
Model Radical Marketing and Customer Satisfaction Bank Jatim Branch Sememi Surabaya Region

Chandra Kartika, Chamariyah, Rena Febrita Sarie, Veronika Nugraheni Sri Lestari
Wijaya Putra University Surabaya, Faculty of Economics, Dr Soetomo University Surabaya
chandrakartika@uwp.ac.id , chamariyah@uwp.ac.id , renafebritasarie@uwp.ac.id ,
venugra@unitomo.ac.id

ABSTRACT

Purpose: The purpose of the study is to test and analyze the Influence of Service Marketing, Referral Marketing, Trust Icon Corporate on Radical Marketing through Customer Satisfaction at Bank Jatim Sememi Branch Surabaya.

Design/methodology/approach: Purposive Sampling Method. The total sample of 100 Customer Respondents at Bank Jatim Sememi Branch. This research is a Survey Research and Quantitative approach. The data analysis technique of this study uses the Partial Least Square (PLS) method.

Findings: The results of Service Marketing Research do not directly affect Customer Satisfaction, Referral Marketing has a direct effect on Customer Satisfaction, Trust Icon Corporate does not directly affect Customer Satisfaction, Service Marketing has a direct effect on Radical Marketing, Referral Marketing has a direct effect on Radical Marketing, Trust Icon Corporate directly affects Radical Marketing. Service Marketing does not have an indirect effect on Radical Marketing through Customer Satisfaction. Radical Marketing does not have an indirect effect on Radical Marketing through Customer Satisfaction. Trust Icon Corporate does not indirectly affect Radical Marketing through Customer Satisfaction.

Originality/value: This paper is original

Paper type: Research paper

Keyword : *Customer Satisfaction, Radical Marketing, Referral Marketing, Service Marketing, Trust Icon Corporate*

Received : September 13th

Revised : September 17th

Published : September 30th

I. INTRODUCTION

Service marketing is a factor that determines success where the company's ability to provide quality marketing services to consumers and as a company strategy to improve itself and achieve success in facing competition (Valarie A. Zeithaml, Mary Jo Bitner, 2019). (Raymond P. Fisk, Stephen J. Grove, 2018). Stated that service marketing is the nature of product appearance or performance which is a major part of a company's strategy in order to gain an advantage over competitors, both as a market leader and a strategy to continue to grow. Meanwhile, according to (Christopher Lovelock, Paul Patterson, 2020) service marketing is perceived as good and satisfactory if the services received or felt are as expected. Service marketing is an effort by a marketer or business person to provide the best service and satisfy customers so that they are able to support the success of radical marketing then customer satisfaction arises in a product that has been purchased or used by customers. According to (Kotler, 2018) referral marketing is a marketing activity through person-to-person intermediaries either orally, in writing, or through electronic communication devices connected to the internet based on the experience of products or services. Meanwhile, according to (Armstrong, 2018) referral marketing is a communication in the form of talks or testimonials carried out by people who talk about a product or service. Referral marketing will arise when this customer is satisfied, then without any basis, this customer will encourage or suggest to others and provide information on products or services that have been used to anyone

who wants to use the product or service. Referral marketing will arise when this customer is satisfied, then without any basis, this customer will encourage or suggest to others and provide information on products or services that have been used to anyone who wants to use the product or service. However, on the other hand, referral marketing can also be a boomerang for the company if the company does not provide good product information or has not been able to serve customers well to customers who will be communicators to other people who will be given information or who will use products from the company. Trust icon corporate is also very important to implement radical marketing and make customer satisfaction. Consumer loyalty to a brand is inseparable from consumer confidence in the products they consume. Consumer trust in a brand will have an impact on repurchases. According to (Kotler, 2018) Trust Icon Corporate is the willingness of consumers to trust a brand with all its risks because of the expectation in their minds that the brand will provide positive results to consumers so that it will cause loyalty to a brand. Consumer trust in the brand is very important for companies to be able to establish good relationships with consumers and maintain consumer trust.

