The Role Of Relationship Marketing, Word Of Mouth, Customer Delight In Building Customer Satisfaction And Loyalty : Systematic Literature Review

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Abstract: The dynamics of consumer behavior in the development of technology and information makes consumer customers have greater access to information and communication channels in referencing what they want and a deep understanding of how various elements. Customers have become very active in choosing what they need and sorting out what they want. This literature study describes the Role of Relationship Marketing Variables, Word Of Mouth, Customer Delight in building Customer Satisfaction And Loyalty whose purpose is to understand how these various elements influence each other in the modern marketing context. 200 articles found through the Publish Perish journal search tool, the Google website with Scopus indexed journal searches, with a combination of Copernicus indexed journal searches, Sinta, local Indonesian and foreign journals. After that, identify relevant literature with the results of 30 relevant articles in the review and discussion. The analysis in this journal is Descriptive analysis, where the results of the literature review are grouped with several categories and then discussed and analyzed descriptively. With the adoption of modeling using the PRISMA Flow Diagram tool. The results of the study conducted that. The result is that all the results of the Journal Literature Review carried out use quantitative research types with data analysis carried out using SEM PLS 22 Journals. Multiple Regression Analysis 5 Journals. Meanwhile, exploratory analysis factors, content analysis techniques, non-experimental and crosssectional each 1. In general, the results of the journal review research conducted by examining the role of each variable and looking for the influence of Relationship marketing variables, Word Of Mouth, Customer Delight in building Customer Satisfaction and Customer Loyalty have an influence between variables. The rest of the research shows different results with the results of negative and insignificant influence between variables.

Keyword: Keywords: Relationship Marketing, Word Of Mouth, Customer Delight, Customer Satisfaction & Customer Loyalty.

INTRODUCTION

The dynamism of consumer behavior in the development of technology and information makes consumer customers have greater access to information and communication channels in referencing what they want and a deep understanding of how various elements. Customers become very active in choosing what they need and sorting out what they want. In an increasingly competitive business world, understanding how to build and maintain strong relationships with customers is very important. Companies must be able to develop more effective marketing strategies to increase customer satisfaction and loyalty. In the process to maintain the sustainability of business ventures, they need the right strategy (Najib Et Al, 2024). This literature study describes a literature study on the role of Relationship Marketing Variables, Word Of Mouth, Customer Delight in building Customer Satisfaction And Loyalty whose purpose is to understand how these various elements influence each other in the context of modern marketing. The background of this research focuses on the importance of building strong relationships with customers and how these interactions can increase customer satisfaction and loyalty. Effective marketing approaches and strategies are crucial to attracting and retaining customers. Loyalty is particularly important, as loyal customers tend to contribute significantly to long-term revenue. Loyal customers often provide supportive feedback that can be the basis for innovation and service improvement. Loyalty is formed on the basis of customer satisfaction. According to Kotler (2021) Customer satisfaction is a feeling of pleasure or disappointment with the expected performance. In addition, according to Rahardjo & Yulianto (2021) customer satisfaction will arise if a customer's needs or desires can be maximally fulfilled in terms of the products or services offered that are of very good quality. In managing the development of long-term relationships with customers, the application of Relationship Marketing, which focuses on innovation and unique experiences, can attract customer attention. Relationship marketing aims to build long-term relationships that are mutually satisfying (Setiawan, 2020). Destiana Et Al (2021) explains that Relationship marketing is a strategy to get to know customers, so that companies can understand their needs and wants. Therefore, the company and customer Relationship Marketing strategy can generate positive experiences that encourage customers to return and recommend products or services to others. According to Tjiptono (2017), Referral Marketing is also a reference for customers, because customers find it difficult to evaluate a product that has not been experienced by themselves. The result of the product evaluation effort is a response from an emotion, which can strengthen the sense of consumer loyalty to the service provider called Customer Delight (Richard Et Al in Ayu and Tjokorda, 2020).

