declared eligible in forming variable trust, because all the indicators above the standards required by the significance value ($p < \alpha = 0.05$). From the confirmatory test results these factors in mind that the greatest indicator in contributing to the trust variable is keeping promises to customers, while indicators provide a quality service seems still low when compared to other indicators.

4.1.3 Commitment

The results of the analysis of the variable commitment of Muslim entrepreneurs in building a relationship marketing with customers or business partners, measured by indicators, namely: (a) conducting adjustments to the needs of customers based on test results of confirmatory factor obtained a value of 0,853; (b) offer a personalized service to meet customer needs (0,869); (c) the company is very flexible when changing services (0,530); (d) the company is very flexible in serving the needs of customers (0,694). All these indicators are deemed to have complied with in accordance with the standards in shaping the commitment variable.

4.1.4 Communication

Based on the analysis of communication variables in the context of relationship marketing as measured by several indicators, namely: (a) provide appropriate information and accurate test results of confirmatory factor seen from the loading factor of 0,853 (b) provide the information if there is a new service (0,869), (c) create and fulfill the services requested by customers (0,530). All the indicators used to measure the communication variables declared eligible and meet the provisions in accordance with the standard form of communication variables.

4.1.5 Conflict Management

Conflict management in the context of relationship marketing is measured using indicators, namely: (a) provide solutions to complex problems before they occur based on test results of confirmatory factor seen from the loading factor of 0.687; (b) openly discuss solutions when problems arise (0,806); (c) tries to avoid conflicts (0,524). All indicators are declared eligible in forming variable of Conflict management, since this is above the specified standard.

4.1.6 Customer Loyalty

The results of the analysis of variable customer loyalty of Muslim entrepreneur, as measured by several indicators, namely; (a) making purchases repetitive loading factor values obtained amounted to 0.686; (b) transactions outside the line of products or services offered (0,587); (c) inform others about the satisfaction obtained from the company (0,825); (d) is not interested in switching to another business and remain loyal subscribers (0,530). From the results of the confirmatory analysis of these factors it appears that, all the indicators that make up the variable is declared eligible customer loyalty and compliance regulations have been standardized by the model. On the other hand it appears that, indicators of lack of interest in switching to another business is still in the low category, but still tolerable because they meet the standards in the form of customer loyalty variable.

4.2 Research Result

4.2.1 Results Analysis Model

Before testing the structural model then first tested the validity, reliability, sample sizes, normality and outlier. Validity test results variable trust, commitment, communication, conflict management and customer loyalty is declared valid, because the probability value less than 0.05 ($p < 0.05$), and all the indicators are positively correlated with the observed variables because of the value of the Pearson correlation $\geq 0,30$. Reliability test results for all study variables declared reliable indicator because cronbachs alpha value of each indicator variables of the study was significant because it is greater than 0.6 ($\alpha > 0.6$).

The samples used in this study was 160 respondents, but were successfully recovered and declared eligible for further analysis of about 158 respondents. The number of samples is already comply with the structural model is required. Similarly to the test of normality otherwise have to be normally distributed for the value of the critical ratio and multivariate skewness value smaller than the absolute value of 2:58. Outlier test results showed that none of the variables that have a Z score of > 4.0 . This means that, in univariate and multivariate demonstrate that the data used in the study were free of outliers.

4.1.2. Model Test Results

The result of the structural model shows that, the research model that has been built otherwise be accepted as a good model, with a value of chi-square (X^2) is 89.39, the value of the probability of 0,000, AGFI (0,915), GFI (0,928), CFI (0,972), TLI (0,968) and RMSEA (0.027). From the results of the analysis, it can be said that, the structural model built in this study are in accordance with the results of observations that can be further analyzed. Based on the analysis path coefficient relationship between the variables of trust, commitment, communication and conflict management on customer loyalty can be seen as follows:

Table 1. Path Coefficient (Standardized Regression) between Variables Influence Research

Research Variables	Path Coefficient	Probability	Information
Trust – Customer Loyalty	0,383	0,000	Significant
Commitment – Customer Loyalty	0,261	0,001	Significant
Communication – Customer Loyalty	0,193	0,022	Significant
Conflict managements – Customer Loyalty	0,124	0,045	Significant

4.3 Discussion

This study aimed to investigate and analyze the effect of trust, commitment, communication and conflict management in the context of relationship marketing on customer loyalty by Muslim entrepreneur in Bombana. Muslim entrepreneur in the region in carrying out its business activities fosters good relationships with its customers, both in economic activity and social activities.

