

THE INFLUENCE OF TRUST, COMMITMENT AND COMMUNICATION ON CUSTOMER RETENTION FOR SUPERMI PRODUCTS IN LHOKSEUMAWE CITY

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Abstract

This problem has become a problem in marketing activities which are currently intensively competing in the food industry. and resulting in increasingly strong business competition. Many companies compete to attract consumer attention from competitors with the aim of maintaining and increasing company sales. Many companies compete with each other to win the first position in the position of Best Brand in the Food Industry. One food product that currently has quite good marketing potential is instant noodles. Indofood is one of the Instant Noodle market segments which has been known since 1968 with its product Supermie. However, the development of instant noodles increased and competition was very sharp, causing Supermi products to experience a decline, especially after the launch of Mie Sedap by the Wings Group. The aim of this research is to analyze and determine the influence of trust, commitment and communication on customer retention in Lhokseumawe City. This type of research is quantitative research with a consumer population in Lhokseumawe City. Respondents totaled 120 people, taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis techniques used are descriptive analysis methods and multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), hypothesis tests and coefficients of determination as well as correlation tests and analyzed with the help of the SPSS version 26 application program. The results of the research show that in general Simultaneous trust and commitment have a positive and significant effect on customer retention for Supermie products in Lhokseumawe City. Meanwhile, partially the communication variable does not have a significant influence on customer retention. However, the variables of trust and commitment have a significant influence on customer retention for supermie products in Lhokseumawe City.

Keywords: *Trust, Commitment, Communication And Customer Retention*

1. INTRODUCTION

In the current competitive food industry in Indonesia, it promises new opportunities and challenges where a market segment owned by a company can spread widely, this situation has resulted in increasingly strong business competition. Many companies compete to attract consumer attention from competitors with the aim of maintaining and increasing company sales.

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Tabel 1.1

Top Brand Indeks produk supermie melalui Top Brand Award

Top Brand Award	Top brand Tahun 2018	Top brand Tahun 2019	Top brand Tahun 2020	Top brand Tahun 2021	Top brand Tahun 2022
Indomie	77,80	71,70	70,50	72,90	72,90
Mie sedaap	-	-	16,50	15,12	15,50
Sarimi	4,40	3,30	3,80	3,10	2,60
Gaga 100/ mie 100	-	-	-	2,10	2,20
Supermie	4,10	3,70	2,30	1,60	1,60
Abc	14,10	6,40	8,20	7,00	6,40

Sumber : Top Brand Award, 2023

Products that can meet consumer needs, this means consumers have to be faced with several types of instant noodle product variants with various brands and qualities offered. The competition that occurs between several instant noodle products is as shown in the following table: Based on Table 1.1, it shows the top brand award for the instant noodle category produced and consumed in Indonesia from 2018 to 2022. Supermi is in the same Indofood company as other instant noodle products such as Indomie and Sarimi, but Supermi is still unable to replace the leader. instant noodle market. although it is still below the level with Indomie as the top position, followed by its competitor, namely Mie Sedaap in second position, where the indexes of the two brands are related to each other. Supermie is in sixth position as shown in table 1.1. In this case, it shows that interest in buying Supermi is still inferior to competing brands. The decline in buying interest in Supermi caused a decline in market share in 2018-2022.

Based on the above phenomenon, it is important for companies to maintain customer retention. In a competitive and dynamic environment, brands face various threats from competitors which ultimately empowers customers. Customers have been considered a key element for brands that strengthens a company's efforts to retain customers through satisfaction that exceeds expectations and lasting relationships between brands and customers. Through the use of customer relationship management, companies analyze customer needs to fulfill them in order to increase customer satisfaction and maintain the brand for a long time. Customer retention refers to a customer's preference, trust, attachment and commitment to a brand and willingness to recommend it to others or customer retention refers to the process that creates customer loyalty towards a particular brand which is reflected through repurchase behavior(Hanaysha, 2017). Customer retention is defined as the continuation of an affiliation between a customer and a company or as the opportunity for a company to receive repurchases from consumers(Saglam, 2021). Customer retention is the ability of a company or product to retain its customers. High customer retention means that customers of a product or business are likely to return to that product, continue to buy that product or in other ways(Setiawan & Usman, 2018).

