

The Importance of Trust and Commitment Viewed from Relationship Marketing

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Abstract

To keep the consumer to trust and committed in buying a firm's product within a competitive business world has become the reason behind firm's relation marketing to win the competition in order to obtain loyal consumers. All member of Honda community in Malang is the population of this study, and 130 respondent were used as samples using purposive sampling method. Path analysis supported with SPSS 20.0 was chosen to analyze effect of trust variable toward committment and toward loyalty. Result showed that trust has larger effect toward commitment than loyalty due to the likelihood of someone who believe/trusting would refer more toward commitment before finally becoming loyal.

Keywords: *relationship marketing, trust, commitment, customer loyalty*

1. INTRODUCTION

Competitive rivalry has currently become the stimulant for each firm to maintain their loyal customers. With loyal customers, a firm could stay in production and stay survive in the business world. To survive in the more and more competitive business world is not an easy task and it made the firm should be sensitive in looking every opportunities. The firm should utilize every opportunities it get whether emerged from the inside or outside of the corporate. It should be swift enough in reading their opportunities in the business world, such as by involved in mutually beneficial cooperation with other firm or by renewing product to become better, more convenient and more environmental-friendly so that people would be interested in using it. Furthermore, firm should also paid attention to customer existence which become part of the corporate by binding relationship with their customer in a certain manner so that they could win their customer's loyalty in long term. Customer's loyalty would be later paid by the firm by giving more special offer for their customers.

One way to sustain their customer would be by using relationship marketing strategy. This strategy has become a popular strategy among firms, although not every corporate aware that they has already done this strategy. *Relationship marketing* is a *cross functional* process to obtain sustainable dialogue with their customer, contact with customer, personal treatment of customer and improving *customer retention* also marketing effectiveness. *Relationship marketing* concerned with all the things that should be done by the firm in order to maintain its long term positive image in the mind of their customer.

To build personal and continuous closeness with their customer, the firm should conduct implementation of *relationship marketing* strategy supported with sophisticated information technology and communication. Gummesson (2002) suggest that *relationship marketing* is marketing based on relational network interaction, to allow the firm in building a direct one by one relationship with its customer. Relational network that was build by the corporate toward its customer was meant so that the corporate would found out more about its customer existence. From here the corporate would be able to give service to meet the needs of its customer, given that customer nowadays has become smarter and critical so that it would not be enough if they were used only as selling objects. Relational network done by the firm showed that customer was taken as *partner* of the corporate. Therefore, the existing closeness would bring the customer to stay loving and keep using the corporate's product.

Along with Gummesson, Kotler and Keller (2008) also suggest that *relationship marketing* has the purpose to build a mutually beneficial long term relationship with their constituent in order to obtain and maintain the business. Key constituent meant in this matter are customer, employees, marketing partners (channel, supplier, distributor, dealer, agent) and financial member of community (stockholder, investor, analyst). The corporate that use *relationship marketing* should be able to satisfy and create prosperity among these key constituent by understanding their ability and resources, their needs, purpose and what they wants.

Focus of *relationship marketing* according to Kotler and Keller (2008) has its larger emphasize in activities which maintain and create positive relationship with its customer. This was due that to attract new customer they would need five times more resources than to maintain their already existed customer (Mussry et al., 2007; Kotler and Keller, 2008; Hasan, 2013). This occur since new customer would demand more effort to be persuaded so that they would change their current supplier. Therefore, the corporate should always weave personal and positive relationship with its customer and to give their best service toward each of their customer so that their loyal customer would stay loyal to them. Along with more loyal customer, positive *word-of-mouth* would dispersed toward those who didn't use corporate's product so that the corporate could obtain new customer in easier manner without having to promote it itself.