Strategies their approach appears to have given assurances so that the efforts of the Muslim entrepreneur could survive despite the keen competition level. This means that maintaining a good relationship between customers or business partners with the company plays an important role for the continuation of the business for the long term. According to Berry (1995) that, marketing approach that is different from the long-term transactional marketing approach that is more short-term oriented. Transactional marketing aim is to get customers only, while the concept of marketing-oriented to creating long term relationships using the concept of relationship marketing. According Lopiyoadi (2001) that, Relationship marketing emphasis on businesses attract and retain customers through an increase in the company's relationship with its customers. Relationship marketing success is largely determined by the creation in which the parties involved have a strong commitment and confidence to engage in relationships (Morgan and Hunt (1994). Further said that, trust and commitment is a key intermediary in building long-term relationships for customers who have a high relationship orientation to the organization (Margan & Hunt, 1994).

Belief gives a strong influence to create loyalty (Ball *et al.*, 2004), whereas Ndubisi (2007) suggested that the commitment is an important factor in building customer loyalty. Then, Grönroos (2004) states that, if the marketing relationship is to succeed it must include all the messages contained in marketing communications. It is necessary to create, maintain and expand relationships with customers. Customers will maintain loyalty to the company that can deal with both the problems faced by its customers (Ndubisi, 2007). This means that, in order to maintain customer loyalty to the company, the factor of conflict management becomes important, because Ndubisi (2007) states that the ability of a product or service deal with conflict directly affects customer loyalty (Ndubisi and Chan, 2005).

Focused on the above description, it can be said that, trust, commitment and communication and conflict management have a correlation in increasing customer loyalty or business partners. Therefore, the concept has become a subject of study by taking the object of Muslim entrepreneurs in Bombana, and the study results are described as follows:

4.3.1 Effect of Trust in Customer Loyalty

The results of the analysis found that, the trust has a positive correlation to customer loyalty by Muslim entrepreneurs. This can be evidenced by the results of the structural model test indicated by coefficient Line (Standardized Regression) between the variables of trust and loyalty of customers by 0,383 with a probability of 0.000. These findings as well as a evidence that, the first hypothesis has been described previously stated in the description can be accepted as true.

Belief in the context of relationship marketing in this study is an attitude of confidence of the customers towards the products and services provided through the concrete actions undertaken by Muslim entrepreneurs, and this variable is measured by five indicators, namely: Appointments are given a reliable, consistent in giving service quality, employee giving respect to the customer, to meet its obligations to customers as well as customer confidence in the services provided by the company.

Five indicators to be eligible to provide the support to form a variable trust, and indicators are most dominant in shaping the trust variable is the promise made reliable, while indicators that contribute the most in forming trust variable is to provide a quality service. The results of this study implies that still need to be corrected by Muslim entrepreneurs in building customer confidence in order to established long-term relationship, it is necessary to increase the quality of service to customers or business partners mainly concerned with tangible, reliability, responsiveness, assurance and empathy.

