



Antecedents Relationship Commitment to Postpaid Service Products during the Covid 19 Pandemic

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ABSTRACT

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During the Covid-19 Pandemic that occurred in the world, people communicated digitally, where Communication is one of the most important human needs. Along with advances in technology, nowadays consumers can easily communicate with other people using cell phones. The trend of cell phone usage itself is increasing. According to Gronross (2014) to build and maintain relationships with consumers, what is needed is to build good communication between companies and consumers. The results of this study are expected to be in the form of a model that can be used as a source of discussion, learning resources, learning resources and sources of inspiration for users of the "Kartu Halo" Postpaid Service. For that ServicePostpaid "Hello Card" constantly innovating products to satisfy their consumers, while the respondents in this study are service users Postpaid "Hello Card" in Medan, North Sumatra.

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1. Introduction

During the Covid-19 Pandemic that occurred in the world, people communicated digitally, where Communication is one of the important needs for humans. Along with advances in technology, nowadays consumers can easily communicate with other people using cell phones. The trend of cell phone usage itself is increasing. In Indonesia, there are several companies engaged in the provision of cellular telephone services. However, in terms of market share, Telkomsel still controls the market share in Indonesia with a market share of 45%-50%. Meanwhile, other market shares are Indosat Ooredoo reaching 21.6%, Hutchison 3 Indonesia 14.4%, and XL Axiata 14%, the rest is Smartfren Telecom (www.inet.detik.com). Although it controls the market share, Telkomsel needs to continue to make efforts to remain the market leader in Indonesia, this is because other companies are of course trying to pursue the position of Telkomsel through the use of certain strategies.

One of the things that companies need to do is build long-term relationships with consumers because good and long-lasting relationships with consumers will be able to provide a competitive advantage for the company (Dagger et al., 2011). According to Gronross (2014) to build and maintain relationships with consumers, what is needed is to build good communication between companies and consumers. Good marketing communication from the company, will be able to reduce uncertainty and ambiguity in the minds of consumers, increase trust from consumers and encourage consumers to remain loyal to service providers (Ndubisi, 2017; Webster and Sundaram, 2019).

According to Finne and Grönroos (2009) today's marketing communication must focus on the recipient of the message or consumer and also the meaning created by the recipient of the message in the communication process. This approach is different from the communication approach in the past which focused more on messages from the company side and the passive involvement of the recipients of the message (Balaji et al, 2016). With good consumer perceptions, it can facilitate corporate communication that can create more meaning and lead to mutually beneficial benefits between consumers and companies and can build long-term relationships (Balaji et al, 2016).



Relationship communication according to Finne and Grönroos (2019) is related to communication that focuses on forming the meaning of messages and developing long-term relationships with consumers. Relationship communication is a communication concept conceptualized as a multidimensional variable consisting of the dimensions of clarity, pleasantness, responsiveness, and language (Balaji et al., 2016). Clarity refers to the cognitive aspect of relationship communication which is defined as the degree of understanding, consistency, clarity, and completeness of communication assessed by customers, pleasantness is related to the assessment of the comfort and pleasure of customers in communicating, responsiveness is related to the extent to which consumers are valued, understood and considered by the company as well as the language dimension related to the language used in the interaction (Balaji et al., 2016). Park et al. (2012) showed that effective communication that focuses on relationships with consumers can increase the relationship commitment of consumers. This is also in accordance with the results of research from Balaji et al (2016) which shows that relationship communication has an impact on the relationship commitment of consumers to the company. According to Balaji et al (2016) good relationship communication can also create a better image and will also encourage consumers to have closer intimacy or closeness. This intimacy can also be influenced by the image and trust of consumers towards service providers (Balaji et al, 2016). trusts,

From the formulation of the problem above, the researcher can formulate research questions as follows:

- a. Is there a positive influence of Relationship Communication on Relationship Commitment.
- b. Is there a positive effect of Relationship Communication on Trust.
- c. Is there a positive effect of Relationship Communication on Image.
- d. Is there a positive effect of Relationship Communication on Intimacy.
- e. Is there a positive effect of Trust on Intimacy.
- f. Is there a positive effect of Image on Intimacy.
- g. Is there a positive effect of Image on Trust.
- h. Is there a positive effect of Relationship Commitment on Customer Loyalty.

The aim of this research is:

- a. To analyze the positive effect of Relationship Communication on Relationship Commitment.
- b. To analyze the positive effect of Relationship Communication on Trust.
- c. To analyze the positive effect of Relationship Communication on Image.
- d. To analyze the positive effect of Relationship Communication on Intimacy.
- e. To analyze the positive effect of Trust on Intimacy.
- f. To analyze the positive effect of Image on Intimacy.
- g. To analyze the positive effect of Image on Trust.
- h. To analyze the positive effect of Relationship Commitment on Customer Loyalty.

