



THE EFFECT OF MARKETING COMMUNICATION AND RELIGIORITY ON CUSTOMER LOYALTY (CASE STUDY IN DOJO 37)

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Abstract

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The purpose of this study is to analyze the influence of marketing communication variables and religiosity variables on customer loyalty. This study also analyzed the role of religiosity variables as mediator variables between marketing communication variables and loyalty variables. This research uses a quantitative approach and interviews with five respondents to confirm quantitative research findings. Sampling was conducted in February 2022. The population in this study was the entire Karateka Dojo 37 Indonesia in Rawamangun, East Jakarta. The number of samples in this research was 75 respondents. This number of samples meets the conditions in the analysis using the SEM-PLS method. The results of this study prove that marketing communication has a positive and significant influence on customer loyalty. Meanwhile, religiosity has no influence on customer loyalty. The results of interviews with five respondents revealed that the improper way of delivery led to a multi-interpretation of the religiosity aspect. The religiosity variable cannot act as a mediator variable between marketing communication and loyalty. This research contributed to the theory of customer retaining strategies, especially in karate organizations in Indonesia. This research also proves that in today's era of very fierce competition, the use of marketing communication is one of the most effective ways to maintain customer loyalty.

Keywords:

Marketing Communication, Religiosity, Loyalty

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INTRODUCTION

Indonesia with a very large population is an attractive market for any product. Almost all products will be easily absorbed by the market, if using the right marketing strategy. One of the products that is currently also in demand is martial arts sports. This is in line with the awareness of the community to live a healthy life while being able to protect themselves from criminal acts.

Karate is one of the branches that is quite high in demand by people from all walks of life, both children, teenagers, adults and even the elderly. After successfully getting 4 gold, 8 silver and 2 bronze medals at the 2022 SEA Games (Kemenpora, 2022), the sport of karate martial arts has become one of the favorite sports in Indonesia. Currently, there are at least four karate schools in Indonesia (Kompas, 2012). Each college has its own organization and develops to the branch level. Competition between organizations in recruiting students is of course also very fierce. Marketing strategies and creative and educational programs are certainly one of the tools to win the competition in the recruitment of students. Training programs also need to take into account the needs of learners and parents, as not all parents and learners want to become athletes. Most parents put their children in karate activities so that their children are more confident. Another reason is to avoid negative activities such as playing games.

Marketing is a process of planning and action, which begins the stages of concept, promotion, distribution in order for customers to get a benefit from a product. Marketing performance is said to be good, if the organization can interact widely, while the organization has limitations in controlling its environment (Asmni, et al, 2020: Marlizar, 2020). The role of information technology is enormous in today's marketing process. Organizations can do brand awareness easily and at a fairly low cost.

Customers in this case students and parents have assets that must be taken care of. One way to keep them satisfied and stay loyal to us is to provide quality and consistent programs (Romdonny et al, 2019). Customer satisfaction is a very important thing. One of the objectives of business activities including karate organizations is to obtain customer satisfaction. Customer satisfaction is one of the variables that can make customers loyal. Loyal customers will make him survive in using a product (Kotler, 2019). Customer satisfaction will be achieved if we can provide products according to customer needs even above their expectations. The product must also be able to be provided with always consistent quality standards.

The purpose of this study is to analyze the influence of marketing mix, especially promotional variables or marketing communications and religiosity variables on customer or student loyalty. Analyze the role of religiosity variables as mediator variables between marketing communication variables and loyalty variables.

LITERATURE REVIEW

Loyalty

Oliver defines loyalty as a firmly held commitment by customers to repurchase a product or service they like in the future or the next time, despite the influence or effort of the marketing activities of another product. (Kotler, 2008). Loyal customers will repurchase products that have been purchased even though there are many offers or promotions from other parties. Loyal customers will not be affected by the promotion of other products.

Loyalty is also an attempt to maintain a particular product or brand, buy back and finally advocate for others to buy. Advocacy here is to share positive stories about the product or brand used with others while encouraging others to buy it. (Kotler et al, 2016). Customer loyalty is the stage after the customer is satisfied and moves to the next stage, namely believing, committing, and having an emotional bond in a product (Agrawal et al, 2012).