Maintaining customer would need trust and commitment in its customer's mind. Based on this, Morgan and Hunt (1994) proposing their theory that trust and commitment is the center of *relationship marketing* so that relationship between firm and its customer would be more productive and effective. Furthermore, in their study, it was also said that trust and commitment is the key to success for *relationship marketing*, thus anything done by the firm who did *relationship marketing* would be aimed to obtain long term customer who had trust and commitment toward the corporate.

Relationship marketing was chosen as basic perspective in this study since within current business world, the corporate was rapidly use *relationship marketing* strategy toward each of its loyal customer. This *relationship marketing* strategy is an interesting topic to be studied since it wasn't focused on whole corporate's customer but more focused toward community.

Community under study was Honda community in Malang who categorized as *Pools* type community. It was called *Pools* type community since this community is formed naturally due to its similar value, interest and activities, and they were collected due to clear and strong *pooling* (Hasan, 2013). This formed communities could become new opportunities for the corporate to implement their *relationship marketing* concept. If relationship between the firm and community is good, the corporate could gain lots of advantage from community existence. The existence of community could bring financial advantage for the corporate, that is the corporate could save up their product promotion cost since they were helped by community existence who does word-of-mouth toward people who not yet become the corporate's customer. Community would also help out in increasing corporate image by conduct social activities on behalf of the corporate. The power of community lies in its communication and strong emotional bond between its member. This power could be used as the opportunity in helping the corporate to gain new customer, marketing product, improve the corporate's image, conduct social activities on the behalf of the corporate without the firm directly involved in it. A community after being formed would have their own gathering to build more friendship and *sharing* every kind of thing so that finally without being realized would already build an emotional bond between one member with another.

In an effort to approach the customer, the firm would need to determine which one is the right and potential community to become corporate target in conducting *relationship marketing*. By determining this community target for *relationship marketing*, it would be easier for the firm to implement *relationship marketing* strategi toward member of the community. Several corporate has already implemented *relationship marketing* strategy by giving *member card* toward its loyal customer along with many promotion and facilities to attract customer. Other implementation of *relationship marketing* from the corporate would be gathering detailed information concerning its customer. When they were celebrating their birthday, customer would be congratulated using small package or greeting card. Special offers and discount could be given for those customer who was celebrating their birthday. This was done by the corporate to give more attention toward their customer in more personal manner.

Honda motorcycle community who has lots of sponsorship from PT Astra Honda Motor were spread in certain region in Indonesia. This Honda distributor corporate has give lots of support toward communities who done their community routine activities. By giving more support, more people would choose to use Honda motor. Along with more Honda user, the corporate should conduct *relationship marketing* toward each of its customer so that they would still use this product and did not choose other product. This trigger author's interest to found out what is the importance of *relationship marketing* strategy that able to make customer, in this matter is the community, to keep their trust, commitment and stay loyal toward the corporate.

Representative of PT Astra Honda Motor in Malang also give *One Heart Honda Card Priority* as the *member card* for user who bought Honda motorcycle. *Member card* holder would gain several advantages such as enjoying discount when they conduct transaction with several skin health institution and educational institution who cooperate with the corporate. This acts as one example of *relationship marketing*, also to build positive corporate image, which was done by PT Astra Honda Motor as their social responsibility toward the community thus more people would have greater chance to check their skin health and to obtain education.

From lots of communities existed in Malang, author was interested in studying Honda motorcycle community since Honda is one of the prominent brand name and used by people in Indonesia and also its corporate has already implement *relationship marketing*, particularly in Malang. This interest was due to the amount of Honda community in Malang which reach about fourteen communities that officially registered, also this community was naturally formed and not formed by the corporate. Thus community who conduct promotional activity on behalf of the corporate is one of the form of loyalty from the community itself. Furthermore, the corporate also ask these naturally formed communities to finally officially registered it as part of the corporate. This study use Honda motorcycle community in whole to assess what is the role of *relationship marketing* that influencing customer to stay loyal with the corporate.

Thus, problem formulation in this study would be:

- Does trust has significant effect toward commitment?
- Does trust has significant effect toward loyalty?
- Does commitment has significant effect toward loyalty?