If the fifth element of trust is correlated with customer loyalty appears that, trust variable has a positive and significant effect in increasing customer loyalty. This is evidenced by the results of the study showed the value of coefficient Line (Standardized Regression) of 0,383 with a probability level of 0,000. This means that the customers loyalty or business partners by Muslim entrepreneurs could be improved to make the purchase repeatedly, make transactions outside the line of products or services offered, to tell others about the satisfaction obtained from the company, and lack of interest to switch to business the other, by increasing the confidence of

customers in the context of relationship marketing, especially with regard to the reliability of the promise given, consistent in providing quality services, employee giving respect to customers, and continue to meet its obligations to customers and customers' confidence in the services provided by the company can improved. This means that, if the Muslim entrepreneur want to maintain and improve and get closer to the customer it is necessary to enhancing the confidence of customers or business partners. Thus it can be said that the trust as an element Relationship marketing has a significant effect in improving customer loyalty. Results were also strong concept that, a position of trust as a dimension that is directly related to loyalty (Sirdeshmukh *et al.*, 2002). Then Ndubisi (2007) expressed the belief is an important part in developing relationships with customers and needed to build loyalty. These findings support the results of the study at the same time stating that, the trust provides a strong enough influence to create loyalty (Sirdeshmukh, *et al.*, 2000 in Ball *et al.*, 2004), whereas Ndubisi (2007) suggests that trust significantly affect customer loyalty, and Mashari, *et al.*, (2012) and Jesri *et al.*, (2013) found that, trust has a relationship with increased customer loyalty

4.3.2 Influence Commitment to Customer Loyalty

According to Morgan and Hund (1994) that, in implementing relationship marketing, there are two key success factors, namely the commitment and trust of all parties involved. So the commitment is one dimension of Relationship marketing, which in this study is intended as a promise and a desire to maintain good relations between the customer or partner with Muslim entrepreneur on an ongoing basis by conducting adjustments themselves to the needs of customers, offering services personalized to meet customer needs, the company very flexible when the service changes and the company is very flexible in serving the needs of customers (Ndubisi, 2007). In measuring the commitment variable in the context of Relationship marketing is used four indicators, and all indicators as feasible in shaping the commitment variable.

Based on the results of confirmatory factor analysis showed that, an indicator that has the highest contribution in shaping the commitment variable is to offer a personal service to meet customer needs, while the lowest in contributing is a flexible company when the service changes. This means that, the element of commitment that still require attention for Muslim entrepreneur role in order to maintain its customers is the flexibility of the company when the service changes, the increase should be pursued for the sake of maintaining customer loyalty.

The results of this study indicate that, commitment variable has a positive and significant influence in shaping customer loyalty. It can be seen from the Path Coefficient (Standardized Regression) between the variables of commitment to customer loyalty for 0,261 with a probability of 0.001. This means that, in order to increase customer loyalty or business partners it is necessary to improve the quality of commitment among Muslim entrepreneur with its customers in order to enhance customer loyalty to the company. These findings as well as to prove the second hypothesis that has been previously noted, the commitment has a positive and significant effect in increasing customer loyalty.

The results of this study can be interpreted that, to improve customer loyalty it needed the commitment customers or business partners with a Muslim entrepreneur in the District Bombana, especially with regard to the commitment in adapting to the needs of customers, the service offers a personal and flexibility of the company at the time of service changes and flexibility in serving the needs of customers.

If the elements that make up the variable of commitments increase will contribute to an increase in customer loyalty is mainly related to the purchase repeatedly, make transactions outside the line of products or services offered, to tell others about the satisfaction obtained from the company, and not interested to switch to another business.

The results could strengthen statement stating that the commitment is important and have influence in building relationships with consumers (Bloemer *et al.*, 2003), whereas Ndubisi (2007) states that, Commitment is an important factor in building customer loyalty (Ndubisi, 2007). These findings support the notion once Ndubisi (2007) that, Commitment positive and significant impact on customer loyalty (Ndubisi, 2007), and Mashari *et al.*, (2012) and Jesri *et al.*, (2013) that the commitment has a positive relationship in increasing customer loyalty.

4.3.3 Influence Communication to Customer Loyalty

The analysis showed that customer communication has a positive and significant effect in increasing customer loyalty by Muslim entrepreneur in Bombana. This can be evidenced by the results of the model test that shows path coefficient (Standardized Regression) of 0,193 with a probability level of 0.022. These findings and prove the third hypothesis which states that the communication has an influence on customer loyalty Muslim entrepreneur in Bombana.