Loyal customers are not just buying back the products they have bought. Loyal customers will also recommend the products they use to others. Loyal customers will also respond if there are other parties who criticize the products they use. In the era of information technology that is developing very rapidly, the activity of loyal customers is biased to be seen on social media. They act as ambassadors for the products they use.

Marketing mix

According to the American Marketing Association (AMA), marketing mix is a combination of controllable marketing variables where companies seek to increase sales to the target market (Wichman et al, 2022). Marketing mix is part of the company's marketing strategy (Chaffey et al, 2019). Marketing mix is implemented in the company's activities by utilizing marketing channels commonly used by customers. Typically grouped into instruments related to price, product, promotion, and distribution, MM is at the core of a company's activities and processes to "create [products], communicate [promotions], deliver [distribution], and exchange [prices] offers that have value to customers, clients, partners, and the wider community (Wichman et al, 2022).

Marketing mix in several studies shows short-term and long-term influences on business performance (Hanssens et al. 2001) and brand equity (Datta et al. 2017) as well as company performance (Srinivasan & Hanssens 2009). Therefore, there needs to be serious attention from the management of a company, especially in utilizing the marketing mix as part of the company's strategy. Companies that can use the marketing mix correctly and correctly will certainly get benefits, especially for their business performance.

Marketing communications

Marketing communication, especially online media, plays an important role in improving company performance. Marketing communication also plays an important role in financial efficiency, especially with regard to promotional costs. In addition, marketing communication also plays a role in improving relationships and communication with customers. This can certainly affect customer loyalty. (Dos Santos & Duffett, 2021; Regards et al., 2021).

Several studies have shown that commitment to marketing communication and religiosity have an influence on customer trust. Commitment to marketing communication, religiosity, and customer trust also has an influence on customer loyalty. The belief variable can also be a mediation of the influence of religious commitment and marketing communication on customer loyalty. (Fadila, 2022). Marketing communication based on high religiosity aspects can actually affect customer loyalty. Marketing communication that pays attention to religious aspects is also able to influence customer loyalty.

Several studies have shown that Marketing Communication affects the loyalty of bank customers. In other studies, marketing communications had no effect on customer loyalty. From these two results, it can be concluded that there are still differences of opinion regarding marketing communications about their effect on customer loyalty.

According to Shimp, various forms of marketing communication consist of elements of advertising, sales promotion, publicity, events and so on (Kotler et al, 2012: Chitty et al, 2017). Marketing communication is a way that companies provide information, update information, seduce, and remind customers either directly or indirectly of the products being sold. Marketing communications should be carried out in an integrated manner by the company. Each of its elements must support each other and integrated, not fragmentary in conveying the message that will be conveyed to its customers. Every department in the company that is in charge of providing information, updating information, wooing, and reminding customers must think as an inseparable whole. They synergize with each other and are integrated with each other and , inseparable even stand alone. If this can be done well and appropriately, then it will be a different feeling. This is what will make customers loyal. Integrated marketing communication can be

defined as a communication process that requires planning, creating, integrating, and implementing various forms of marketing communication delivered over time to potential customers.

Customer satisfaction is fundamental to a company's reputation and loyalty. The company's reputation depends on how far its customers' satisfaction is, especially in an era of turbulence. One way to maintain customer loyalty is by utilizing effective and efficient communication. (Khan et al, 2022; Jenneboer et al, 2022; Molinillo et al, 2022; Istanti, 2022). Effective and efficient communication can be built by utilizing information technology. A good flow and flow of communication with customers will cause customers to be satisfied and loyal to the company.

Advertising of an informative nature will make customers become interested in the products offered. Advertising that corresponds to the target market will also be more effective than advertising of a general nature. Promotion as part of the marketing buran also has a positive and significant influence on customer loyalty. (Arnold et al, 2022; Raharjo et al, 2022; Nguyen, 2022; Harefa, 2022; Afza et al, 2022). Advertising planning needs to be done well by paying attention to the target market. This needs to be done in order to attract customer interest. Good promotions and marketing communications can also increase customer loyalty.

