

## The Influence of Perception of Customer Bonding on Customer Loyalty of Naavagreen Products in Madiun City

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### ABSTRACT

This research aims to determine the effect of customer bonding perceptions on customer loyalty for Naavagreen products in Madiun City. The population in this research were all consumers of beauty products at the Naavagreen Clinic, Madiun City. The research sample is some consumers of beauty products at the Naavagreen Clinic, Madiun City, totaling 100 people. Data obtained by using a questionnaire. The sampling technique in this research uses probability sampling and simple random sampling. Hypothesis testing using multiple linear regression analysis with the help of SPSS 22. The results of hypothesis testing indicate that Perception of Customer Bonding has a positive effect on Customer Loyalty at Naavagreen Madiun Beauty Clinic.

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## **INTRODUCTION**

The use of cosmetics, all of them have the same purpose, which is not only for beauty but also for our health. Entering the era of technology as it is today, it is undeniable that healthy cosmetic and care products using technological advances are needed by humans, both men and women. Various cosmetic products and various types of treatments are used regularly from head to toe. Everything is done to get a prime appearance. Indonesia is a tropical area, where the sun shines all day, all year round. This climate can cause the skin to sweat more quickly and become oily. In addition, it can quickly trigger the formation of more pigment. Conditions like this can allow the occurrence of various beauty and skin health problems. But we don't need to worry, because beauty and skin health problems can always be prevented. Naavagreen products are made from natural ingredients taken from natural resources that are herbal and processed with high technology, so that their quality is maintained. It aims to maintain the health and beauty of the skin and face. Even today, the culture and tradition of skin care has been recognized and used for modern treatments in the world.

Naavagreen natural skincare received an award from Mark Plus Inc as the SEA Service Excelent Award 2013 for the Beauty Clinic category which was handed over from Hermawan Kartajaya to Dr. Nugroho as Director of Naavagreen and Best Brand for Skin Care Jogja category in 2016 by Solopos media and Daily Jogja. Naavagreen continues to expand its wings to various corners in Indonesia, Now Naavagreen presents its 3 advantages known as "3 Harmonies" namely; 1 Natural Products made by Naavagreen use natural botanical ingredients, such as rutin apple, quercetin blueberries, hesperedin orange, tomato astaxanthin, chlorogenic acid blueberry leaf, genistein soy, ellagic acid pomegranate, oleuropine olive leaf, etc. These natural ingredients are taken from the goodness that nature has to offer that we have, so they are safe to use. 2. Quality Naavagren has doctors and experts who are competent in their fields, so that the comfort and safety of using the product is guaranteed. 3 Affordable Prices Naavagreen provides services wholeheartedly from doctors and all employees at low and affordable prices for the entire community.

## **THEORETICAL REVIEW**

According to (Hawkins, 2010) Consumer behaviour is the study of how individuals, groups and organizations and processes are carried out to select, secure, use and discontinue products, services, experiences or ideas to satisfy their needs and their impact on consumers and society. Almost the same thing was expressed by (Schiffman, 2007) that consumer behaviour is a study that examines how individuals make decisions to spend available and owned resources (time, money and effort) to obtain goods or services that will be consumed later.

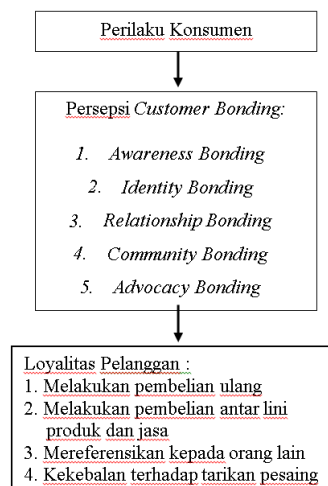
Perception is a process that arises as a result of sensation, where sensation is the activity of feeling or the cause of an exhilarating emotional state. Sensation can also be defined as the rapid response of our receiving senses to basic stimuli such as light, color and sound. With all that, perception will arise.

Customer bonding according to (Geethanjali, 2020) is a process in which marketers try to build or maintain the trust of their customers so that each other is mutually beneficial in the relationship. Building relationships with customers is not easy. (Buttle, 2015.) Suggest that a relationship consists of a series of episodes that occur between two parties within a certain time span.

Loyalty literally means loyalty, namely one's loyalty to an object. (C. Mowen, 2002.) Define loyalty as a condition where customers have a positive attitude towards a brand, have a commitment to the brand, and intend to continue their purchases in the future. Loyalty shows the tendency of customers to use a particular brand with a high level of consistency.