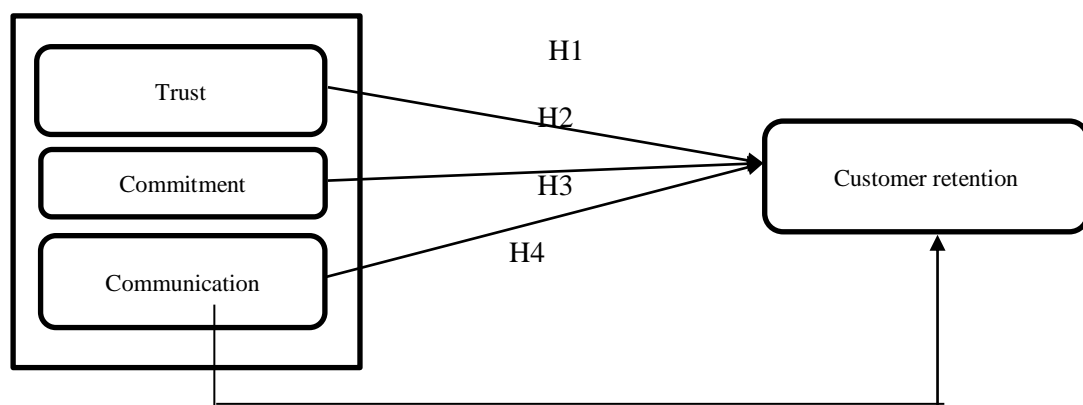
One of the main components of marketing that influences customer retention is trust.(Alkitbi et al., 2021)Along with its development, many innovations have occurred in instant noodle products. The innovations carried out are very diverse. Trust indicates the belief, attitude, or hope of a party that the behavior of the relationship or the results will be beneficial for the party who trusts it. Trust involves honesty, which means that the party who Trust depends on credibility and confidence that customers have the competence to work for the benefit of the relationship in terms of taste, quality and can be consumed practically. Instant noodle innovation can be seen with the presence of various instant noodle brands such as Mie Sedap, Lemonilo and Samyang noodles which are much loved by teenagers. This development has caused consumer confidence in Supermi products to decline. Apart from trust, commitment is considered as an important outcome of relationship marketing for effective customer relationship management and also enhancing the Company's reputation. Commitment is a must if you want to retain customers. Commitment is seen as a key factor in retaining customers. Commitment is important to retain customers. Committed customers have a more positive view of their relationship with a business and plan to stay with that

business,(Negassa & Japee, 2023). Customers are the primary stakeholders for every type of organization. The customer is considered as king and customer satisfaction is a major concern for many organizations. In this case, companies need to increase attention to taste, portion quantity, menu variations, distinctive taste image, hygiene or cleanliness and innovation.(Syafriani et al., 2022). Apart from trust and commitment, communication also influences customer retention. Communication is an important tool for establishing relationships with customers or business partners. Communication is built to establish long-term relationships between companies and customers.(Negassa & Japee, 2023). Communication cannot be ignored in any relationship. When a conflict arises in a company, the cause is always identified as the result of poor communication. Companies must be able to provide information in a timely, reliable manner and play an active role in providing responses to their customers. Good communication is important so as not to cause detrimental things such as misunderstandings and confusion(Nuringwahyu et al., 2022).

Communication is a basic human activity and by communicating humans can relate to each other both in everyday life wherever humans are. The importance of communication for humans cannot be denied, as is the case for organizations or companies. With good communication the company will be able to know customer needs and the company can run smoothly and successfully and vice versa, lack of communication or absence of organizational communication as a process where thoughts and understanding are conveyed between individuals, or between organizations and individuals, while marketing is defined as a set of activities through which companies and other organizations transfer value (exchange) between themselves and their customers(Likdanawati & Hamdiah, 2021)

2. IMPLEMENTATION METHOD

The population in this study is the general public or users of Supermie products in Lhokseumawe City, Aceh, Indonesia. This research uses a Non Probability Sampling technique where the sample does not provide the same chance or opportunities for each member of the population (Sugiyono, 2016) so that the sample obtained is 120, but to make the research easier and because the target population is very large, sampling was carried out. The sample taken was 120 respondents who were calculated using the hair formula. The sample was then divided into sub-districts according to the percentage of population in each sub-district. Sampling used purposive sampling with the criteria for respondents being people who live in Lhokseumawe City, aged 20 years and over who are customers or have purchased Supermie products at least once, both online and offline. This research is quantitative in nature with primary data sources obtained through distributing questionnaires. The Likert scale is used in this research. The data will later be processed and analyzed using SPSS version 26 software to determine the results of hypothesis testing. The average, median, minimum, maximum value and standard deviation are one of the descriptive statistical tests used in this research data analysis technique. The research model is presented below in more detail.