Marketing communications that prioritize ethics can affect customer loyalty (Ghezelsefloo et al, 2022). The product mix can also increase customer loyalty (Kurniawan et al, 2022; Tisantia et al, 2022)). Commitment to religiosity and marketing communication can affect customer loyalty and trust (Fadila et al, 2022). Customer loyalty can be built if marketing communications can be carried out effectively, on target and in accordance with ethics. Customer loyalty can also be built by doing a product mix and commitment to matters related to religiosity.

Religiosity

Religiosity is a belief or belief or ideology, religious or ritual activity, experience or experiences, knowledge of religion and intellectuality and any consequences that follow. In today's life religion gives a significant role. A person's life as a whole is formed from norms or teachings prevailing in his religion. (Kardoyo, 2020).

Religiosity is the depth of a person in living his religion and beliefs by obeying all His commandments and staying away from all His prohibitions in an ikhlas manner with all body and soul. (Sulisityono (2016). Responsibility for religion affects a person's intention to choose or use a product. This means that the greater the responsibility of a person's religion, the more likely he will have a tendency to choose products that are in accordance with the teachings of his religion. (Ali et al, 2014). The level of religiosity has a positive and significant effect on the interest in saving. The higher the level of religiosity, the higher the interest in saving. (Sari et al, 2018).

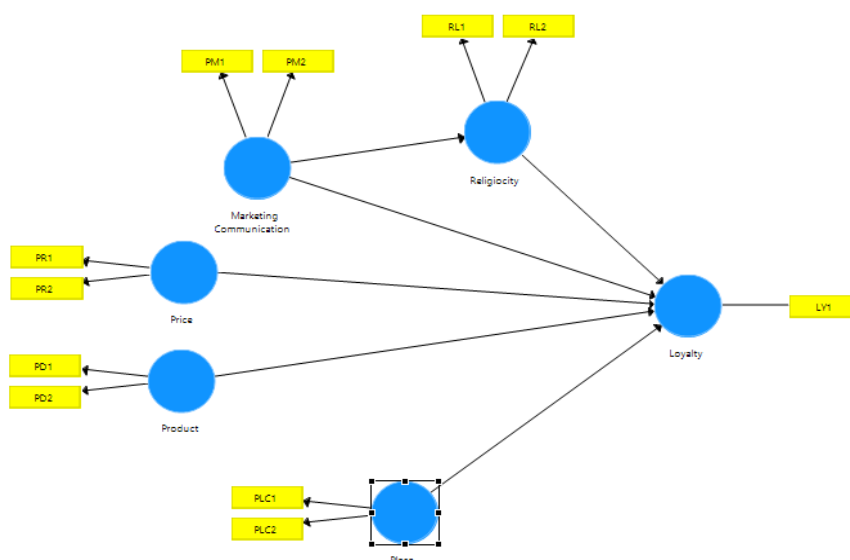
The purpose and significance of this study is to analyze the influence of marketing mix, especially marketing communication and religiosity on loyalty, and the role of religiosity variables as mediator variables between marketing communication and loyalty.

The details of our hypothesis are as follows:

1. H_0 : There is no influence of the marketing communication variable on the loyalty variable.
 H_1 : There is an influence of the marketing communication variable on the loyalty variable.
2. H_0 : There is no influence of the religiosity variable on the loyalty variable.
 H_1 : There is an influence of the Religiosity variable on the loyalty variable.
3. H_0 : The religiosity variable is not a mediator variable between the religiosity variable and the loyalty variable.

H₁: H₀: The religiosity variable becomes the mediator variable between the religiosity variable and the loyalty variable.

Figure 1. Concept of Frame of Thought



RESEARCH METHODS

This research uses a quantitative approach, and interviews with five respondents to confirm quantitative research findings. Sampling was conducted in February 2022. The population in this study was the entire Karateka Dojo 37 Indonesia in Rawamangun, East Jakarta. The number of samples in this research was 75 respondents. This number of samples meets the requirements in the analysis using the SEM-PLS method (Hair et al, 2014), which is a minimum of five times the total number of observations/indicators. This study used the Likert Scale with a scale of 5. The Likert scale is considered the most appropriate and is commonly used if a study from a questionnaire is aimed at looking for a perception of a phenomenon (Sujono et al., 2017).