## METHODOLOGY

This research is a quantitative research that tests the hypothesis about the effect of the perception of customer bonding on navagreen customer loyalty in the city of Madiun. In this research, the focus of the unit of analysis is the people who buy cosmetic products at the Naavagreen store in Madiun. The time dimension of the data is cross section, i.e. data collection at a certain time with many samples. The research framework applies Customer Bonding as a strategy to retain customers and foster customer loyalty, by implementing five aspects, namely implementing awareness bonding, Identity Bonding, Relationship Bonding, Community Bonding and Advocacy Bonding. The framework of thought in the research is shown in Figure 1.1 as follows:



**Figure 1. Framework for Thinking**

So the research hypothesis is as follows:

Ho : There is no relationship of influence between the perception of customer bonding on consumers to customer loyalty

Ha : There is a relationship of influence between the perception of customer bonding on consumers to customer loyalty

**RESULTS**

**Description of Research Variables**

The description analysis of the research is presented in table 1.1 by presenting the research data which includes the minimum value, maximum value, mean, and standard deviation of each variable.

Table 1.1 Descriptive Statistical Test Results

	<i>N</i>	<i>Minimum</i>	<i>Maximum</i>	<i>Mean</i>	<i>Std. Deviation</i>
Perception of Customer Bonding (X)	100	44	75	59,89	6,617
Customer Loyalty (Y)	100	33	58	47,88	5,186

Based on table 1.1 shows that:

- a. Of the 100 respondents, the Customer Bonding Perception variable has a minimum value of 44, a maximum value of 75, an average of 59.89, and a standard deviation of 6.617. The Customer Bonding Perception variable uses 15 statement items so that the average item is 59.89 divided by 15 items equals 3.993 from a Likert scale of 1 to 5. The average indicates that the variable Customer Bonding Perception is high, meaning that respondents who register through the Customer Bonding Perception system are quite high.
- b. Of the 100 respondents, the Customer Loyalty variable has a minimum value of 33, a maximum value of 59, an average of 47.88, and a standard deviation of 5.186. The Customer Loyalty variable uses 12 statement items so that the average item is 47.88 divided by 12 items equals 3.990 from a Likert scale of 1 to 5. This average shows that customer loyalty is high, meaning that customer loyalty at the Naavagreen Madiun Beauty Clinic is quite high.

**Classic assumption test**

**a. Normality test**

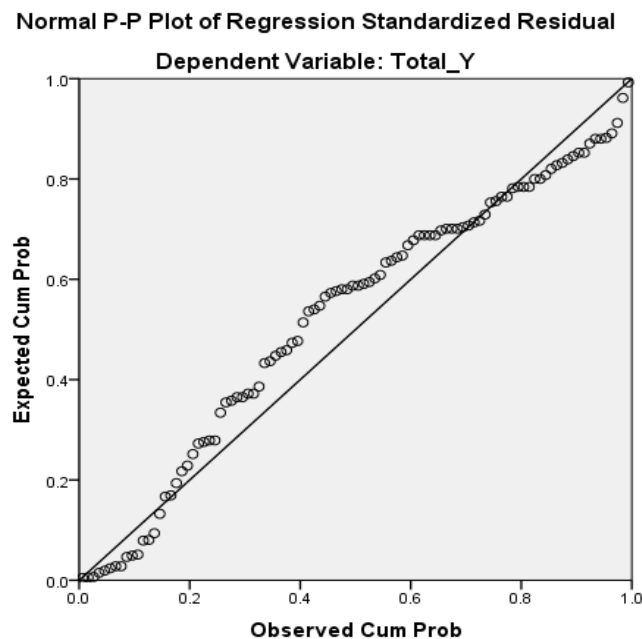


Figure 1.2 Normality Test Plot Diagram

Based on the output of the normality test above that the data (dots) spread around the diagonal line and follow the direction of the diagonal line, the regression model fulfills the assumption of normality.

**b. Multicollinearity Test**

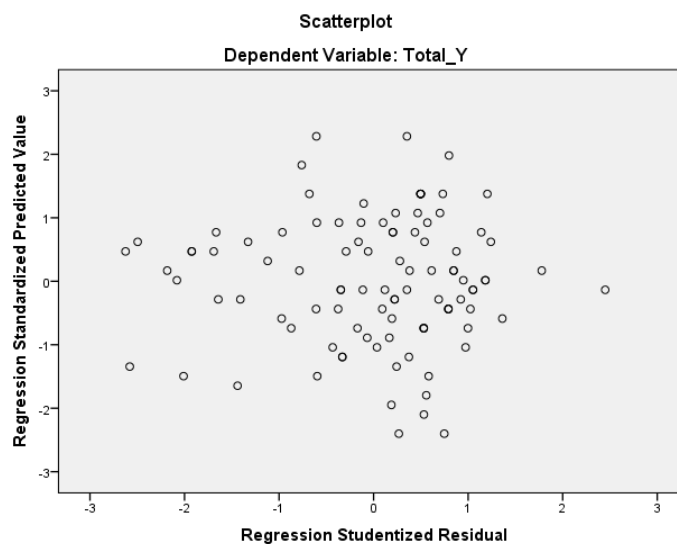
**Table. 1.2 Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
Perception of Customer Bonding (X1)	1,000	1,000

Based on the output of the multicollinearity test, table 1.2 shows that the calculation results of the tolerance value of each independent variable are Perception of Customer Bonding (X) = 1,000; which obtains a tolerance value > 0.10 which means there is no correlation between the independent variables. The results of the VIF calculation from each independent variable are Perception of Customer Bonding (X) = 1,000; obtained the results of the VIF value < of 10. So it can be concluded that there is no multicollinearity between the independent variables in the regression model.

