RELATIONSHIP MARKETING AND MARKETING MIX OF CUSTOMER VALUE AND BRAND IMAGE AND ITS IMPACT ON CUSTOMER TRUST
(Case Study On Business Service Cellular Telecommunications Services In Indonesia)

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Abstract

This study aims to determine, assess and analyze (1) the correlation between relationship marketing, marketing strategy and marketing mix at the Cellular Operators in Indonesia, (2) the influence of relationship marketing, marketing strategy and marketing mix on customer value in the carrier in Indonesia, (3) the influence of relationship marketing, marketing strategy and marketing mix of the brand image of the carrier in Indonesia, (4) the effect of customer value and brand image on customer trust in the Cellular operator in Indonesia.

This study uses explanatory survey, as it will explain the relationship between the variables studied. While the type of relationship between the variables used in this study are causality independent variable/independent variables affect dependent variable/dependent variable. Explanatory research refers to the hypothesis that will be tested against the phenomena that occur. While analyzing the relationships between variables in the indicator, variable research, and his error approach used SEM (Structural Equation Modeling). To obtain latent variable data (unobservable variables), each variable first translated into indicators or manifest a reflection of the concept that can be observed or measured directly (observable variable).

Based on the survey results revealed that (1) There is a positive correlation between relationship marketing and the marketing mix in the Cellular Operator in Indonesia, (2) Relationship marketing, and marketing mix to influence the customer value carrier in Indonesia. (3) Relationship marketing, and marketing mix affect the brand image of the carrier in Indonesia, (4) Customer value and brand image influence the customer trusts the carrier in Indonesia Both partially and simultaneously. This means that customer trust in a service industry is largely determined by the value and image of the company. If the service company can provide more value to customers and can optimize the positive image of the customer's trust in the managed services industry can be increased.

Keyword: Relationship Marketing, Marketing Mix, Customer Value, Brand Image, Customer Trust
INTRODUCTION

The telecommunications industry is one of the most competitive business industry and is growing rapidly at this time. Communication is not only used as a means of exchanging messages of a communicator to communicant also interact and relate to each other between a person and another person. In line with the development of the business world, competition between companies is also increasing. Therefore, every company is required to manage their business as possible to be able to create a competitive advantage and can grow and survive so successfully win the competition and earn a profit. This means that companies must establish appropriate competitive strategy for the company.

In the current era of globalization there is a change in the paradigm of a more focused marketing to be able to satisfy the customer, one of the new approach used is relationship marketing, relationship between seller and buyer are built through long-term relationships both in the marketing of products and services (Wilson in Shammout, 2007). The business world is very competitive, especially in the field of telecommunications and information services, making service providers strive to acquire customers. Growth in the number of mobile cellular telecommunication service subscribers are also higher than the growth in the number of customers fixed telecommunications services.

The company is an important player in the service of Global System for Mobile (GSM), among others, Telkomsel, Indosat and Exelcomindo Primary. Telkomsel has the largest enterprise customers that in 2009 as many as 55% of the total cellular subscribers in Indonesia, while the company had a number of customers by 33% of customers and customer Exelcomindo 12% of the total cellular subscribers in Indonesia.

In recent periods occurred an interesting phenomenon, where a change in a significant market share in the telecommunications business, where the increase in operating revenues that had been dominated by mobile services, it is now dominated by services increased revenue MIDI (Multimedia Services, Data
Communications, and the Internet). The Company generates revenue primarily through the provision of cellular services, MIDI and telecommunications equipment (especially international long-distance).

Growth in revenues from MIDI services company within the past year PT. 12.30% of Indosat, PT. Telkomsel 34.88%, and PT. XL Axiata 23%. This suggests the occurrence of a significant shift in the market. This phenomenon is made possible by a variety of modern applications of social media communications that allows customers to make voice calls, video calls and messages through the Internet. So this is a decrease in the use of cellular services presentense. Although the contribution of voice and SMS is still large, but continues down the percentage. While broadband data and digital services to the contrary, increased rapidly.