The uses of this research are:

- a. This research can be used as input for managers, especially service companies to increase loyalty through the use of good communication strategies to consumers.
- b. This research can be useful for further research as input for research that conducts studies on the same topic.

2. Method

The data analysis method used in this study is the Structural Equation Model (SEM) with the help of AMOS software. The unit of analysis used in this study is individual, with a cross sectional nature where this study observes subjects at one time through the distribution of questionnaires conducted simultaneously. Before testing the hypothesis by SEM, it is necessary to test the suitability of the model to the research model using the Goodness of Fit Test (Hair et al. 2010). Testing the suitability of the model is done by looking at several measurement criteria, namely:

- a. **Absolute fit measure**, namely measuring the overall fit model (both structural models and measurement models simultaneously). Criteria by looking at the value of chi-square, probability, goodness of fit index (GFI) and root mean error approximation (RMSEA)

- b. **Incremental fit measure**, namely a measure to compare the proposed model with other models specified by the researcher. The criteria is by looking at the Turker-Lewis index (TLI) and the comparative fit index (CFI).
- c. **Parsimonious fit measure**, namely making adjustments to the fit measurement so that it can be compared between models with different coefficients.

2.1 Research Hypothesis

Hypotheses that can be formed based on the formulation of the problem are as follows:

- H₁ : Relationship Communication has a positive influence on Relationship Commitment.
- H₂ : Relationship Communication has a positive influence Trust
- H₃ : Trust has a positive influence on relationship commitment
- H₄ : Relationship Communication has a positive influence on Image
- H₅ : Image has a positive influence on relationship commitment
- H₆ : Relationship Communication has a positive influence on intimacy
- H₇ : Intimacy has a positive influence on relationship commitment
- H₈ : Trust has a positive effect on intimacy
- H₉ : Image has a positive influence on Trust
- H₁₀ : Image has a positive influence on intimacy
- H₁₁ : Relationship commitment has a positive effect on loyalty

3. Results and Discussion

Descriptive statistics is a description of respondents' answers that aim to provide answers or descriptive data in terms of the average value (mean), standard deviation (standard deviation), minimum value (min), and maximum value (max). In this study the mean is the average value of all respondents while the standard deviation is the variation of the respondents' answers. If the given standard deviation value is close to zero, the respondent's answers will be less varied, but if the given standard deviation is away from zero, the respondent's answers will be more varied. The minimum score is the lowest answer (scale) chosen by the respondent and the maximum value is the highest answer (scale) chosen by the respondent.

Table 1
Descriptive Statistics of Relationship Communication

Indicator	Mean	Standard Deviation
Postpaid Service "Kartu Halo" provides sufficient information about the products or services offered.	3.9879	,74617
Postpaid Service "Kartu Halo" ensures that I have received any information related to the product or service being offered.	3.7368	,90143
Postpaid Service "Kartu Halo" conveys clear and accurate details of the products or services offered.	3.8016	,86785
Clarity	3.8421	,70473
I enjoy the communication and interaction that is carried out together with the Postpaid Service "Card Halo"	3.9271	,81322
I feel the communication is in line or pleasant with the Postpaid Service "Card Halo".	3.8381	,82028
The Postpaid Service "Card Halo" communicated friendly to me.	4.1336	,69432
I feel well connected to the communication made by the Postpaid Service "Card Halo".	3.9676	,70923
I feel comfortable with the communication made by the "Halo Card" Postpaid Service.	4.0283	,73474
Pleasantness	3.9789	,64332
Postpaid Service "Kartu Halo" shows a willingness to help when needed	4.0648	,77817
Postpaid Service "Kartu Halo" shows a willingness to help and direct even at the expense of time and effort	3.8057	,88858

Indicator	Mean	Standard Deviation
Postpaid Service "Card Halo" shows a willingness to help when I ask for help	3.9919	,72690
Postpaid Service "Kartu Halo" shows the desire to keep the promise made by the Postpaid Service "Kartu Halo" in any situation	3.8745	,81428
Responsiveness	3.9342	,68556
Postpaid Service "Kartu Halo" communicates in Indonesian which I use everyday	4.2065	,63268
I feel relaxed when the "Halo Card" Postpaid Service communicates in the language I use everyday	4.1498	,60303
I feel comfortable when the Postpaid Service "Kartu Halo" communicates in the language I use everyday	4.1255	,65366
Postpaid Service "Halo Card" mentions questions or statements using the language I use everyday	4.1215	,66368
Language	4.1508	,54314
Relationship Communication	3.9765	,50461