**c. Heteroscedasticity Test**

Based on the scatterplot graph, it shows that the points spread randomly and are spread both above and below the number 0 on the Y axis and none of them form a certain regular pattern (Ghozali, 2005). This means that there is no heteroscedasticity in the regression model.



**Figure 1.3. Heteroscedasticity Test Results**

**d. Autocorrelation Test**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.561 <sup>a</sup>	.315	.308	4.31326	1.661

a. Predictors: (Constant), Total\_X

b. Dependent Variable: Total\_Y

**Table 1.3**

**Autocorrelation Test Results**

Based on table 1.3. shows the Durbin-Watson value in the regression model is 1.661 with a significant level of 0.05 (5%) with the number of research samples (N) 100 and the number of independent variables 1 (K = 1), the dL value is 1.654 and dU is 1.694. Then the value of DW is greater than the limit dL and less than dU or (1.654 < 1.661 < 1.694), so it can be concluded that in the equation there is no decision.

Then the test is carried out with a run test because the previous test was not sure whether there was an autocorrelation or not. The results of the run test test are presented in table 1.4.

**Table 1.4 Runs Test Results**

	<i>Unstandarized Residual</i>
<i>Asymp. Sig. (2-tailed)</i>	0,109

From the run test, the result is Asymp value. Sig. (2- tailed) 0.109 > 0.05. Based on the test results, it indicates that there is no negative or positive autocorrelation problem.

**DISCUSSION**

**Hypothesis testing**

**a. Coefficient of Determination (R2)**

The coefficient of determination (R2) is used to measure how much the model's ability to explain the variation of the dependent variable. Based on table 4.10, it shows that R Square (R2) is 0.315, meaning that changes in Customer Loyalty (Y) can be explained by changes in the Customer Bonding Perception variable, which together are 31.5%. While the remaining 68.5% is influenced by other variables outside the variables studied.

**b. Regression Equation**

From the questionnaire data that has been tabulated and analyzed using multiple regression with the help of the SPSS version 22. The following will explain the effect of the variable Customer Bonding Perception on Customer Loyalty through multiple regression testing as follows:

**Table 1.5. Multiple Linear Regression Test Results**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	21.529	3.947		5.455	.000		
	Total_X	.440	.066	.561	6.717	.000	1.000	1.000

a. Dependent Variable: Total\_Y

From table 1.5. can be explained as follows:

$$Y = 21,259 LP + 0,440 PCB$$

- 1) Constant = 6.590; it means that if the variable Customer Bonding Perception is zero, then the value of Customer Loyalty at the Naavagreen Madiun Beauty Clinic is 6.590.
- 2) Regression coefficient ( $\beta_1$ ) is 0.440 positive direction; This means that if there is an increase in the Customer Bonding Perception variable by one unit, then Customer Loyalty also increases by 0.440 one unit.

**c. T test (Partial Test)**

The proof of this hypothesis is by paying attention to the significant value. For the results of the t test can be seen in table 1.5.

Based on the hypothesis test with t test, it is known that the Customer Bonding Perception variable has a tcount value of 6.717 with a significant level of 0.000 ( $0.000 < 0.05$ ), this means that the Customer Bonding Perception variable has a positive influence on Customer Loyalty.

**d. F test**

For the F test, the results can be seen as follows:

**Table 1.6. F . Test Results**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	839.349	1	839.349	45.116	.000 <sup>b</sup>
	Residual	1823.211	98	18.604		
	Total	2662.560	99			

a. Dependent Variable: Total\_Y

b. Predictors: (Constant), Total\_X

Based on the hypothesis test with the F test, it is known that the Fcount value is 45.116 with a significant level of 0.000 ( $0.000 < 0.05$ ). This means that the variables of Customer Bonding Perception, together have a significant influence on Customer Loyalty at Naavagreen Madiun Beauty Clinic.

**CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of the t test, it is known that the Customer Bonding Perception variable has a tcount value of 6.717 with a significant level of 0.000 ( $0.000 < 0.05$ ). is means that the hypothesis (H) is accepted, this means that the Customer Bonding Perception variable has a positive and significant influence on individual customer loyalty at the Naavagreen Beauty Clinic Madiun.

With the perception of customer bonding, it will build or maintain customer trust in the company. Then the better the implementation of the Customer Bonding Perception system, the higher the Customer Loyalty.

#### **FURTHER STUDY**

Future research is expected to be able to add other independent variables that can affect customer loyalty such as brand awareness, brand image, and customer relationship marketing.

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