Telecommunications companies to obtain cellular services operating revenues from charging for mobile usage, value-added features, monthly subscription revenues, sales of wireless broadband modems and cellular handsets, and connection fees and interconnection services from other telecommunications providers and tower rental income. While MIDI services operating revenues primarily from Internet services, IP VPN services, high speed leased lines and frame relay, digital data network services and satellite services as well as world link and direct link. In fixed telecommunications services include international long distance services, fixed wireless services and fixed line services.

With the occurrence of a significant market shift requires cellular company's ability to exist in an environment of fierce competition to win the competition. Mobile operators are well aware can no longer rely on revenue from traditional telecommunications services such as voice and SMS that have entered the red ocean in recent years.

Business competition in telecommunications have led companies to innovate experiencing slow reduction in customer sizeable amount. Up and down the number of subscribers to the mobile industry that often befall. For example, PT. Indosat, the second largest mobile operator in Indonesia has recorded a decrease in the number of customers in the first quarter of 2013 by 4.4%
compared to the last quarter of 2012, PT. Indosat in the first quarter of 2013 recorded a subscriber base of 55.9 million, down 4.4% compared to the fourth quarter of 2012 which managed to record 58.5 million subscribers.

In boost customers' confidence in the products or services offered by the company, in addition to good relationships and customer value, brand image also gives a vital role. According Simamora (2011: 47-48) brand image is an enduring perception, and formed through experience, and its relatively consistent. Because the attitudes and actions of consumers towards a brand is determined by the brand image, in other words, the brand image is one of the important elements that encourage consumers to buy or use a service. The better the brand image that is attached to a product / service that the consumer will be more interested to use, because customer assume that a product / service with a trusted brand image that has more give the consumer a sense of security when using it.

To communicate the brand image to customers relationship marketing has an important role. This forms the basis for the concept of relationship marketing to be developed in the face of competition in the sphere of business services for cellular telecommunications services in Indonesia. In building a relationship marketing should note two things are the key factor, namely: trust and commitment from all parties involved in the activity that. In order relational marketing undertaken by the company can be run well to note also the understanding of relationship marketing in telecommunication services from the viewpoint of the customer. For the customer, to be able to engage in relationship marketing is also necessary to have the confidence and commitment. Therefore, understanding the relationship marketing field of mobile telecommunications services business service from the customer's point is the emergence of trust and commitment. However, that relationship marketing can be implemented, then the customer must be motivated to make a relationship (relationship).

Based on these problems, this study aims to determine, assess and analyze (1) the correlation between relationship marketing, marketing strategy and marketing mix to the Cellular Operators in Indonesia, (2) the influence of relationship marketing, marketing strategy and marketing mix on customer value
in the Cellular Operator in Indonesia, (3) the influence of relationship marketing, marketing strategy and marketing mix of the brand image of the carrier in Indonesia, (4) the effect of customer value and brand image on customer trust in the Cellular operator in Indonesia.

LITERATURE STUDY

Relationship Marketing

According to Chan (2003) relationship marketing is a marketing system that is increasingly in demand by marketers, for marketers began to realize that marketing communications are carried out in one direction and addressed to all people is no longer adequate because of the increasingly high expectations of consumers from time to time.

Grönroos (2004: 9) gives a broad definition of relationship Marketing that is: “Identify and establish, maintain and enhance and, when necessary, terminate relationships with customers and other stakeholders, at a profit so that the objectives of all parties involved are met; and this is done by mutual exchange and fulfillment of promises”.

According to Kotler and Keller (2009: 9) relationship marketing is the process of creating, maintaining and strengthening, the value of relationships with customers and third-party stakeholders. Furthermore, Kotler and Keller (2009: 13) states that relationship marketing has the aim to build a long-term relationship that is mutually satisfactory between the parties who have an interest-customers, suppliers, distributor in order to generate and sustain a business. Relationship marketing builds economic strength, technique, and social relations among the parties that have an interest.