Picture1 Research Model

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- H1: It is suspected that trust has an influence on customer retention for Supermie products in the community in Lhokseumawe City
 H2: It is suspected that commitment influences customer retention for Supermie products in the community in Lhokseumawe City
 H3 :It is suspected that communication has an influence on customer retention for Supermie products in the community in Lhokseumawe City
 H4 :It is suspected that trust, commitment and communication towards customer retention of Supermie products among the community in Lhokseumawe City.

3. RESULTS AND DISCUSSION

Based on Table 2 which shows responses from 120 respondents, there are far more female respondents than male respondents. This can be seen from only 22 male respondents and 98 female respondents. The majority of respondents in this study were between 20 and 25 years old, 93.3%, the majority of respondents came from Muara Satu District, namely 48 people (40.0%), 100 respondents in this study. this research has the status of farmers and fishermen. , most of the respondents were 74 high school graduates, and with incomes of 2,000,000 to 3,000,000 there were 104 respondents who bought supermie products in Lhokseumawe.

Table 2 respondent profile

Residence address		Frequency	Percent
Valid	Banda Sakti	46	38.3
	Blang Mangat	8	6.7
	Muara Satu	48	40.0
	Muara Dua	18	15.0
	Total	120	100.0
Age			
Valid	20 – 25	112	93.3
	26 -30	6	5.0
	31 – 40	1	.8
	41 -50	1	.8
	Total	120	100.0
Gender			
		Frequency	Percent
Valid	Man	22	18.3
Female 98			81.7
Total 100.0			100.0
Directed education			
		Frequency	Percent
Valid	SENIOR HIGH SCHOOL	74	61.7
Diploma 6			5.0
Bachelor	40	33.3	
Total 100.0			1.00.0
Work			
		Frequency	Percent
Valid	SELF-EMPLOYED	8	6.7
	Civil servants	5	4.2

Income	PRIVATE EMPLOYEE	SECTOR	7	5.8
	OTHER		100	83.3
	Total		120	100.0
			Frequency	Percent
Valid	2,000,000 - 3,000,000		104	86.7
	4,000,000 - 5,000,000		13	10.8
	above 8		3	2.5
	Total		120	100.0

3.2 Descriptive Statistics

In accordance with the descriptive statistics results in table 3, it shows that the mean value exceeds the standard deviation value for each variable, which indicates that the data deviation value is small. Therefore, descriptive statistical results can be used to provide a comprehensive picture of the data.

Table 3

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Y.1	120	1	5	3.36	1.302
Y.2	120	1	5	3.13	1.209
Y.3	120	1	5	3.33	1.153
Y.4	120	1	5	3.15	1.275
Y.5	120	1	5	3.12	1.192
TOTAL	120	5	25	16.06	5.254
X1.1	120	1	5	3.03	1.092
X1.2	120	1	5	3.32	1.062
X1.3	120	1	5	2.90	1.191
X1.4	120	1	5	3.09	1.202
X1.5	120	1	5	3.52	1.092
HASIL	120	5	25	15.89	4.763
X2.1	120	1	5	3.33	1.155
X2.2	120	1	5	3.59	1.119
X2.3	120	1	5	3.43	1.043
X2.4	120	1	5	3.43	1.097
X2.5	120	1	5	3.63	1.069
JUMLAH	120	5	28	17.60	4.613
X3.1	120	1	5	3.58	1.089
X3.2	120	1	5	3.33	1.101
X3.3	120	1	5	3.41	1.126
X3.4	120	1	5	3.43	1.067
X3.5	120	1	5	3.42	1.120
NILAI	120	5	25	17.17	4.725
Valid N (listwise)	120				

Statistik Deskriptif Variabel retensi pelanggan(y)											
No	Pernyataan	SS		S		N		TS		STS	
		F	%	F	%	F	%	F	%	F	%
1	RP1	26	21,7	36	30,0	29	24,2	13	10,8	16	13,3
2	RP2	17	14,2	30	25,0	40	33,3	18	15,0	15	12,5
3	RP3	20	16,7	35	29,2	39	32,5	16	13,3	10	8,3
4	RP4	21	17,5	28	23,3	35	29,2	20	16,7	16	13,3
5	RP5	17	14,2	29	24,2	39	32,5	22	18,3	13	10,8

3.3 Validity test

The validity test is used to measure the legitimacy or validity of the Ghazali (2018) questionnaire. The test criteria are: If the calculated R value is greater than the R table then it can be concluded that the research data is valid, conversely if the calculated R value is smaller than the R table then the question is: invalid. Large (df) = 120-2 then we get the number 118,

Statistik Deskriptif Variabel Kepercayaan(X1)