2. THEORETICAL FRAMEWORK

Use and benefit principle become the basic for trust and commitment also loyalty toward the corporate. The firm conduct interactive relationship with their customer based on trust and commitment since the firm would like to gain the use and benefit from this relationship, that is, for the sake of its product or service marketing for the customer, to obtain its long term advantage. On the contrary, customer build its interactive relationship based on trust and commitment with the corporate to take the use and benefit, that is to obtain its product and service, to met the needs, the wants, and to continue living by consuming product that they like, meeting their wants and needs. This willingness to provide each use and benefit between both parties (the corporate and customer), thus relationship marketing should be used.

Orientation of *relationship marketing* is to obtain part of the customer, and not part of the market (Peppers and Rogers, 2011) which means to gain attention and to win the customer heart. It means requiring and maintain relationship with the customer in order to help customer retention development, customer share development and to improve profit before trouble strikes. Morgan and Hunt (1994) in their study suggest that commitment and trust is the key factors contributing toward the success of *relationship marketing* due to its ability in directing cooperation behavior and to produce efficiency, productivity and effectiveness. Success of *relationship marketing* implementation would bring the customer to trust more and more committed toward the corporate and they would become the corporate's front liner in helping the corporate to marketing their product. This showed the importance to implement *relationship marketing* for the corporate and became the basic to succesful *relationship marketing* strategy.

Lewis and Weigt (1985) argue that based on sociological perspective, trust can be seen as part of collective unit (partner, group or mass of people that form a group) not in single individual. Trust would lies in social system as long the member behave in accord with what expected from one another, whereas all social relationship would depend on. Moorman et al., (1993) suggest that trust defined as willingness to relied on a convincing partner. Morgan and Hunt (1994) suggest that trust is something that emerge when one party in a partnership feeling convinced about reliability and integrity of the other party. There were two things that become the determining of one's trust toward a convincing something, that are: 1) Confidence (belief) is an effort that makes the customer to have no doubt about what is marketed by the corporate and everything related with the corporate. 2) Reliance (dependence) is effort to make customer depend on the corporate and to create fanaticism regarding what is marketed by the corporate and refuse the offer of other corporate.

Commitment is one of the concept suggested by Morgan and Hunt (1994) as one of success key to do *relationship marketing* since commitment is the condition where business partner realize the importance of business relationship undergo, thus they were willing to do anything in order to maintain the relationship. Burke and Reitzes (1991) argue that commitment is a strength, pressure and encouragement that affect someone to maintain their identity that reflected from the occuring social rules. Stryker and Burke (2000) states that the commitment refers to the extent to which a person relates to others in their network is dependent on having a specific identity and role. Dwyer et al., in Mosavi and Ghaedi (2012) suggest that commitment is the implicit and explicit promise for relational continuity between buyer and seller. Therefore, commitment is a condition where customer realize the importance of relationship with the corporate, feeling bind to it and related to it so that they were willing to give anything in order to maintain the long term relationship. There were two kind of commitment according to Gundlach et al., (1995); Wetzels et al., (1998), which are: 1) Affective Commitment, that is staying as customer since they really enjoy the relationship with the corporate, 2) Calculative Commitment, which related with amount of time, energy and cost related with the corporate. Commitment occurs when individu try to maintain harmony between their identity and implication of identity. Therefore, commitment is the central of *relationship marketing* and the potion for success in maintaining long term relationship (Morgan and Hunt, 1994; Gundlach et al., 1995) and this commitment become important when a corporate has lots of competitor and must sustained the firm survival.