Marketing Mix

Marketing mix is a combination of variables or activities that are at the core of marketing system, where variables can be controlled by the agency to influence consumer responses in the target market. Variable or activities should be combined and coordinated by institutions as effectively as possible, in its
marketing activities. Thus the institution not only has the best combination of activities, but also can coordinate various marketing mix variables, to implement effective marketing programs.

Service mix strategy is the development of the traditional marketing mix consists of Product, Price, Place, and Promotion. Which in its development increased to 9P with additional Power, Public Relations, Physical Evidence, Process and People. Last three elements namely Physical Evidence, Process and People is an element of the marketing mix that is specifically intended for field service.

In principle, everything that exists in the company is a commodity that can be offered to stakeholders, and to the success of an institution in the long run, then the agency must create services that satisfy the needs and wants of its customers. In order to create a satisfactory service is the agency creating or marketing mix. Kotler (2012: 107) states marketing mix as a set of controllable, tactical marketing tools that the firm blends to produce the result it wants in the target market.

**Customer Value**

Customer value or customer value according to Kotler and Keller (2009): “Customer Delivered Value is the difference between total customer value and total customer cost, Total Customer Cost is the bundle of benefits customer expect from a given product or service, Total Customer Cost is the bundle of cost customer expect to incur in evaluating, obtaining, using and disposing of the product or service”.

According to Zeithaml (2008), suggests the value of customers as consumers overall assessment of the utility of a product based on perceptions of what is received and what is given. Monroe (2000) argued that customer value is a tradeoff between customer perceptions of the quality or benefits of the product and the sacrifices made through the price paid. Anderson (2003) stated that customer value is the perceived worth in monetary units on a series of economic
benefits, technical, service, and social exchange for the price paid for a product, taking into account the supply and price of the available suppliers.

**Brand Image**

Brand Image is a representation of the overall perception of the brand and set of information and experiences with the brand's past. Affect the image of the brand in the form of beliefs and attitudes towards a brand preference. Consumers who have a positive image of a brand, would be more likely to make a purchase. (Graeff, 2006).

Brand image includes the knowledge and belief of brand attributes (Cognitive aspects), the consequences of use of such marks, and the appropriate use of the situation, as well as evaluations, feelings and emotions associated with the brand (affective aspect). Brand image is defined as consumer perceptions and preference toward the brand, as reflected by the wide range of brand associations in consumer memory. Although the brand association can occur in various forms but can be divided into performance and associated imagery associations related to the brand attributes and advantages. (Kapferer, 2008)

**Customer Trust**

Sirdeshmukh (2002: 17) reveals consumer trust as: "... the expectations held by the consumer that the service provider is dependable and can be relied on to deliver on its promises". Moorman (2003: 82) defines trust as: "Trust is defined as a willingness to Rely on an exchange partner in whom an has confidence".

Margan and Humt (2004: 23) argues "We conceptualize trust as existing when one party has confidence in an exchange partner's reliability and integrity". Trust is the belief of the parties regarding the intent and behavior of the other party. Thus consumer trust is defined as the expectation of consumers that hasa provider can be trusted or relied upon to fulfill his pledge (Sirdesmukh, 2002).

Trust is a certain attitude towards the other party in the transaction having a conviction that the people who believed it would meet all obligations as well as expected (Rofiq, 2007: 76).
Framework

The framework also called research paradigm is a picture of the relationship between variables-variables examined in the study. Based on the basic theory of relationship marketing, marketing mix, customer value, brand image and customer trust can be described framework/paradigm of research as follows:

![Figure 1 Paradigm Research](image)

**RESEARCH METHODOLOGY**

**Methods Used**

This study uses explanatory survey, as it will explain the relationship between the variables studied. While the type of relationship between the variables used in this study are causality independent variable/independent variables affect dependent variable/dependent variable. Explanatory research refers to the hypothesis that will be tested against the phenomena that occur. This study is based on cross-sectional character time coverage that reflects a description of a situation and phenomena that occur at a given moment of time in 2014.