No	Pernyataan	SS		S		N		TS		STS		Rata-rata
		F	%	F	%	F	%	F	%	F	%	
1	KP1	12	10.0	26	21.7	47	39.2	24	20.0	11	9.2	3.03
2	KP2	17	14,2	36	30,0	42	35,0	19	15.8	6	5.0	3,32
3	KP3	12	10,0	25	20,8	40	33,3	25	20.8	18	15.0	2.90
4	KP4	16	13,3	29	24,2	40	33,3	20	16,7	15	12.5	3.09
5	KP5	24	20,0	39	32,5	39	32,5	11	9.2	7	5.8	3,52

Statistik Deskriptif Variabel Komitmen (X2)

No	Pernyataan	SS		S		N		TS		STS		Rata-rata
		F	%	F	%	F	%	F	%	F	%	
1	K1	17	14,2	43	35.8	35	29.2	13	10.8	12	10.0	3,33
2	K2	26	21,7	44	36,7	34	28,3	7	5.8	9	7.5	3,59
3	K3	15	12,5	49	40,8	37	30,8	11	9.2	8	6.7	3.43
4	K4	19	15,8	42	35,0	39	32,0	11	9.2	9	7.5	3.43
5	K5	24	20,0	51	42,5	29	24,2	9	7.5	7	5.8	3,63

Statistik Deskriptif Variabel Komunikasi(X3)

No	Pernyataan	SS		S		N		TS		STS		Rata-rata
		F	%	F	%	F	%	F	%	F	%	
1	KM1	25	20.8	43	35.8	37	30.8	7	5.8	8	6.7	3,58
2	KM2	18	15,0	35	29,2	44	36,7	14	11.7	9	7.5	3,33
3	KM3	24	20,0	30	25,0	45	37,5	13	10.8	8	6.7	2.41
4	KM4	22	18,3	33	27,5	46	38,3	13	10,8	6	5.0	3.43
5	KM5	20	16,7	41	34,2	37	30,8	13	10.8	9	7.5	3,42

3.4 Reliability Test

In Table 4 it can be seen that the Cronbach's Alpha value for all variables is above 0.60. This means that the data obtained from the questionnaire answers in this study are reliable and trustworthy so they are suitable for use in the final stage of the questionnaire. Thus, all indicator points of the questionnaire were declared to meet very good reliability.

Table 4

VARIABEL	hasil uji reabilitas			Keterangan
	Cronbach's alpha	N OF Item	Standar alpha	
Retensi Pelanggan (Y)	0,904	5	0,60	Reliabel
Kepercayaan(X1)	0,889	5	0,60	Reliabel
Komitmen(X2)	0,881	5	0,60	Reliabel
Komunikasi(X3)	0,991	5	0,60	Reliabel

3.5 Multiple Linear Regression

Data analysis in this research is quantitative analysis with multiple linear regression equations which function to determine whether or not there is an influence of the dependent variable on the independent variable. The results of the analysis are as follows:

Hasil Regresi Linier Berganda

Coefficients ^a		Unstandardized Coefficients	
Model		B	Std. Error
1	(Constant)	-.154	.856
	Kepercayaan	.615	.082
	Komitmen	.372	.062
	Komunikasi	.085	.081

a. Dependent Variable: retensi pelanggan

Based on table 4.18, the multiple regression equation is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = -0.154 + 0.615X_1 + 0.372X_2 + 0.085X_3 + e$$

Based on this equation, it can be interpreted as follows:

1. Constant (β_0) = - 0.154. This shows a constant level, where if the variables of trust (X_1), commitment (X_2) and communication (X_3) change (equal to zero) then the customer retention level (Y) is - 0.154.
2. Trust coefficient (β_1) = 0.615. This means that if the value of other independent variables remains constant and trust increases, customer retention (Y) will increase by 0.615%. A positive coefficient means there is a positive relationship between trust and customer retention.
3. Commitment coefficient (β_2) = 0.372. This means that if the value of other independent variables remains constant and commitment increases, retention (Y) will increase by 0.372%. A positive coefficient means that there is a positive relationship between commitment and customer retention.
4. Communication coefficient (β_3) = 0.085. This means that if the value of other independent variables remains constant and communication increases, customer retention (Y) will increase by 0.085%. A positive coefficient means that there is a positive relationship between communication and customer retention.

3.6 Test of determination and correlation

The coefficient of determination test (R^2) is used to determine how much the dependent variable (endogenous) can be explained by variations in the independent variable (exogenous). Because the independent variables in this study are more than 2, the coefficient of determination used is Adjusted R Square.