Research gap in this study is research conducted by (Wibisono & , 2016) in the title "The Effect of Service Marketing on Customer Satisfaction at JNE Bandung Branch" stated that based on the results of the F test it can be seen that service marketing simultaneously has a significant simultaneous effect on customer satisfaction. In contrast to the research conducted by (Haryanto & Sektiyaningsih, 2021) in a study entitled "Analysis of Service Marketing and Trust in Customer Satisfaction on BUS Charter Wisata PT. Hiba Utama Jakarta" which states that in statistical tests state that service marketing has an insignificant effect on customer satisfaction. Furthermore, research gap the variable of referral marketing in research conducted by (Asriyati, 2020) in the title "The Effect of Referral Marketing on Consumer Satisfaction with Purchasing Decisions as a Mediating Variable (Case Study on Warung Bakso and Soto Sami Asih Pak Birin Purwokerto)" stated that referral marketing did not have a significant effect on consumer decisions. Very different from the research conducted by Agnes Dwita Susilawati, Ahmad Hanfan, and Fetalia Haryanti Anugrah in the title "The Influence of Brand Image, Brand Ambassador, Referral Marketing, and Testimonials in Social Media on Purchasing Decisions (Survey on Sulthanah hijab stores in Tegal city)" stated that based on problem formulation, hypothesis, and data analysis through the help of the SPSS 22 program.

Referral marketing positively affects purchasing decisions. Research gap variable trust icon corporate in a research conducted by (Anam et al., 2020) entitled "The Effect of Product Quality, Price and Trust Icon Corporate on the Purchasing Decision of Citra Brand Hand and Body Lotion Products (Case Study on IAIN Salatiga Students)" stated that trust icon corporate partially has a positive and significant effect on purchasing decisions. In contrast to the research entitled "The Effect of Price, Trust Icon Corporate and Product Quality on the Purchasing Decision of Branded Drug Products at PT. Bernofarm" conducted by (Anggriani & Husna, 2019) states that trust icon corporate has a positive but not significant effect on purchasing decisions.

The gap phenomenon that occurred at Bank Jatim Sememi Surabaya Regional Branch is still not consistent in implementing service marketing to its customers even though employees have provided marketing services well but some customers still do not feel fully. After making a transaction, some customers are still left without a re-communication relationship. This can affect the implementation of radical marketing and captivate the hearts of customers to obtain customer satisfaction. Moreover, the trust icon corporation that has been applied to customers well but some customers still cannot feel well and is very necessary to lift the rating from customers in Bank Jatim Sememi Region Surabaya so that they remain trusted and satisfied customers will make repurchases. Still cutting down Bank Jatim Sememi Region Surabaya chooses to implement marketing strategies so that the realization of radical marketing and affecting customer satisfaction is something that can reduce the trust icon of Bank Jatim Sememi Region Surabaya from temporary observations that only a few customers who make repurchases at Bank Jatim Sememi Region Surabaya this may happen because of the inconsistency of Bank Jatim Sememi Region Surabaya in carrying out services marketing and lack of education towards trust icon corporate, this also affects the non-occurrence of good marketing referrals. Some customers or consumers of Bank Jatim Sememi Region Surabaya who have used these products/services do not make marketing referrals to other potential consumers who want or will use the products/services of Bank Jatim Sememi Region Surabaya customers or consumers who have made purchases just to use without suggesting or affecting customers to use products/services of Bank Jatim Sememi Region Surabaya. This is in accordance with the UWP Research strategic plan, namely in the field of Managing Innovation & Creative Industry and research topics in Business Management/ Organizations and Creative Industries. Problem Formulation

Is there any influence of Model Service Marketing, Referral Marketing, Trust Icon Corporate on Radical Marketing through Customer Satisfaction at Bank Jatim Sememi Region Branch Surabaya.

A. Research Objectives

The purpose of this study aims to contribute a model and develop a research model in order to get good research results. Research Benefits

The results of this study are expected to provide benefits and become input to improve the quality of good relations to customers and as an evaluation on improving company development in determining marketing policies and strategies.

II. METHODOLOGY

A. Types of Research and Research Approaches

This type of research is explanatory research with a quantitative approach. Explanatory research is research that explains the causal relationship between research variables through hypothesis testing. This type of research is to test the proposed hypothesis, so that by hypothesis testing it will be known to be significant between the influence of free variables on bound variables according to (Sugiyono, 2018) quantitative approach is referred to as the positivistic method because it is based on the philosophy of positivism, used to research certain populations and samples, collect and use research instruments, data analysis is quantitative / statistical, with the aim of testing predetermined hypotheses.

B. Data collection methods and research instruments.

Data collection techniques are a step that is perfectly field research, because the main purpose of the research is data collection. By conducting a live reviewer of the institution that is the object to get the primary studies, documentation.

