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**THE IMPACT OF RELATIONSHIP MARKETING, PRICING AND SUPPLY CHAIN MANAGEMENT ON TRUST ALSO AN IMPLICATION AT THE PURCHASE INTENTION THAT USAGE THE BIOFUEL AS THE ALTERNATIVE AT PT AI INDONESIA**

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**ABSTRACT**

The business model of the AI INDONESIA tbk have a business model to expanded its implementing that it base on the synergies and diversification within seven business segment such as; an automotive, financial service, heavy equipment, mining, construction & energy, an agribusiness, infrastructure & logistics, information technology and the property. The research aims to improve for increasing the purchasing intentions that usage the Biofuel as alternative energy. The research methods conducted with the quantitative methods and analyze within the structural equation model and the result indicated the trust was the highest impact to the purchase intention with t value 18, 63 more than 2.00. The red line in this research result was the supply chain management lead to trust and impact to the purchasing as the well contributions.

**KEYWORDS:** Relationship marketing, Pricing, Supply chain management, Trust, Purchase intentions.

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**INTRODUCTION**

Every company needs a good, feasible and effective (right on target) marketing team and strategy. To be competitive and profitable, an industry must acquire and retain profitable customers. Relationship marketing is a philosophy of doing business with a strategic orientation that focuses on keeping and increasing current customers (rather than acquiring new customers). (1-3)

The Relationship commitment theory states that commitment develops as a result of direct and mediating variables only. Trust and commitment influence the success of a relational exchange. Trust is defined as one party who believes in the reliability and integrity of the exchange partner. In the full model structure, the dimension of Relationship Marketing (RLM) (4, 5)

Furthermore, an effort that can be made by management to increase the value of relationship marketing (Relationship Marketing) in order to have an effect on increasing customer trust (Customer Trust) are (6-8):

a. The security factor in the process of buying and selling biofuels is a management priority. In this context, security (secure condition) is meant as:

1. Anticipation or prevention of explosion/fire hazards due to the meeting of fire triangle elements (material/biofuel-fire-air/oxygen). This possibility can be avoided by implementing controlled and strict SOP (standing operations procedures). The management of the biofuel sales operation (as with the sale of other fuel products) is required to issue and monitor the implementation of SOPs for purchasing and filling biofuels to consumers (customers). The main element of this anticipation is the vigilance of the biofuel sales station operator, in terms of the situation and condition of the biofuel refueling operation that is always prepared to be monitored and controlled properly and correctly.
2. The process of buying and selling biofuels is simple, practical, fast/concise and precise, in the sense that biofuel seller operators rely on an accurate metering system and practical/simple and fast manual/credit payment readiness. There are guidelines (SOP) for the tolerance of the biofuel filling operation time, with the aim of minimizing the occurrence of long queues. It is expected that the filling sequence is well controlled to prevent customer complaints.

b. The commitment factor and quality consistency in the process of buying and selling biofuels are the basis for management policies. In this context, the management always has the principle that the consumer/customer is king, the customer has the right to obtain quality biofuel so that the biofuel sales system must maintain the biofuel specifications within the promised quality range; For example, the B20 specification means that it has 20% vegetable (fame) content (and the rest is diesel) so that the effects of carbon pollution can be minimized according to environmental protection commitments (greenhouse effect mitigation).

Thus, this happens because in a competitive business environment, maintaining customer repurchase interest and avoiding significant switching behavior, to maintain operations and gain competitive advantage is very important. It costs as much to attract new customers as it costs to retain current ones. In addition, the process of retaining existing customers is easier than getting new customers and therefore companies want to maintain relationships with old customers and hope to increase their repurchase interest. (9, 10).

With the continuous and increasingly rapid changes in marketing tools, changing consumer preferences, educated consumers and the incorporation of new competitors in the market, automotive companies will face intense competition in the automotive market. (11)

Indeed, all of the above factors pose challenges for companies, such as retaining their customers and increasing customer repurchase interest. Therefore companies should adopt new marketing tools such as the concept of relationship quality to retain customers. What's more, it is better to pay more effort to retain customers than to acquire new ones, including further investigating the factors influencing repurchase intentions as research gaps widen. The main study of this marketing model is related to costs, trust and strong relationships, based on theoretical gaps (12-16).