Loyalty according to Sheth and Park (1974) is an expression of positive emotion, evaluation and/or behavior regarding a brand, label or option from the point of view of himself as a user, decision maker and/or purchasing agent. Oliver (1999) suggest that loyalty is the behavior of repurchasing of certain product consistently into the future. Gordman and Brott (2006) suggest that loyalty is something that formed by attitude and behavior that resulting something benefiting in long term. Jones and Sasser in Ali et al., (2012)

argue that loyalty is the feeling of belonging and loving of customer toward staff or product of the corporate. Based on expert opinion, loyalty is expression of positive emotion by the customer and customer's behavior in dealing with the firm product, which create a belongingness and loving the corporate in long term. Loyalty has two main perspective that is *attitudinal* and *behavioral* approach (Peppers and Rogers, 2011): a) *Attitudinal approach (hedonic loyalty)*, loyalty that emphasize on preference and emotion of customer toward the corporate, b) *Behavioral approach (functional loyalty)* which reflected from repurchasing behavior. Both approach is related to one another so that the corporate cannot focused on only one approach, since *attitudinal* loyalty without *behavioral* loyalty is a loyalty without financial profit for the corporate, while *behavioral* loyalty without *attitudinal* loyalty would not be able to survive in long term. Walker in Halim (2014) suggest that loyalty maintenance in its customer is the most important factor to improve the corporate profit performance thus having loyal customer would become the objective of almost all companies. The beginning of customer loyalty is customer satisfaction toward service and product sold by a corporate. Loyalty would need trust and commitment from the customer toward the corporate and without both there won't be loyalty toward the corporate. Griffin in Halim (2014) also stated that there is four characteristic of loyal customer, which are: (1) to do purchasing in regular interval, (2) buying among product line and service, (3) recommending it toward other people, and (4) showing immunity toward appeal of competitor's product. Business would interact with lots of unique customer therefore it was challenging to try in comprehending those customers with unique manner too.

Trust has relationship with commitment. Commitment is the most important result in realizing good relation interaction. Commitment was build based on trust of the customer so that in several studies, trust was identified as *predictor* of commitment. Commitment and trust is inseparable, since trust is the cause of commitment (Morgan and Hunt, 1994).

Trust has relationship with loyalty. Business activities nowadays was focused on long term relationship which encourage the corporate to prove that the corporate and its product is worth to be trusted. Marketer should really comprehend that with customer's trust toward the corporate, it would become the basic to have long term customer.

Finally it was clear that commitment has related with loyalty. Higher commitment means higher customer's loyalty (Nasrul, 2010). There was two type of commitment according to Peppers and Rogers (2011), first of all, *calculative commitment* resulted from economy analysis of cost and benefit by making commitment. Second of all, *affective commitment* occur since one has emotional attachment toward the partner in relation. Customer would become more loyal if the corporate not only making the customer committed due to cost and benefit, but also able to build emotional attachment with the customer.

3. CONCEPTUAL FRAMEWORK AND HYPOTHESIS

This study departed from rivalry that make firms try to use lots of strategy in order to obtain new customer and still sustain current customer. With its advantage, firm tried to build positive image of the corporate in the mind of the customers. Furthermore, firm also aware that customer is not just a selling object thus it should implement strategi in order to maintain and create purchasing intention of customer and customer candidates. Fierce competition among firms has lead to lots of author conduct studies in *relationship marketing*. Previous studies would become the basic to compose conceptual framework of this study.

Based on conceptual framework build in this paper, we could see the direction and purpose of this study. Conceptual framework is the model that become the basic thinking of author and communicated to others. This study formulate three hypothesis which act as temporary answer for study problem, until it was proven through the gathered data (Arikunto, 2002). Commitment and trust as exogenous variables was developed based on Morgan and Hunt theory (2004) which suggest that commitment and trust as the *key mediating variable* (KMV) in *relationship marketing* model and become the center to obtain success *relationship marketing*.

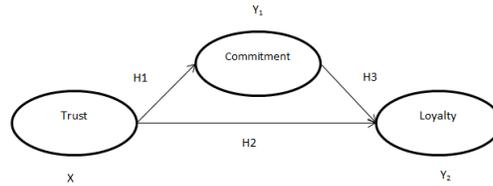


Figure 1. Research Hypothesis

Description:

$X = Trust$

$Y_1 = Commitment$

$Y_2 = Loyalty$

→ = direction of path coefficient which shows effect of relationship.