Effective marketing approaches and strategies have become very important to attract and retain consumers in today's competitive business environment. With increasing competition and changing consumer behavior, companies need to adopt various strategies that not only reach new customers but also build loyalty among existing customers. From the description above to clarify the results of the role of the variables and the relationship between variables, the researcher conducts a systematic literature review of various research topics related to the variables studied. In research conducted by Budi Et Al (2023) the results of an empirical study of the literature study View of 200 articles selecting 95 articles and continuing to analyze 23 relevant publication articles for analysis containing journal literature from 2011-2022 on Customer Loyalty articles. Research conducted by Jamaludin et al (2022), Rezky et al (2022), Rizan et al (2024), Joaquim (2024) with the result that Relationship Marketing has a positive and significant effect on customer loyalty . Research conducted by Sari (2017) with

the results of Relationship Marketing has no significant effect on customer satisfaction and loyalty. Research from Rahayu (2021), Nasir Et Al (2021), Marzan (2023) with the results of Referral Marketing has a positive and significant effect on customer loyalty, while research from Ahmudin & Dwi (2023) states that the results show that word of mouth has no effect on customer loyalty. Kim (2015); Febri And Agung (2021); Fatimah Lancen (2022) explained that Customer Delight has a Positive and Significant Effect on Customer Loyalty but Ramadhani (2023) The results showed that Customer Delight has a Negative and insignificant effect on customer loyalty. From several theories and research, there are different research results related to the role of Relationship marketing, Word Of Mouth, Customer Delight in building Customer Satisfaction and Customer Loyalty.

METHOD

Systematic Literature View This view uses a systematic approach. Systematically the first thing to do is to search for relevant articles by doing searches related to Relationship marketing, Word Of Mouth, Customer Delight, Customer Satisfaction and Customer Loyalty. There are 200 articles found through the Publish Perish journal search tool, the Google website with Scopus indexed journal searches, with a combination of Copernicus indexed journal searches, Sinta, local Indonesian and foreign journals. After that, identify relevant literature with the results of 30 relevant articles in the review and discussion. The analysis in this journal is Descriptive analysis, where the results of the literature review are grouped with several categories and then discussed and analyzed descriptively. With the adoption of modeling using the PRISMA Flow Diagram tool.
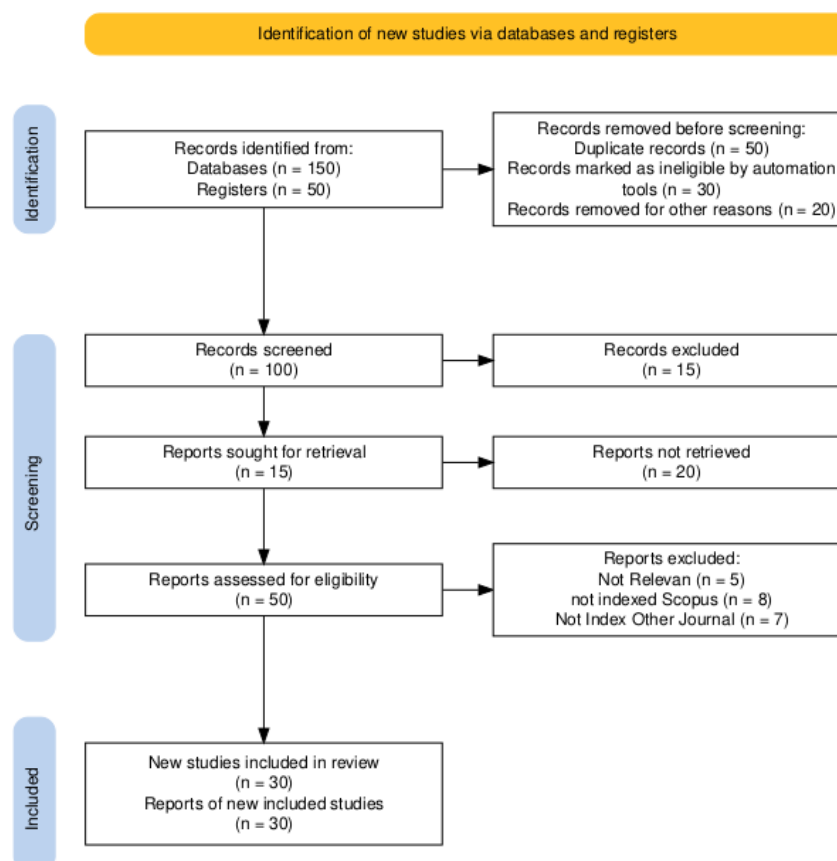

Figure 1. PRISMA Flow Diagram of Screening tool

RESULT AND DISCUSSION

From the results of the analysis, researchers categorized the results of the analysis with the aim of making it easier to understand research topics related to The role of Relationship marketing, Word Of Mouth, Customer Delight in building Customer Satisfaction and Customer Loyalty.