## **LITERATURE REVIEW AND HYPHOTESIS DEVELOPMENT**

The Relationship Marketing theory, base on the commitment states that commitment develops as a result of direct and mediating variables only. Trust and commitment influence the success of a relational exchange. Trust is defined as one party who believes in the reliability and integrity of the exchange partner. In the full model structure, the dimension of Relationship Marketing (RLM)(1, 17, 18)

Thus, this could happen because from the consumer's point of view the price is what the customer pays or gives, which is applied to the product or service. Price fairness is a psychological factor that has an important role in the customer's reaction to paying the price. (19)The trust is the basis for maintaining long term relationships with customers and helps to increase the likelihood that customers will remain loyal. According to trust is the expectation that consumers have that the service provider can be relied on to fulfill its promises. From several explanations of trust (by experts) it can be concluded: trust is the customer's feeling that the service provider is reliable and can be trusted to fulfill its promises in accordance with customer expectations. (20, 21)

Further, this is because the sharing of information and trust among trading partners is necessary for effective supply chain planning and successful supply chain integration. Information technology (IT) facilitates the transmission of information between trading partners resulting in the ability of suppliers to respond to changing retailer demands. (21-23)The collaboration between trading partners in sharing information facilitates the synchronization of decisions between these partners, which contributes to the achievement of significant business performance. Integration requires retailers to share proprietary information with suppliers in order for suppliers to provide better services to retailers. (24, 25)

The trust and commitment influence the success of a relational exchange. Trust plays an important role in strategic partnerships and requires partners to view each other as trustworthy. Trust affects relationship commitment. Relationship commitment is a willingness to invest financial and physical resources in business activities that are based on good and mutually reinforcing relationships (26-29).

## **RESEARCH METHODS**

The population of this research is the customers of biofuel users, namely the oil and gas industry and the automotive industry in Indonesia and the sample selection using a non-probability sampling technique, namely purposive sampling. The sample of this research is the automotive industry of PT AI INDONESIA and for the criteria for selecting this sample; the automotive industry is the largest biofuel user in Indonesia. While the research respondents are the leaders of PT AI INDONESIA in the automotive industry in Indonesia related to the purchase of biofuels. Hypothesis analysis and testing was carried out using the Multivariate Analysis technique using Structural Equation Modeling (SEM). Confirmatory Factor Analysis (CFA) is a measurement model analysis. The measurement model models the relationship between latent variables and observed/measured variables. (30, 31)

Furthermore, the analyzed conduct within the SEM each latent variable usually has several measures or observed variables (indicators). CFA is used to test the one-dimensional, validity and reliability of construct measurement models that cannot be measured directly, which shows the operationalization of research variables or constructs into measurable indicators formulated in the form of certain equations and/or path diagrams. The purpose of Confirmatory Factor Analysis (CFA) is to confirm or test the measurement model whose formulation is derived from theory (32-34)

## RESULTS AND DISCUSSION

In the data analysis based on the Structural Equation Model with the LISREL device, it is in accordance with the classical assumption test which includes; normal data distribution test and multicollinearity test as seen in the picture below (35-38):

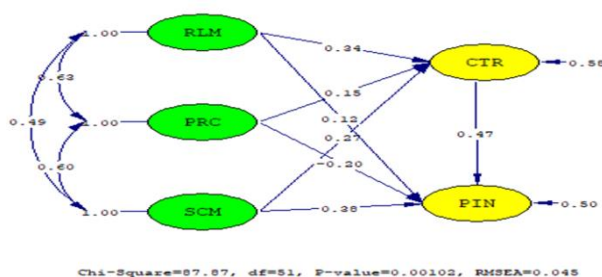


Figure 1. The correlation between Ksi- Variable less than 0.90

Further, based on the estimation results of the model in the figure above, a structural equation can be drawn up with the estimated standard error and (se) and t-value, for among latent variables in this study, as follows(39-41):