Based on Table 5, the customized R^2 test results are 0.890. This value shows that there is a very strong relationship between the four dependent variables and the independent variables. The Adjusted R Square value obtained was 0.792. So it can be concluded that the variables of trust, commitment and communication have an influence of 79.2% on consumer purchasing decisions for supermie products in Lhokseumawe City. Meanwhile, the remaining 21.8% was influenced by other variables not examined in this research.

Table 5

Uji Koefisien Determinasi (R^2)

Model Summary ^b				Std. Error of the Estimate
Model	R	R Square	Adjusted R Square	
1	.890 ^a	.792	.787	2.42493

a. Predictors: (Constant), komunikasi, komitmen, kepercayaan

b. Dependent Variable: retensi pelanggan

sumber: Data primer yang diolah, 2023

4. Hypothesis Test

4.1 Partial Test (t Test)

This research uses a confidence level of 5% ($\alpha = 0.05$) with $(df) = (nk) = 100 - 5 = 95$, obtained a t-table value of 1.98525. If the t-statistic value < 1.98525 and the Sig value > 0.05 then H_0 is accepted and H_a is rejected. If the t-statistic value is greater than or equal to the t-table (t-statistic > 1.98525) and the Sig value < 0.05 then H_0 is rejected and H_a is accepted

Uji Parsial (Uji T) Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	-.154	.856		-.180	.857
	kepercayaan	.615	.082	.557	7.531	.000
	komitmen	.372	.062	.347	5.984	.000
	komunikasi	.085	.081	.076	1.047	.297

a. Dependent Variable: retensi pelanggan

1. The results of testing using SPSS for the variable Trust (X1) on customer retention (Y) obtained a t-count value of 7.531 $>$ t-table 1.6580 with a significance level of $0.00 < 0.05$ and a positive regression coefficient of 7.531. This means that the trust variable (X1) has a positive and significant effect on customer retention (Y). then it can be concluded that H1 is accepted.
2. The results of testing with SPSS for the commitment variable (X2) on customer retention (Y) obtained a t-count value of 5.984 $>$ t-table 1.6580 with a significance level of $0.00 < 0.05$ and a positive regression coefficient of 5.884. This means that the commitment variable (X2) influences customer retention (Y). then it can be concluded that H2 is accepted.
3. The results of testing with SPSS for the communication variable (X3) on customer retention (Y) obtained a t value of 1.047 $<$ t-table 1.6580 with a significance level of $0.297 > 0.05$ and a positive regression coefficient of 1.047. This means that the communication variable (X3) has no effect on customer retention (Y). then it can be concluded that H3 is rejected.

4.2 Simultaneous Test (F Test)

The F test in this study was carried out with a confidence level of 5% ($\alpha = 0.05$) with $df_1 = k - 1 = 5 - 1 = 4$; $df_2 = nk = 100 - 5 = 95$ so the F-table value is 2.47. If the value of F-count $>$ F-table then it has a simultaneous or simultaneous influence between the independent variable and the dependent variable. Based on Table 6, it is known that the value of F-count $>$ F-table is $99.684 > 2.47$ and has a significance value of $0.000 < 0.05$. So it can be concluded that H5 is accepted, which means the independent variable consists of the variables Green Product, Green Price, Green Place and Green Promotion which together have a significant influence on the dependent variable, namely Purchase Decisions.

Hasil Uji F ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2602.481	3	867.494	147.526	.000 ^b
	Residual	682.111	116	5.880		
	Total	3284.592	119			

a. Dependent Variable: retensi pelanggan

b. Predictors: (Constant), komunikasi, komitmen, kepercayaan

Based on the table, it is known that the value of F-count $>$ F-table, namely $147.526 > 2.450$ and has a significance value of $0.000 < 0.05$. So it can be concluded that H4 is accepted, which

means the independent variable consists of the variables trust, commitment and communication which together have a significant effect on the dependent variable, namely customer retention.

5. CONCLUSION

This research provides answers to problem formulations related to trust, commitment and communication in influencing customer retention among the people of Lhokseumawe City. The results of this research conclude that the communication variable does not have a significant influence on customer retention. Meanwhile, the variables of trust and commitment have a significant influence on customer retention for Supermie products in the city of Lhokseumawe. However, simultaneously the three variables have a significant influence on customer retention in the city of Lhokseumawe. Considering the limitations of this research, it is hoped that additional factors can be analyzed in further research, and it is important to recruit more diverse and large numbers of respondents to obtain better results. various ways to influence customer retention.

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