The research hypothesis test was carried out with a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). PLS is a model of structural equations (SEM) based on variants or components. PLS is an alternative approach that shifted from a covariance-based SEM approach to a variant-based one (Ghozali et al, 2012). Covariant-based SEM is usually for conducting causality or theory tests whereas PLS is more predictive model.

The PLS technique carried out in this research has two stages. First, conduct a measurement test model, to test the validity and reliability of the constructs of each indicator. Second, conduct a structural model test with the aim of determining whether there is an influence between variables / correlations between constructs measured using the t test from PLS.

Outer model measurements are used to test the level of validity and reliability of the questionnaire. The measure of data validity is at convergent validity values. convergent validity is to correlate the item score (component score) with the construct score so as to produce a loading factor value. The value of the loading factor is said to be high when the indicator correlates more than 0.70 with the construct you want to measure. Loading factor values of 0.5 to 0.6 are considered sufficient.

Furthermore, the reliability test aims to analyze the extent to which the measurement results are reliable and can provide relatively consistent measurement results if measured several times. The reliability level of the research variable was measured using alpha or Cronbach's Alpha

coefficient and composite reliability. The measurement item is said to be reliable if it has an Alpha coefficient value greater than 0.6 (Chin, 1998)

The structural model test aims to see the signification of the correlation between the measured constructs. Structural or inner model is measured by looking at the value of R-Square. The value of R indicates how much influence between the variables in the model. Furthermore, the inner model test is carried out by looking at the estimated value of the path coefficient which aims to analyze the path relationship in the structural model obtained by bootstrapping procedures. The value considered significant in bootstrapping is if the statistical t value is greater than 1.96 at the significance level of 5% or greater than 1.65 at the significance level of 10% for each of its path relationships.

PLS is considered a powerful method of analysis because it is not based on many assumptions (Wold, 1985). The data obtained in the study do not have to be normally multivariately distributed, and the sample does not have to be large either. In addition to being used to confirm theories, PLS can also be used to explain the presence or absence of relationships between latent variables.

RESULTS AND DISCUSSION

The sample taken in this study was 75 respondents with details as found in Table 1.

Table 1. Descriptive Data

Descriptive Data			
Item	Description	Amount	Percentage (%)
Gender	Male	75	63
	Female	44	37
	Total	119	100
Religion	Islam	109	92
	Christian	9	8
	Catholic	1	1
	Total	119	100
Education	Kindergarden	9	38
	Primary	67	56
	Junior	24	20
	Senior	19	16
	Total	119	100

Male respondents were more numerous than female respondents with a ratio of 63%:37% (Table 1). Men's interest in participating in karate martial arts is seen to be greater than that of women. This is due to the karane of the martial arts sport of karate identic with hard sports. So it is natural that there are far more male participants than female participants.

The majority of participants are 92% Muslim (Table 1) and this is very reasonable considering that the majority of people both in Jakarta and in Indonesia are Muslims. The composition based on this religion is almost the same as the religious composition that exists in Indonesian society, starting from the largest Islam, Christianity and then only Catholicism.

Meanwhile, from an educational background, the majority of participants were in elementary school, which was 56% (Table 1). Elementary school is the age at which a child begins

to learn things related to the foundation of life. Elementary school age is also the age at which a child begins to learn to participate in other activities outside of the knowledge gained in his school. At this elementary school age, most parents also still include their children to participate in more than one field. This is to find out more about the talents and interests of his son.

Discriminant Validity Results

From the results of the discriminant validity test using SmartPLS 3. (Table 2)., the results of Cronbach's Alpha values from the marketing communication variables (0.837), price (0.768), product (0.931) and religiosity (0.733) above 0.6. Meanwhile, the results of the Average Variance Extracted (AVE) values, namely marketing communication (0.860), Price (0.808), Product (0.935), and religiosity (0.789) are all above 0.5 for all variables in SCAME-5.0.

From these data, it can be concluded that the variables of marketing communication, price, product and religiosity used in this study are declared reliable. All variables in the SCAME-5.0 model were declared reliable and could be used in the analysis of this study.