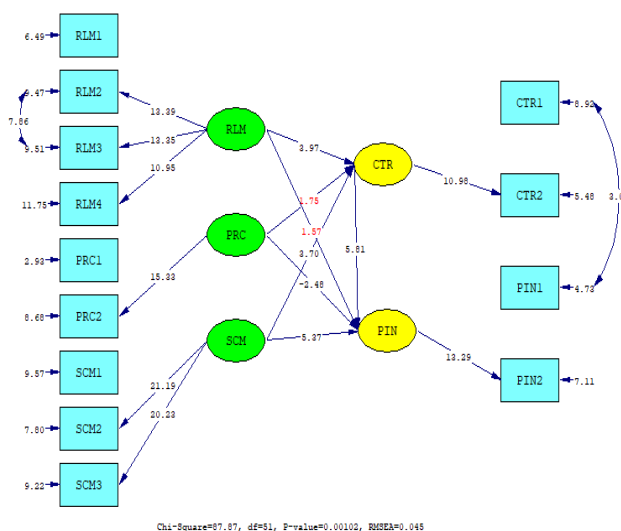


Figure 2. The Hybrid output first Testing

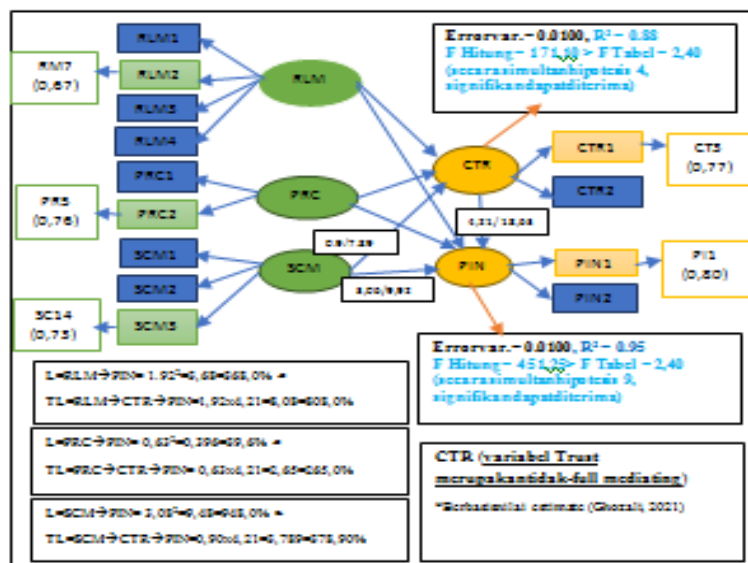
Furthermore, the model fit test is carried out with the results matching the data, as follows :( 31, 42, 43):

**Table 1. Goodness of fit IndiceFull Model**

GoFI Statistics	An Output of the Model coefficients	Criteria
$\chi^2/df$ (P)	90,09 /51 (0.0006)	bad fit
GFI ; AGFI	0.96 ; 0.93	good fit
CFI; IFI	0.99 ;0.99	good fit
RMSEA	0.045	good fit
NFI; RFI	0.98 ; 0.97	good fit

Source: Output LISREL

Indeed, based on the first test with the results of R square <50%, then **the second test is carried out based on data that is normally distributed with an accuracy level value higher than 95% the level of significance research within the management science as the social science evolved, as follows(31, 42):**



**Figure 3. The Hybrid output of the second Testing**

Further, the results of R square are in accordance with the research target > 50%, it can be seen in the equation below (39, 42):

An equation of structural model- 1:

$$\text{TRUST} = - 0.45*\text{RELATION} + 0.10*\text{PRICING} + 0.90*\text{SUPPLYCH}, \text{Errorvar.} = 0.0100, \text{R}^2 = 0.88 \dots\dots\dots(1)$$