Trust and Commitment used as variable that influence loyalty due to relationship marketing implementation by the corporate which aimed to gather trust and commitment from its customer. Therefore, trust and commitment become the key and important thing in relationship marketing and need to be studied in order to found out how does customer trust and committed toward the corporate after they become product user of a firm. Variables build and developed in this study determined in hypothesis model (Rangkuti, 2011).

Based on the problem, purpose, and thinking framework, hypothesis in this study was formulated as follows:

H1 = *trust* has significant effect toward *commitment*.

H2 = *trust* has significant effect toward *loyalty*.

H3 = *commitment* has significant effect toward *loyalty*.

Acceptance or rejection of the hypothesis formulated in this study is determined by decision making criteria seen from the probability value of F_{test} compared to the value of α that is 0.05 (5%). If the probability of F_{test} is $(p) \leq 0.05$, H_0 is rejected and H_a is accepted, but if the probability of F_{test} is $(p) > 0.05$, H_0 is accepted and H_a is rejected.

4. STUDY METHOD

This study was done as an effort to revealed the interlace between trust, commitment and loyalty variables. This study was categorized in explanatory study (Indrawan and Yaniawati, 2014) which explained causal relationship between variables through hypothesis testing. This study was conducted in city of Malang. This study took all Honda community in Malang as its population for study subject and it has the characteristic needed for this study (Arikunto, 2002; Maholtra, 2005). This study used *purposive sampling* technique with characteristic of the sample as registered community in official website of PT Astra Honda Motor and in association of Honda motorcycle Malang. Amount of sample was calculated by multiplying 10 indicator (Solimun, 2002; Roscoe in Sugiyono, 2010). There was about 11 indicator used so that minimum total sample become 110 respondent. In data collecting process, there were 130 respondent conducting questionnaire completion, thus it was decided to use 130 respondent for analysis. Data used in this study were primary and secondary data, while data collection technique used was questionnaire and interview. Interview was done for supplementing information that was not obtained from questionnaire.

Study variables and operational definition were as follows:

- Exogenous variable (X): Trust are reliability, confidence, and reliance which emerge within the customer toward PT Astra Honda Motor
- Exogenous variable (Y_1): Commitment are situation where customer realize the importance of relationship attachment with PT Astra Honda Motor, feeling attached and connected with the corporate so that they were willing to give anything in order to maintain the long term relationship.
- Endogenous variable (Y_2): Loyalty is expression of positive emotion from customer and customer's behavior in addressing product of PT Astra Honda Motor which create feeling of belonging and loving PT Astra Honda Motor in the long term.

Measurement scale used in this study is Likert scale (Sugiyono, 2010). Validity test by testing technique was using *Product Moment* Pearson correlation technique with significance of 5% to found out the

closeness of influence between exogenous and endogenous, for this purpose, *Product Moment Coefficient of Correlation* formulation was used as follows:

$$r = \frac{n(\sum XY) - (\sum X \sum Y)}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

Description:

r = *product moment correlation*

i = item score

X = exogenous variable

Y = endogenous variable

n = amount of samples

Reliability test in this study used support from SPSS program version 20.0. Below were reliability formulation with *Alpha* method according to Arikunto (2002):

$$r_{11} = \left[\frac{k}{k-1} \right] \left[\frac{\sum \sigma^2 b}{\sigma^2_1} \right]$$

Description:

r₁₁ = instrument reliability

k = total amount of item

$\sum \sigma^2 b$ = variance of item

σ^2_1 = total variance

Reliability test result could be found out from its *Alpha Cronbach* value, for *Trust (X)*, *Commitment (Y₁)* and *Loyalty (Y₂)* variables its value is equal or larger than 0,6 which means that study instrument used in this paper is reliable and have high reliability. This study use *path analysis*.