Category Type of Research The following data is based on table 1 where the research categories are Qualitative and Quantitative.

Tabel 1. Categories of Research Types

No	Research Type	Author	Amount
1	Qualitative	-	0
2	Quantitative	Nasir Et Al(2023),Lee Et Al (2019), Gonzalez Et Al (2023) Fatimah (2022), Darmayasa Et Al (2022), Yang Et Al (2017), Endang Et Al (2023), Hotman (2017), Sulawati (2023), Iqbal dan Ahdia (2021), Santiago Et Al (2023), La & Yi (2015), Eka Et Al (2023), Anabela (2023), Rizan Et Al (2014), Sugarda Et Al (2023), Luthfi dan Nabhan (2023), Obinna Et Al (2017), Linus Et Al (2024) , Roby Et Al (2024), Christian, (2017), Vina Et Al (2023), Silvia And Julio (2022), Opaleye (2023), Karim Et Al (2020), Afolayan (2024) Murninh Et Al (2024), Gracelia Et Al (2024), Rozak Et Al (2022), Purwanto Et Al (2020)	30 Journals
	Amount	30 Journals	100%

From the statement in table 1. The result is that all the results of the Journal Literature Review conducted all journal references analyzed use quantitative research types. No type of research using qualitative was conducted.

Data Analysis Categories on table 2 where the research categories are "Type of data analysis".

Table 2. Type Of Data Analysis

No	Type of data analysis	Author	Amount
1	Sem PLS	Nasir Et Al(2023), Gonzalez Et Al (2023) Fatimah (2022), Darmayasa Et Al (2022), Yang Et Al (2017), Hotman (2017), Sulawati (2023), Iqbal dan Ahdia (2021), Santiago Et Al (2023),), Anabela (2023), Rizan Et Al (2014), Sugarda Et Al (2023), Luthfi dan Nabhan (2023), Linus Et Al (2024) , Roby Et Al (2024), Christian, (2017), Vina Et Al (2023), Opaleye (2023), Murninh Et Al (2024), Gracelia Et Al (2024), Rozak Et Al (2022), Purwanto Et Al (2020)-	22 Journals

2	Multiple Regression Analysis	Endang Et Al (2023), Eka Et Al (2023), Obinna Et Al (2017), Karim Et Al (2020), Afolayan (2024)	5 Journals
3	exploratory factor analysis	Lee Et Al (2019),	1 Journals
4	tehnic content analysis	La & Yi (2015	1 Journals
5	Non-eksperimental dan cross-sectional.	Silvia And Julio (2022),	1 Journals
	Amount		30 Journals

From the statement in table 2, the result is that all the results of the Journal Literature Review conducted using SEM PLS are 22 Journals. Journals with data analysis using multiple regression analysis 5 journals. Meanwhile, journal references that use exploratory factor analysis 1 journal. This shows that many research reference journals use PLS SEM Where research using PLS SEM is assumed that researchers want to explore complex relationships between variables without having to fulfill the strict assumptions of other statistical methods. With the ability to handle non-normal data and small sample sizes, PLS SEM is a popular choice among researchers. While for research using other data analysis, it is an option related to the problem of researching Customer Loyalty and Customer Satisfaction, where the difference in use and selection between SEM PLS and other analytical methods is strongly influenced by the research context, the type of data used, and the analysis objectives to be achieved.