C. Research Instruments

Here is the likert scale used in this study, Each answer point has a different score, namely: for STS answers have a score of (1), TS answers have a score of (2), S answers have a score of (3), and SS answers have a score of (4). This method is used so that researchers can find out and have data regarding the assessment given to respondents so that conclusions can be drawn.(Sugiyono, 2018).

D. Research Location

The research was conducted at the analysis unit of Bank Jatim Sememi Surabaya Branch or PT. East Java Regional Development Bank: Address: Jl. Raya Sememi No. 1: Kab / Kota: Surabaya: Tel. No. ☎ 031-57431301.

E. Data Analysis Techniques

1. Partial Least Square (PLS)

In this test, the researcher used the modeling analysis of the PLS structural equation (Partial Least Square). Through the PLS approach (variant-based), it is assumed that all calculated variants are useful for explanation. The approach of estimating latent variables in PLS (Partial Least Square) is as a linear combination of indicators, so as to avoid indeterminacy problems and produce the right component score. (Solimun, 2017). By using an iterative algorithm consisting of several analyses with the ordinary least square method, the identification problem is not a problem, because the model is recursive. The PLS (Partial Least Square) approach is based on a shift in analysis from measuring the estimated parameters of the model to the relevant predictive measurements.

Table 1. Path Coefficient Direct Effect Testing

<i>Variabel</i>	<i>Original Sample</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Service Marketing -> Radical Marketing</i>	<i>0.379</i>	<i>2.582</i>	<i>0.014</i>
<i>Referral Marketing -> Radical Marketing</i>	<i>0.193</i>	<i>2.022</i>	<i>0.007</i>
<i>Trust Icon Corporate -> Radical Marketing</i>	<i>0.341</i>	<i>2.268</i>	<i>0.024</i>
<i>Service Marketing -> Customer Satisfaction</i>	<i>0.031</i>	<i>0.379</i>	<i>0.705</i>

<i>Referral Marketing -> Customer Satisfaction</i>	0.762	12.289	0.000
<i>Trust Icon Corporate -> Customer Satisfaction</i>	0.095	1.147	0.252
<i>Radical Marketing -> Customer Satisfaction</i>	0.191	2.787	0.006

Based on the results of the path coefficient test in the table above, it can be used to prove the research hypothesis as follows:

a. The effect of service marketing on radical marketing

In the table above, it can be seen that service marketing has a positive and significant influence on radical marketing, with a parameter coefficient value of 0.379. This can be seen from the path coefficient results which show a T-statistical value of 2,582 > 1.96 and a p-value of 0.014 < 0.05. Based on these statistical calculations, it can be concluded that service marketing has a significant effect on radical marketing in this study sample, so that H1 which states that service marketing affects radical marketing is accepted (supported).

b. The influence of referral marketing on radical marketing

In the table above, it can be seen that referral marketing has a positive and significant influence on radical marketing, with a parameter coefficient value of 0.193. This can be seen from the results of the path coefficient which shows a T-statistical value of 2,022 > 1.96 and a p-value of 0.007 < 0.05. Based on these statistical calculations, it can be concluded that referral marketing has a significant effect on radical marketing in this study sample, so that H2 which states that referral marketing affects radical marketing is accepted (supported).

c. The influence of trust icon corporate on radical marketing

In the table above, it can be seen that trust icon corporate has a positive and significant influence on radical marketing, with a parameter coefficient value of 0.341. This can be seen from the results of the path coefficient which shows a T-statistical value of 2,268 > 1.96 and a p-value of 0.024 < 0.05. Based on these statistical calculations, it can be concluded that trust icon corporate has a significant effect on radical marketing in this study sample, so that H3 which states that trust icon corporate affects radical marketing is accepted (supported).

d. The effect of service marketing on customer satisfaction

In the table above, it can be seen that service marketing has a positive and insignificant influence on customer satisfaction, with a parameter coefficient value of 0.031. This can be seen from the results of the path coefficient which shows the T-statistical value of 0.379 < 1.96 and the p-value of 0.705 > 0.05. Based on these statistical calculations, it can be concluded that service marketing does not have a significant effect on customer satisfaction in this study sample, so that H4 which states that service marketing affects customer satisfaction is rejected (not supported).