5. STUDY RESULT AND DISCUSSION

Result for direct effect in this paper showed that beta coefficient is 0,451 which suggested that effect of *Trust* toward *Commitment* with probability 0,000 ($p < \alpha = 0,05$), means that H₀ rejected, it means hypothesis that suggest *Trust* has a significant effect toward *Commitment* was accepted. This result strengthened the study result of Hsu et al. (2010) where trust and *commitment* which were *key mediating variable* (KMV) of *relationship marketing* model according to Morgan and Hunt (1994) has made member of community to feel confidence with anything marketed by PT Astra Honda Motor. This result also in accordance with interaction view whereas relationship was created due to interrelationship between the firm and community. Member of community believe that by committed toward the corporate, it would bring benefit for its community thus they become depend on it and creating fanaticism for the corporate. This relationship became the moment where trust exist from customer toward the firm, thus they were committed because firm has succeeded in giving satisfaction not only for the need over the product but also meeting their need for after-sales service (by servicing, motorcycle repairing and others).

Beta coefficient of 0,343 showed that effect of *Trust* toward *Loyalty*, with probability 0,000 ($p < \alpha = 0,05$), thus the decision is H₀ rejected, it means hypothesis that suggest *Trust* has a significant effect toward *Loyalty* is accepted. This result strengthened the study of Reuveret al., (2015) where trust that emerges has been able to brought the community to stay loyal for the firm. As suggested by Rotter in Mosavi and Ghaedi (2012) that trust is related with reliability of other's words, thus when someone who believed would lead to loyal stage, he/she would evaluate and address what is said or do by others based on his/her own point of view (Sheth and Park, 1974). PT Astra Honda Motor in creating motorcycle and then selling it has hold the initial portion of the agreement with the customer (facility obtained for after sales, specification of motorcycles and others). This agreement became initial stage of customer that believe in evaluation and PT Astra Honda Motor really did proved that they deliver their promises. This has made customer of PT Astra Honda Motor became increasing and loyal.

Beta coefficient of 0,322 showed that effect of *Commitment* toward *Loyalty*, with probability 0,000 ($p < 0,05$), thus the decision is H₀ rejected, it means that hypothesis that suggest *Commitment* has a significant effect toward *Loyalty* is accepted. This result is in accordance with study conducted by Thurauet al., (2012) whereas someone who decided to be committed toward the corporate would show loyalty that directly

emerge and reflected in their attitude to response toward offers by the firm or in conducting positive *word-of-mouth*. When customer is committed thus they would do anything to maintain their relationship with the corporate. One of the evidence that customer still committed toward the corporate is by repurchasing so that they would be able in weaving continuous relation with the firm.

Commitment was proved as *intervening* variable in relationship between *Trust* and *Loyalty*. This was evidenced by calculation result of *Indirect Effect* with 0,145. Total effect of *Trust* toward *Loyalty* through *Commitment* is 0,488. This result indicates that commitment variable has partial mediating effect. This is because after statistics test is conducted, direct and indirect effect on loyalty variable is found. Hence, commitment has a role to mediate the relationship between Trust and Loyalty partially.

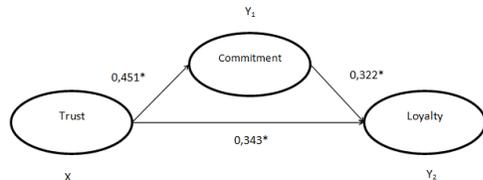


Figure 2. Result of Path Analysis

Description:

X = *exogenous* (independent) variable of *Trust*

Y₁ = *mediator* (intervening) variable of *Commitment*

Y₂ = *endogenous* (dependent) variable of *Loyalty*

Result diagram for path analysis has equation as follows:

Sub Structure I: $Y_1 = 0,451 X$

Sub Structure II : $Y_2 = 0,343 X + 0,322 Y_1$

Hypothesis model accuracy from study data was measured from relationship of determination coefficient (R^2) in both equation. Model result was given below:

$$\begin{aligned}
 R^2_{\text{model}} &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (1 - 0,571) (1 - 0,634) \\
 &= 0,843 \text{ atau } 84,30\%
 \end{aligned}$$

Calculation result for model determination was 84,30% which describe that model contribution to explain structural relationship from three variables under study was 84,30%. While the remaining 15,70% explained by other variable beyond the scope of this study.