Journal Indexing Categories

Table 3. Journal Indexing Categories

No	Index Journals	Author	Amount
1	Scopus	Nasir Et Al(2023), Lee Et Al (2019), Gonzalez Et Al (2023) Fatimah (2022), Yang Et Al (2017), Hotman (2017), Sulawati (2023), Santiago Et Al (2023),), Anabela (2023), Rizan Et Al (2014Murninh Et Al (2024), Gracelia Et Al (2024), Purwanto Et Al (2020)-	14 Journals
2	Copernicus	Endang Et Al (2023), Karim Et Al (2020), Afolayan (2024)	3 Journals
	Sinta	Iqbal dan Ahdia (2021), Eka Et Al (2023), Sugarda Et Al (2023), Luthfi dan Nabhan (2023), Linus Et Al (2024) ,	5 Journals
	Other Journals / Non Indexing	Darmayasa Et Al (2022), Silvia And Julio (2022), Obinna Et Al (2017), Roby Et Al (2024), Christian, (2017),), Vina Et Al (2023), Opaleye (2023), Rozak Et Al (2022),	8 Journals

In the review of research journal results, there are 14 Scopus indexed journals, 3 Copernicus indexed journals, 5 Sinta indexed journals and 8 journals indexed by local journals in each country and Indonesia.

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Research According to Eka Et Al (2023) Where the Customer Satisfaction Variable becomes a moderating variable to strengthen the relationship between variables of the dependent variable Customer Loyalty. Most of the results of this research study state that Relationship Marketing has an effect on Customer Loyalty, as for some dissertation research with mediation by the influence of customer satisfaction. This is evidenced by the research of Lee Et Al (2019), Darmayasa Et Al (2022), Yang Et Al (2017), Hotman (2017), Sulawati (2023), Iqbal (2021), Santiago (2023), La & Yi (2015), Anabela (2023) Rizan Et Al (2014), Obinna (2017), Roby (2024), Luthfi and Nabhan (2023), Vina Et Al (2023), Silvio & Julian (2022), Oppenheimer (2023), Vina Et Al (2023), Vina Et Al (2023), Vina Et Al (2023), Silvio & Julian (2022). Julian (2022), Opaleye (2023), Afolayan (2024), Rozak Et Al (2020) the results state that Relationship Marketing has a positive and significant effect on Customer Loyalty, and several journals have several Loyalty variables that have an effect and mediate. In contrast to research conducted by Karim Et Al (2020) which states that Relationship Marketing has a negative and insignificant effect on customer loyalty. There is also research related to Relationship Marketing with Word Of mouth which affects Customer Loyalty, the results of research conducted by Linus (2024) where Relationship and Word Of Mouth affect Customer Loyalty. For the Word Of mouth variable which plays a role in increasing customer loyalty and several studies have been conducted with the mediating influence of customer satisfaction, as evidenced by research conducted by Nasir Et Al (2023) whose results state that Customer Satisfaction and Customer Loyalty have a positive effect on repurchase intentions and word-of-mouth. Customer satisfaction acts as a mediator between after-sales service and repurchase intentions and word-of-mouth. Research conducted by Gonzalez (2023) also presents the same results where WOM has a significant positive effect on supermarket customer loyalty in Spain and Chile. Purwanto (2020) conducted research on the effect of WOM on Customer Loyalty with the results that WOM has an effect on Customer Loyalty. Research conducted by Endang Et Al (2023) also presents different results with the results of customer satisfaction having a positive and significant effect on customer loyalty. Word Of mouth has a positive, but insignificant effect on customer loyalty. In contrast to Gracelia (2024) whose research results explain the results of word of mouth have an insignificant effect on customer loyalty. The role of the Customer Delight variable with customer loyalty and several studies conducted, there is also customer satisfaction as a mediating variable conducted by Fatimah (2021) with the results showing that customer satisfaction and customer delight have a significant effect on customer retention and loyalty. Research conducted by Sugarda Et Al (2023) the results show that Customer Delight Affects on Customer Loyalty. Christian (2017) conducted research with the journal results, namely Customer Delight has the most influence on customer loyalty.

CONCLUSION

Various references and sources from journals that have been reviewed and systematic literature view with the results of the research that the role of several variables such as Relationship Marketing, Word Of Mouth and Customer Delight shows that creating the key to achieving customer satisfaction and loyalty in the context of modern marketing has been described through the results of research by analyzing the literature that shows the role between each variable Relationship marketing, Word Of Mouth, Customer Delight, Customer Satisfaction and Customer Loyalty. Business competition is very tight and dynamic consumer behavior makes business people must really implement a good marketing strategy. From the results of this SLR, it is hoped that Relationship marketing, Word Of Mouth and Customer Delight will really be a significant influence on the Loyalty variable with the influence of Satisfaction as mediation or moderation.

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