e. The effect of referral marketing on customer satisfaction

In the table above, it can be seen that referral marketing has a positive and significant influence on customer satisfaction, with a parameter coefficient value of 0.762. This can be seen from the results of the path coefficient which shows a T-statistical value of 12,289 > 1.96 and a p-value of 0.000 < 0.05. Based on these statistical calculations, it can be concluded that referral marketing has a significant effect on customer satisfaction in this study sample, so that H5 which states that referral marketing affects customer satisfaction is accepted (supported).

f. The effect of trust icon corporate on customer satisfaction

In the table above, it can be seen that trust icon corporate has a positive and insignificant influence on customer satisfaction, with a parameter coefficient value of 0.095. This can be seen from the results of the path coefficient which shows a T-statistical value of 1,147 < 1.96 and a p-value of 0.252 > 0.05. Based on these statistical calculations, it can be concluded that the trust icon corporate does not have a significant influence on customer satisfaction in this study sample, so that H6 which states that the trust icon corporate affects customer satisfaction is rejected (not supported).

g. The effect of radical marketing on customer satisfaction

In the table above, it can be seen that radical marketing has a positive and significant influence on customer satisfaction, with a parameter coefficient value of 0.191. This can be seen from the results of the path

coefficient which shows a T-statistical value of $2,787 > 1.96$ and a p-value of $0.006 < 0.05$. Based on these statistical calculations, it can be concluded that radical marketing has a significant effect on customer satisfaction in this study sample, so that H7 which states that radical marketing affects customer satisfaction is accepted (supported).

Table 2 : Path Coefficient In Direct Effect Testing

<i>Variabel</i>	<i>Original Sample</i>	<i>T Statistics</i>	<i>P Values</i>
<i>Service Marketing -> Radical Marketing -> Customer Satisfaction</i>	<i>0.072</i>	<i>0.950</i>	<i>0.343</i>
<i>Referral Marketing -> Radical Marketing -> Customer Satisfaction</i>	<i>0.037</i>	<i>0.839</i>	<i>0.402</i>
<i>Trust Icon Corporate -> Radical Marketing -> Customer Satisfaction</i>	<i>0.065</i>	<i>1.681</i>	<i>0.093</i>

Based on the results of the path coefficient test, indirect effect in the table above, it can be explained as follows:

a. The effect of service marketing on customer satisfaction which is mediated by radical marketing

In the table above, it can be explained that radical marketing is able to mediate positively and insignificantly on the relationship between service marketing and fitness. This can be calculated from the results of obtaining the value of the parameter coefficient, which is 0.072. In addition, an insignificant influence can be seen from the T-statistical value of $0.950 < 1.96$ and the p-value of $0.343 > 0.05$. Based on these statistical calculations, it can be concluded that radical marketing is indirectly unable to mediate significantly on the relationship of service marketing and customer satisfaction in this study sample.

b. The effect of referral marketing on customer satisfaction mediated by radical marketing

In the table above, it can be explained that radical marketing is able to mediate positively and insignificantly on the relationship between referral marketing and customer satisfaction. This can be calculated from the results of obtaining the value of the parameter coefficient, which is 0.037. In addition, an insignificant influence can be seen from the T- statistical value of $0.839 < 1.96$ and the p-value of $0.402 > 0.05$. Based on these statistical calculations, it can be concluded that radical marketing is indirectly unable to mediate significantly in the relationship of referral marketing and customer satisfaction in this study sample.

c. The effect of trust icon corporate on customer satisfaction which is mediated by radical marketing

In the table above, it can be explained that radical marketing is able to mediate positively and insignificantly on the relationship between trust icon corporate and customer satisfaction. This can be calculated from the results of obtaining the value of the parameter coefficient, which is 0.065. In addition, an insignificant influence can be seen from the T-statistical value of $1,681 < 1.96$ and the p-value of $0.093 > 0.05$. Based on these statistical calculations, it can be concluded that radical marketing is indirectly unable to mediate significantly on the relationship of trust icon corporate and customer satisfaction in this study sample.