Tabel 2. Construct Reliability dan Validity

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (...)	Copy t
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	
Latent Variable 1	0.703	0.790	0.866	0.764	
Loyalty	1.000	1.000	1.000	1.000	
Marketing Co...	0.837	0.838	0.925	0.860	
Price	0.768	0.823	0.894	0.808	
Product	0.931	0.934	0.966	0.935	
Rilgiociity	0.733	0.735	0.882	0.789	

Source: R Square Test Results

The R Square test is performed to find out how much influence the variables in the R square have. From the results of this test (Table 3), it was found that the variables of marketing communication, price, product and religiosity had an R square value of 0.557 or had an influence of 55.7% on the loyalty variable. The rest were influenced by other varaibels that were not studied in this study. Meanwhile, the marketing communication variable has an R square value of 0.582 or has an influence of 58.2% on the religiosity variable. The rest were influenced by other varaibels that were not studied in this study.

Table 3. R Square Test Results

R Square

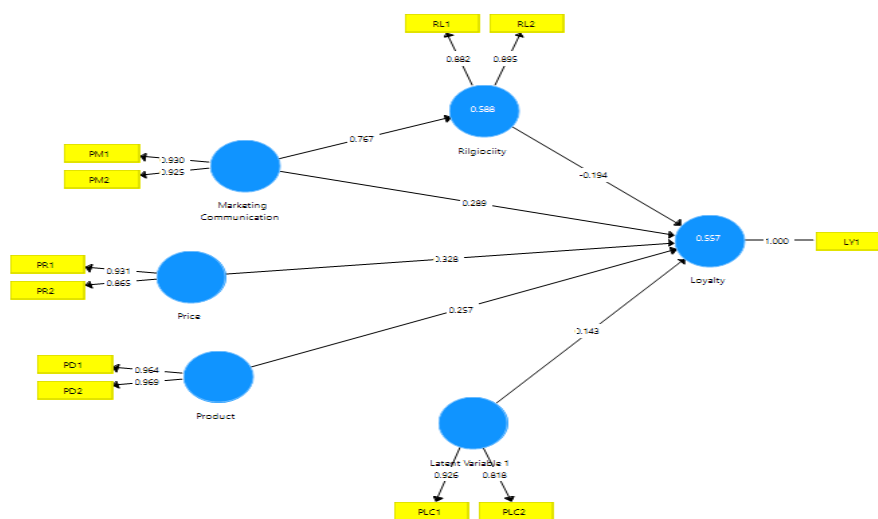
Matrix	R Square	R Square Adjusted
	R Square	R Square Adjus...
Loyalty	0.557	0.524
Rilgiociity	0.588	0.582

Source: SEM-PLS Analysis Test Results

In Figure 2, we can see the relationship between exogenous variables (marketing communication, price, product and religiosity) to loyalty. This study tested the analysis of the relationship between variables using bootstrapping with SmartPLS 3 software (Table 5.5). From the bootstrapping value, the variable is expressed to have an influence when its t value is greater than 1,96.

In Table 5.4, it is seen that the value of t above 1.96 is owned by the accurate variable against religiosity (3.746), the artificial intelligence variable against religiosity (2.836), the empathy variable against religiosity (2.111), the artificial intelligence variable against loyalty (2.605), the empathy to loyalty (2.48), the religiosity to loyalty (4.704). Meanwhile, the variables of capacity, marketing communication and sharia compliance received a t value below 1.96 both in religiosity and for loyalty.

Figure 2. SEM-PLS Analysis Chart



This study tested the analysis of the relationship between variables using bootstrapping with SmartPLS 3 software (Table 4). From the bootstrapping value, the variable is declared to have an influence if the t value is greater than 1.96.

In Table 4, it can be seen that the t value above 1.96 is owned by the marketing communication variable on *religiosity* (10.396), and the price variable on *loyalty* (0.024). While the marketing communication variable to the religiosity variable, the product variable to the loyalty variable, and the religiosity variable to the loyalty variable has a t value below 1.96.