Based on these findings, it can be said that, the majority of Muslim entrepreneur in Bombana has built a good line of communication with its customers so natural that if their efforts sufficiently developed amid an increasingly competitive business competition. Communication built by Muslim entrepreneurs in maintaining

customer loyalty, especially with regard to the availability of timely and accurate information, provide information if there is a new service, create and fulfill the services requested by the customer as well as the information provided is always accurate. Although elements of the communications made by Muslim entrepreneurs still missing, especially in terms of the effort to fulfill the services requested by customers. Therefore, needs to be improved in order to be realized in accordance with customer expectations so that customer loyalty increased by way of purchase repeatedly, make transactions outside the line of products or services offered, to tell others about the satisfaction obtained from the company, and inequality of interest in switching to another business.

These findings support the view while participating Ball *et al.*, (2004) which states that, good communication will affect all aspects of the relationship, including loyalty marketing, where communication has a considerable influence in creating loyalty. The results of this research can also enrich the findings Ndubisi (2007) which states that, communication significantly influence loyalty, and Mashari *et al.*, (2012) and Jusri *et al.*, (2013) that the communication has a positive relationship in increasing customer loyalty.

4.3.4 Conflict Management on Customer Loyalty

Based on the results of the model test analysis indicates that the conflicts management has a significant effect in improving customer loyalty by Muslim entrepreneur in Bombana. It can be seen from the test results that show the value of path coefficient (Standardized Regression) of 0.124 with a probability level of 0.045. Thus it can be said that, a hypothesis that has been put forward in previous descriptions are accepted.

These findings illustrate that, most of the Muslim entrepreneur in Bombana turned out to have been prepared in dealing with conflicts that will occur in partnership with its customers by providing solutions before the problem becomes complicated, discussing solutions openly when problems arise and try to avoid conflict. Although it is seen that in the conflict management on the customer is still not effective in terms of the effort to avoid conflicts. Therefore, to further improve customer loyalty or business partners in the future it is expected that Muslim entrepreneur in Bombana can devote all the ability to avoid conflicts for the sake of maintaining a harmonious relationship long term.

Thanks to handler good conflict and has been carried out by Muslim entrepreneurs in Bombana so that customer loyalty be increased characterized by way of purchase repeatedly, make transactions outside the line of products or services offered, to tell others about the satisfaction gained from companies, and are reluctant to switch to another business. The results of this research have supported the concept that has been put forward by Ndubisi (2007) that the customer will maintain loyalty to the company that can deal with both the problems faced by customers. Then also argued that, ability product or service deal with conflict directly affects customer loyalty (Ndubisi & Chan, 2005). These findings as well as providing support to previous research that, conflict resolution influence on customer loyalty (Ndubisi, 2007), and Mashari *et al.*, (2012) and Jesri *et al.*, (2013) found that, handling conflict have a positive relationship in increasing customer loyalty.

The results of this study as well as to provide support for the view Schiffman (2000) stated that, relationship marketing was created to develop customer loyalty and commitment to the company's products or services. This means that, in order to increase customer loyalty or business partners who are long-term it is necessary to trust, commitment, communication and conflict management in the marketing relationship between customers or business partners with the company. These findings as well as providing support for the Chariso (2015) study that, trust, commitment, communication and conflict management have a positive correlation to increase customer loyalty or business partners.

V. Conclusions And Recommendations

5.1. Conclusion

Based on these descriptions, it can take several conclusions, as follows: (a) Belief in relationship marketing set up by the promise given reliable, consistent in providing quality services, employee giving respect to customers and fulfill our responsibilities to customers as well as customer confidence in the services provided, have had the effect of a positive and significant in increase customer loyalty. This means that, Muslim entrepreneurs always maintains good relations with customers or business partners to instill the trust that customers or business partners can make a purchase on a regular basis, buying out the product line and services, recommend to others and consistent not to switch to other businesses. (b) Commitment in relationship marketing has a positive and significant effect in increasing the customers loyalty or business partners. This means that, Muslim businessmen in a relationship with a customer or business partner has a strong commitment to adjust to the needs of customers, offering services personalized to meet the needs of customers or business partners, the company is very flexible when service changes and remain flexible in serve customer needs. (c) Communication in relationship marketing has a positive and significant effect in increasing customer loyalty. It can be interpreted that, to maintain good relations with customers or partners, it is generally Muslim entrepreneurs always provide timely and accurate information, provide information if there is a new service and