III. RESULT AND DISCUSSION

Service Marketing does not directly affect Customer Satisfaction, Referral Marketing has a direct effect on Customer Satisfaction, Trust Icon Corporate does not directly affect Customer Satisfaction, Service Marketing has a direct effect on Radical Marketing, Referral Marketing has a direct effect on Radical Marketing, Trust Icon Corporate directly affects Radical Marketing. Furthermore, Service Marketing does not have an indirect effect on Radical Marketing through Customer Satisfaction. Furthermore, Radical Marketing does not have an indirect effect on Radical Marketing through Customer Satisfaction. Furthermore, Trust Icon Corporate does not indirectly affect Radical Marketing through Customer Satisfaction. For Bank Jatim Sememi Surabaya Branch, from the results of research, the Service Marketing variable has an insignificant effect on Customer Satisfaction. Therefore, Bank Jatim Sememi Surabaya Branch should pay more attention to these variables so that customers of Bank Jatim Sememi Surabaya Branch get satisfaction, by for example educating employees of Bank Jatim Sememi Surabaya Branch to be more friendly and polite to customers, then maintaining the cleanliness and neatness of the workshop is also important so that when customers come to Bank Jatim Sememi Branch

Surabaya feel comfortable, and no less important is to provide supporting facilities such as free internet network, free warm coffee for customers and a comfortable waiting room. Then the next suggestion from the results of the study was obtained from the results of the Trust Icon Corporate variable having an insignificant effect on Customer Satisfaction, then Bank Jatim Sememi Surabaya Branch must evaluate the variable. By for example responding well and quickly when customers have complaints, so that after complaints are handled, customers feel satisfaction with the services that have been provided by Bank Jatim Sememi Surabaya Branch, then to increase the variable Trust Icon Corporate can also be done, for example, promotions through social media and other online media, so that customers can more quickly get the right information related to promos and product information of Bank Jatim Branch Sememi Surabaya .

V. SUGGESTIONS

The new findings in the study are that this research model from Radical Marketing and Customer Satisfaction can be more effectively used to detect customers at Bank Jatim Sememi region branch of Surabaya, empirically these variables can further encourage customers to become more loyal customers and can be more active in distributing their experience in using transactions at the Bank and can have a higher level of customer satisfaction. Research Development can further develop radical marketing and customer satisfaction variables by supporting the development of other variables so as to increase contributions in science in research. For researchers, this research cannot be separated from the limitations of research, namely in this study it only looks at some important variables that can affect these exogenous variables, both independent variables and mediators so that future research is expected to add variables that may have a greater influence in increasing radical marketing and customer satisfaction.

REFERENCE

- Anam, M. S., Nadila, D. L., Anindita, T. A., & Rosia, R. (2020). Pengaruh Kualitas Produk, Harga dan Trust Icon Corporate terhadap Keputusan Pembelian Produk Hand and Body Lotion Merek Citra. *Jesya (Jurnal Ekonomi & Ekonomi Syariah)*, 4(1), 120–136. <https://doi.org/10.36778/jesya.v4i1.277>
- Anggriani, F., & Husna, N. (2019). Pengaruh Harga, Brand Image dan Kualitas Produk Terhadap Keputusan Pembelian Produk obat bermerek pada PT. Bernofarm. *Jurnal Manajemen Universitas Bung Hatta*, 14(1), 13–19.
- Armstrong, G. (2018). *Prinsip-prinsip Pemasaran*. Erlangga, Jakarta.
- Asriyati. (2020). *Pengaruh Word of Mouth Marketing (Wom) Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Pemediasi*. 82.
- Christopher Lovelock, Paul Patterson, J. W. (2020). *Services Marketing Prentice-Hall series in Marketing*. Iowa Department for the Blind.
- Haryanto, D., & Sektiyaningsih, I. S. (2021). *Kepercayaan Terhadap Kepuasan Konsumen Pada Bus Carter Wisata Pt . Hiba Utama Jakarta Analysis of Service Quality and Trust on Customer Satisfaction in Bus Carter Tourism PT . Main Hiba Jakarta*. 07(01).
- Kotler, P. and K. L. K. (2018). *Manajemen Pemasaran*. McGraw-Hill/Irwin.
- Raymond P. Fisk, Stephen J. Grove, J. J. (2018). *Services Marketing Interactive Approach*. Cengage Learning.
- Solimun, (2017). (2017). *Modul Pelatihan Aplikasi Software Smart PLS dan AMOS, Fakultas MIPA dan Program Pascasarjana, Universitas Brawijaya Malang*.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta. S.,
- Valarie A. Zeithaml, Mary Jo Bitner, D. D. G. (2019). *Service Marketing*. McGraw-Hill Higher Education.
- Wibisono, A., & , S. (2016). Pengaruh Kualitas Jasa Pelayanan Terhadap Kepuasan Pelanggan. *PERFORMANCE “ Jurnal Bisnis & Akuntansi,”* 6(2), 32. <https://doi.org/10.24929/feb.v6i2.268>