Table 2
Trust Descriptive Statistics

Indicator	Mean	Standard Deviation
Postpaid Service "Halo Card" gives me a feeling of trust.	4.0121	,69541
I have faith in Postpaid Service "Halo Card"	4.0567	,64141
Postpaid Service "Halo Card" gives me the impression to be trustworthy.	4.0405	,67353
Trust	4.0364	,62036

Table 3
Trust Descriptive Statistics

Indicator	Mean	Standard Deviation
Postpaid Service "Halo Card" gives me a feeling of trust.	4.0121	,69541
I have faith in Postpaid Service "Halo Card"	4.0567	,64141
Postpaid Service "Halo Card" gives me the impression to be trustworthy.	4.0405	,67353
Trust	4.0364	,62036

Table 4
Intimacy Descriptive Statistics

Indicator	Mean	Standard Deviation
I always enjoy my experience when interacting with Postpaid Service "Halo Cards"	3.9676	,74828
I always get a friendly and comfortable feeling when visiting or interacting with the "Halo Card" Postpaid Service	4.0567	,66628
I experienced the feeling of pleasure by visiting the "Halo Card" Postpaid Service	3.9190	,74458
Intimacy	3.9811	,64505

Table 5
Descriptive Statistics of Relationship Commitment

Indicator	mean	Standard Deviation
I wish to remain a customer of the "Kartu Halo" Postpaid Service in the future.	4.0081	,78083

Indicator	mean	Standard Deviation
I feel loyal to the "Halo Card" Postpaid Service.	3.9757	,84549
I will continue to make transactions with the Postpaid Service "Kartu Halo"	3.9676	,76970
Relationship Commitment	3.9838	,74639

Table 6
Loyalty Descriptive Statistics

Indicator	Mean	Standard Deviation
I will say positive things about Postpaid Service "Halo Card"	3.6964	,95045
I will recommend "Halo Card" Postpaid Service to others	3.7166	,97980
I will encourage my friends and relatives to transact with the Postpaid Service "Kartu Halo"	3.6559	,96641
I will place the Postpaid Service "Kartu Halo" as the first choice in the list of telecommunication service providers	3.7692	,97498
I will say positive things about Postpaid Service "Halo Card"	3.7095	,88367
Loyalty	3.6964	,95045

Table 7
Hypothesis Testing Results

Hypothesis	Coefficient	p-value	Decision
H1: Relationship Communication has a positive effect on Relationship Commitment.	0.334	0.081	Ha1 Rejected
H2: Relationship Communication has a positive influence Trust	0.278	0.004	Ha 2 Accepted
H3: Trust has a positive effect on relationship commitment	0.216	0.107	Ha3 Rejected
H4: Relationship Communication has a positive effect on Image	0.823	0.000	Ha 4 Accepted
H5: Image has a positive influence on relationship commitment	0.011	0.954	Ha5 Rejected
H6: Relationship Communication has a positive effect on intimacy	0.256	0.002	Ha 6 Accepted
H7: Intimacy has a positive effect on relationship commitment	0.466	0.033	Ha 7 Accepted
H8: Trust has a positive effect on intimacy.	0.288	0.008	Ha 8 Accepted
H9': Image has a positive effect on Trust.	0.654	0.000	Ha 9 Accepted
H10: Image has a positive influence on intimacy	0.454	0.000	Ha 10 Accepted
H11: Relationship commitment has a positive effect on loyalty	0.600	0.000	Ha 11 Accepted

4. Conclusion

From the results of the analysis in the previous chapter, it can be concluded that: Relationship communication is proven to have a positive and significant influence on trust, image and intimacy. However, the test results show that relationship communication cannot directly form a relationship commitment. The test results also show that of the trust, image and intimacy variables, only intimacy variables can affect relationship commitment, while trust and image cannot affect commitment. The results of the study can also show that image and trust have a positive influence on intimacy and image

can also affect trust. The results of testing the last hypothesis in this study indicate that there is a positive and significant effect of relationship commitment on loyalty.

From the results above, it can be seen that the communication that is built does not directly form a commitment from consumers, the communication that is built must first form trust, image and intimacy. Of the three variables, only the intimacy variable can form a relationship commitment. This shows that relationship communication can form trust, image and intimacy but trust and a good image are not factors that can encourage consumers to commit, but emotional closeness that can form commitment from consumers.

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