strive to meet the requested service. (d) Conflict management in this study were found to have a positive and significant effect in increasing the customers loyalty or business partners. This means that, most successful Muslim businessmen in their efforts to provide solutions to customers or business partners before going on complex issues, openly discussing solutions when problems arise and trying to avoid conflict. (e) Results of this study as well as to reinforce the concepts that have been proposed by: (1) Sirdeshmukh *et al.*, (2000) that, the trust provides a strong enough influence to create loyalty, and these findings as well as to provide support to the results of previous studies, which states that, trust them significant influence on customer loyalty (Ndubisi, 2007) as well as the findings of Mazhari *et al.*, (2012) and Jesri *et al.*, (2013) that, trust has a positive relationship in increasing customer loyalty. (2). Bloemer *et al.*, (2003) that, commitment is important and have influence in building customer loyalty, and commitment is an important factor in building customer loyalty (Ndubisi, 2007). The results of these findings and to provide support to the results of the study earlier that, communication is positive and significant effect on loyalty (Ndubisi, 2007), and the findings Mazhari *et al.*, (2012), Jesri *et al.*, (2013) that, the commitment has a positive relationship in improving customer loyalty. (3) Ball *et al.*, (2004) which states that, good communication will affect all aspects of the relationship marketing including loyalty. The results of this study may support a finding Ndubisi (2007) that, communication significantly affect loyalty, and Mazhari *et al.*, (2012); Jesri *et al.*, (2013) that, conflict management have a positive relationship in increasing customer loyalty. (4) Ndubisi (2007) states that, customers will maintain loyalty to the company that can deal with both the problems faced by its customers, and the ability to deal with conflicts of products or services will directly affect customer loyalty (Ndubisi & Chan, 2005). These findings as well as providing support to previous investigators that, conflict management influence on customer loyalty (Ndubisi, 2007), and Mazhari *et al.*, (2012) and Jesri *et al.*, (2013) found that, conflict management have a positive relationship in increase consumer loyalty. (f) The results of this study as well as to provide support for the view Schiffman (2000) stated that, relationship marketing was created to develop customer loyalty and commitment to the company's products or services. This means that, in order to increase customer loyalty or business partners who are long-term it is necessary to trust, commitment, communication and conflict management in the marketing relationship between customers or business partners with the company. These findings as well as providing support for the Chariso (2015) study that, trust, commitment, communication and conflict management have a positive correlation to increase customer loyalty or business partners.

5.2. Recommendation

In the study found some things that still need to be improved by Muslim businessmen in sustaining and maintaining good relations between employers and customers or business partners. It is therefore recommended that, in order to increase the confidence of customers or business partners, the need to improve the quality of services provided to customers primarily related to tangible, reliability, responsiveness, assurance and empathy. Later visits of commitment factors that need attention of Muslim businessmen, namely service flexibility when circumstances changed. This should be promoted in accordance with the expectations of customers or business partners. On the communications side that still needs to be improved is the appropriateness of the provision of services according to the needs of customers or business partners, while for conflict management, which still needs to be improved is the effort to avoid conflicts between the two sides.

The results of this study is still a development of the previous studies and still require further study. Therefore, it is desirable for those who wish to conduct similar studies, should be replicated with different objects or develop this research, with the added dimension of relationship marketing in relation to loyalty, for example, include the dimensions of bonding, shared values, empathy, reciprocity (Sin *et al.*, 2002) or customer satisfaction (Ehigie and Taylor, 2009).

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