(0.076)      (0.035)      (0.11)  
 -5.93      2.97      7.89

An equation of structural model-2:

$$\text{PURCHASE} = 4.21 \cdot \text{TRUST} + 1.92 \cdot \text{RELATION} - 0.63 \cdot \text{PRICING} - 3.08 \cdot \text{SUPPLYCH}, \text{Errorvar.} = 0.0100, R^2 = 0.95... \dots (2)$$

(0.23)	(0.26)	(0.10)	(0.31)
18.63	7.38	-6.11	-9.92

Furthermore, the efforts of the t-value and coefficient of the structural equation can be seen in the table below:

**Table 2. The t value and Gamma and Beta coefficients within the structural equation model**

No	Path correlations	The Gamma and Beta coefficients	t_value (ABSOLUT)	Remark
1	RELATIONSHIP→TRUST	-0.45	5.93 > 2.00	Significant
2	PRICING→TRUST	0.10	2.97 > 2.00	Significant
3	SUPPLYCHAIN→TRUST	0.90	7.89 > 2.00	Significant
4	TRUST→REPURCHASE	4.21	18.63 > 2.00	Significant
5	RELATIONSHIP→REPURCHASE	1.92	7.38 > 2.00	Significant
6	PRICING→REPURCHASE	-0.63	6.11 > 2.00	Significant
7	SUPPLYCHAIN→REPURCHASE	-3.08	9.92 > 2.00	Significant

**Source:** Prime data

Indeed, this could happen because without a good marketing team and strategy every company will surely fail. To be competitive and profitable in the industry, companies must acquire and retain profitable customers. Price is what the customer pays or gives, which is applied to the product or service. The fairness of the price is a psychological factor that has an important role in the customer's reaction to pay for the purchase of a product or service. Collaboration between trading partners in sharing information that facilitates the synchronization of decisions between these partners, contributes to the achievement of significant business performance (44-46).

Further, the integration requires could the retailer to share proprietary information with the supplier in order for the supplier to provide better service to the retailer. Trust plays an important role in strategic partnerships and requires partners to view each other as trustworthy. Trust affects relationship commitment (47-50).

Efforts that can be made by management to increase the value of supply chain management in order to increase customer trust are (49, 51, and 52):

- a. Management increases the frequency and quality of interaction with customers to agree on determining the level of reliability and quality standards of the supply chain and its supporting facility systems.
- b. Management realizes a feedback system that is able to measure and evaluate customer satisfaction in order to achieve optimum business performance.
- c. Management collaborates with all stakeholders to anticipate and plan customer expectations in the future.
- d. Provision of technical assistance facilities for inventory, distribution and ease of access to specific distributions to priority customers.
- e. In an effective and controlled manner, management maintains good relations and carries out continuous improvement in the supply chain to customers in the context of a more sustainable and profitable long-term business interest.
- f. Management actively involves key suppliers in the process of developing new products, according to market aspirations and trends.

## CONCLUSIONS

The structural equation-I-full model above shows:

- 1) The effect of Relationship Marketing (RLM) on Customer Trust (CTR) with a path coefficient of 0.45 and  $t\text{-value} = 5.93 > 1.97$  then the effect is negative and significant.
- 2) The effect of the variable Pricing of Oil (Pricing/PRC) on Customer Trust (CTR) with a path coefficient of 0.10 and  $t\text{-value} = 2.97 > 1.97$  then the effect is positive and significant.
- 3) The influence of the Supply Chain Management (SCM) variable on Customer Trust (CTR) with a path coefficient of 0.90 and  $t\text{-value} = 7.89 > 1.97$  then the effect is positive and significant.
- 4) The value of  $R^2 = 0.88$  means that the coefficient of determination or contribution of Relationship Marketing, Pricing and Supply Chain Management together in explaining Customer Trust is 88.0% , while the remaining 12.0% were explained by other variables that were not studied.