Table 4. Bootstrapping Analysis

Path Coefficients

Mean, STDEV, T-Values, P-Val...	Confidence Intervals	Confidence Intervals Bias Cor...	Sample		
	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics (O/...	P Values
Latent Variable ...	0.143	0.180	0.175	0.819	0.413
Marketing Co...	0.289	0.272	0.179	1.615	0.107
Marketing Co...	0.767	0.766	0.074	10.396	0.000
Price -> Loyalty	0.328	0.288	0.144	2.270	0.024
Product -> Loy...	0.257	0.255	0.186	1.383	0.167
Rilgiociity -> L...	-0.194	-0.168	0.147	1.322	0.187

Only two variables have a positive and significant influence on the loyalty of learners and parents of learners. The two variables are the marketing communication variable and the price variable. The variable of marketing communication is related to the promotion carried out by Dojo 37.

As many as 52% of respondents expressed strongly agree that the promotions carried out by Dojo 37 were attractive, 33% agreed (Table 5). From this data, it can be seen that the majority of respondents or 85% stated positive marketing communication carried out by Dojo 37. This is in accordance with the results of interviews with five respondents who stated that Dojo 37's marketing communication, especially through Instagram, is very interesting and informative.

Tabel 5. Responden't Response To Marketing Communication

Score	1	2	3	4	5	Total
Amount	0	2	9	25	39	75
Percentage	0%	3%	12%	33%	52%	

The price variable in this study also has a positive and significant influence on loyalty. This is very understandable because this research was carried out while the Covid-19 pandemic was still ongoing. This pandemic certainly has an impact on the economic life of the parents of students. So it is very natural that monthly dues are one of their considerations to stay or leave Dojo 37. The results of interviews with five respondents also revealed that the impact of Covid-19 on their financial condition was quite large. They are very selective in allocating their budgets.

Specific Direct Effects Test Results

The results of the analysis of the specific indirect effects test using SmartPls 3.0 (Table 6), showed that the t value in the relationship of the marketing communication variable, the religiosity mediator variable and the loyalty variable was 1.277. This result is smaller than 1.96. These results show that the religiosity variable does not function as a mediator variable between the marketing communication variable and the loyalty variable.

Table 6. Specific Direct Effects Test Results

Specific Indirect Effects

Mean, STDEV, T-Values, P-Val...						Confidence Intervals		Confidence Intervals Bias Cor...		Samples		Copy to Clipboard:		Excel Format	R Form
		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O /...	P Values									
Marketing Communication -> Religiosity -> Loyalty		-0.149	-0.128	0.116	1.277	0.202									

The marketing communication variable has a positive and significant influence on the loyalty variable directly without going through the religiosity mediator variable. Karate students will become loyal if the management of Dojo 37 can do and use marketing communication properly and optimally. Meanwhile, the aspect of religiosity carried out by the management with an emphasis on the importance of manners, honesty and schedules that are adjusted to the time of worship have not had a positive influence on loyalty. This may be due to the improper way of delivery that gives rise to multiple interpretations.

From the results of interviews with five respondents, they actually strongly agreed with the teachings of manners applied by the administrators to each exercise. However, the interviews also revealed that some black belt karatekas exhibited unfortunate behavior in public, while there was no reprimand from the administrators or coaches.

CONCLUSIONS

Marketing communication has a positive and significant influence on customer loyalty. Interesting promotional activities will make customers loyal to a karate dojo organization. The

use of appropriate communication channels and integrated marketing communication will cause messages to be conveyed effectively and efficiently.

Religiocity which consists of aspects of manners, honesty and training schedules that are adjusted to the time of worship has no influence on customer loyalty. Based on the results of the interview, it was revealed that this was due to the way it was delivered which made a multi-interpretation for the recipient. Religiocity does not act as a mediator variable between the marketing communication variable and the loyalty variable. This is due to the improper way of delivery, which gives rise to multiple interpretations of the recipient.

Integrated marketing communication as a way to maintain customer loyalty needs to be used by karate dojo organizations. The right integrated marketing communication will cause messages and be conveyed effectively and efficiently and avoid multi-interpretation. The use of appropriate social media in promotional activities will make the message conveyable precisely, quickly and interestingly. The content contained must be made creative, innovative and interesting.

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