This study has several limitations including:

- During the process of data collection the number of respondents per community could not be determined with certainty. This is because the members of each community who gather are not always the same, and the number of inactive members in each community is different.
- The gathering place is always moving and the touring schedule is unknown, so it is difficult to meet the same community for the second time.
- Community data obtained from Honda official website is not fully used because there are inactive communities that are still registered. On the other hand, there are active and registered communities, but not listed in Honda official website.
- Information from Honda official website is not up-to-date, thereby making it difficult to find community contacts as well as information relating to the community.

6. CONCLUSION AND SUGGESTION

Based on formulated problems, analysis result and hypothesis testing done on previous section, thus conclusion could be withdraw as follows:

- *Trust* variable is quite strong in affecting *Commitment* positively and significantly with beta coefficient value of 0,451. Customer who trust would be committed to PT Astra Honda Motor if they perceive continuous benefit for it. Thus customer who trust whould be maintained and paid attention to so that they stay committed to the corporate.
- *Trust* variable has quite strong effect, positive and significant toward *Loyalty* where proven with beta coefficient value of 0,343. Customer loyalty for a firm would emerge if customer has already trust the

firm. Things that should be owned by the corporate to lead trustful customer into loyal ones is to be a trustworthy firm and deliver their promises as agreed before.

- *Commitment* variable affect *Loyalty* in positive and significant manner and proved by effect measured in value of 0,322. Loyalty and commitment is the last thing of customer's behavior that was expected by the firm and both were expected to be able in giving stable revenue for the firm and so it was expected that they could obtain more loyal customer based on recommendation of already loyal and committed customers.

Based on the conclusions above, several suggestion can be stated which hopefully beneficial for the firm and for other stakeholder. Suggestions in this matter would be:

- PT Astra Honda Motor should maintain the good *image* that has already build by paying attention its service and improving product's advantage so that community would give more trust, committed and loyal to use product made by PT Astra Honda Motor.
- Large corporate such as PT Astra Honda Motor was expected to conduct management and routine updating for its official website in facilitating information collection regarding the corporate either from its community data and other data within the corporate website.
- Regarding exogenous variable in this study is highly important to affecting *loyalty* thus it was expected that result of this study could be used as reference for subsequent author to developed this study by considering other variables such as purchasing decision variable or purchasing interest which form other variables beyond the scope of this study.

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APPENDIX

Trust (Y1)

Moorman, Deshpande, Zattman (1993).

Confidence (Y1.1)

Y1.1.1 Corporate product is more sophisticated than other product

Y1.1.2 Corporate's model is more *stylish* than others

Reliance (Y1.2)

Y1.2.1 Never intend to try other product

Y1.2.2 Other corporate was unable to give more *value*

Commitment (Y2)

Wetzels et al., (1998)

Affective (Y2.1)

Y2.1.1 Commitment due to interrelationship

Y2.1.2 Commitment to maintain long term relationship

Calculative (Y2.2)

Y2.2.1 Committed due to cost advantage

Y2.2.2 Committed due to own existence

Loyalty (Y3)

Peppers and Rogers (2011)

Attitudinal (Y3.1)

Y3.1.1 Loyal in buying latest product of the corporate

Y3.1.2 Loyal in buying its product due to ubiquitous dealer

Behavioral (Y3.2)

Y3.2.1 Loyal in buying due to meet the need as transportation tools

Y3.2.2 Loyal in buying many times.