The structural equation II- full model above shows:

- 1) The effect of the variable Customer Trust (CTR) on Repurchase Intention (PIN) with a path coefficient of 4.21 and  $t\text{-value} = 18.63 > 1.97$  then the effect is positive and significant.
- 2) The effect of Relationship Marketing (RLM) on Repurchase Intention (PIN) with a path coefficient of 1.92 and  $t\text{-value} = 7.38 > 1.97$  then the effect is positive and significant.
- 3) The effect of the variable Pricing (PRC) on repurchase Intention (PIN) with a path coefficient of -0.63 and  $t\text{-value} = |-6.11| > 1.97$ , the effect is negative and significant.
- 4) The influence of Supply Chain Management (SCM) variable on Repurchase Intention (PIN) with a path coefficient of 3.08 and  $t\text{-value} = 9.92 > 1.97$  then the effect is negative and significant.
- 5) The value of  $R^2 = 0.95$  means that the coefficient of determination or the magnitude of the contribution of Relationship Marketing (Pricing), Supply Chain Management (Supply Chain Management) and Customer Trust (Customer Trust) together in explaining Purchase Interest Return (Repurchase Intention) is 95.0%, while the remaining 0.05% is explained by other variables not examined in this research.

Furthermore, other findings as the research-novelties of this study Customer Trust as a partial mediator variable (intervening) are:

- 1) Customer Trust as a non-mediator ( $0.45 \times 4.21 = 1.89$ ) the effect of Relationship Marketing ( $1.922 = 3.69$ ) on Repurchase Intention.
- 2) Customer Trust as a mediator ( $0.10 \times 4.21 = 0.421$ ) the effect of Pricing ( $0.632 = 0.37$ ) on Repurchase Intention.
- 3) Customer Trust as a mediator ( $0.9 \times 4.21 = 18.90$ ) the effect of Supply Chain Management ( $3.082 = 9.40$ ) on Repurchase Intention.

Moreover, the theoretical Implications such as; the findings of this study can provide important implications in the development of marketing management theory, especially those related to Relationship Marketing, Pricing, Supply Chain Management, Customer Trust and Repurchase Interest. Repurchase Interest is not only influenced by the Purchase Experience, but is also influenced by the Quality of the Relationship. It can be seen through the findings of this study, Relationship Quality shows that the company's management has a unique combination that comes from being honest, keeping promises and commitments, not prioritizing their own interests, selling products that do not harm customers, and carrying out a reasonable sales process to increase Purchase Interest. Return.

The Customer trust is not only influenced by Benevolence, but is also influenced by Credibility. This can be seen through the findings of this study, past experience of the company's management, namely believing that transactions will be safe and reliable, that nothing goes wrong with transactions, and will immediately notify if there are problems with transactions. Furthermore, Supply Chain Management is not only influenced by Customer Relationship, but is also influenced by Information Sharing. This can be seen through the findings of this study, namely notifying trading partners in advance of changing needs, sharing information, fully informing if there are problems that affect the business, sharing business knowledge about core business processes, exchanging information for business planning and informing about events or changes. Can influence other partners.

Indeed, the findings of this study provide managerial implications for several stakeholders as follows:

- 1) The implications of the findings of this study for biofuel producers are that in making decisions they must prioritize:
  - a. Vegetable resources as strategic biofuel materials; e.g. oil palm, corn, jatropha, etc. It is appropriate to do a re-assessment of the availability and security of supply of these resources related to the perspective of the primacy of food (moral aspects), geopolitical aspects, farmers' welfare and derivatives of government policies regarding the global warming issues campaign.
  - b. Product quality which in the majority affects customer trust; this becomes mandatory due to its impact on the operation of the engine or combustion engine from the customer. Qualifications B20, B30, and so on must represent the appropriate biofuel content/fame so that laboratory tests and field-scale tests must be designed periodically.
- 2) The implications of the findings of this research for customers using biofuels are the concern and participation of consumers/society in implementing international agreements (Kyoto



protocol and others) regarding the quality of the world's environment (green policy) which is connected to global warming issues.

- 3) This finding has implications for supplier companies in the context of customer service that is well integrated and supported by excellent supply chain management so that product quality, price and delivery time can be controlled with SOPs and company management mechanisms that are transparent, reliable and accountable.

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