Verification analysis used in this study is the Structural Equation Modeling (SEM). The reasons for selecting this method is its ability to measure the construct either directly or indirectly, is through the indicators and analyzes indicator variables, latent variables, the following measurement error.

Sources and Determination Method of Data/Information
Sources of data used in this study are primary data and secondary data. In this study primary data obtained directly from the questionnaires filled out by the respondents/sample. While secondary data is a source of research data obtained by finding and collecting materials from the company, the books are used as reference libraries supporting research, and other data required in the study were not cultivated directly by the researcher.

Sampling is a process of research respondents to choose an adequate number of members of elements of the population. Understanding of the samples may help researchers to identify the characteristics of the population. In this study, the number of samples taken in saturated/census. According Sugiyono (2002: 61-63), state that: "Sampling is the technique of determining the sample is saturated when all members of the population used as a sample. Other terms of the saturated sample is census. "Method saturated sample is sampling technique when all members of the population being sampled in use. In this study, the sample is saturated throughout the service business in the Indonesian Cellular Telecommunications services.

Data analysis

In analyzing the relationship between the variables indicators, research variables, and used his error approach to SEM (Structural Equation Modeling). To obtain latent variable data (unobservable variables), each variable first translated into indicators or manifest a reflection of the concept that can be observed or measured directly (observable variable). Each indicator is measured by the size of the answer rank ordinal scale.

Measurement of variables in this study performed through indicators or manifest which is a reflection of the concept (construct) to measure. Because the concept or the variable is not observed (measured) directly, it is called unobservable variable. While the indicators can be observed (measured) directly called observable variables.

A statistical technique that can be used to analyze simultaneously the indicator variables, latent variables (unobservable variables), and the
measurement error is structural equation modeling (equation structural modeling, SEM). With SEM can be analyzed:

a. Measurement equation
b. Structural equation
c. Reciprocal

Thus in the SEM, the parameter estimation is done simultaneously for all parameters. This is an advantage when compared with the SEM path analysis in estimating the parameters of partially done for each equation that forms the structural model.

Some of the conventions that apply in the SEM diagram is as follows:

a. Measurable variables (observed variables), depicted in a rectangular shape, the data must be sought through field research, such as the survey instrument.
b. Variable latent (unobservable variable or construct), depicted in the form of a circle or ellipse.
c. The relationship between variables asked with a line indicating the influence.

RESULTS AND DISCUSSION

1. Construct Analysis of Variable or Measurement Model

Data analysis techniques using SmartPLS three criteria for assessing the outer models of Convergent Validity, Discriminant Validity and Reliability Composite. Convergent validity of the measurement model with reflective indicators were assessed based on the correlation between the item score / component scores were estimated by PLS software. The size of individual reflexive said to be high if more than 0.70 correlated with the construct being measured. But according to Chin, 1998 (in Ghozali, 2006) to study the early stages of the development of the measurement scale loading value of 0.5 to 0.6 is considered quite adequate.

The results of the use of structural equation modeling using exogenous variables obtained smartPLS for the model in Figure 2 below:
The output above is presented in the table as follows:

**Table 1. Results of Analysis Measurement Model exogenous variables**

<table>
<thead>
<tr>
<th>Item</th>
<th>Factors Loding</th>
<th>T-Calculate</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Relationship</td>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Marketing</td>
<td>Mix</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₁₁ξ₁</td>
<td>0.367</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₁₂ξ₁</td>
<td>0.901</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₁₃ξ₁</td>
<td>0.868</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₁₄ξ₁</td>
<td>0.555</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₂₁ξ₂</td>
<td>0.827</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₂₂ξ₂</td>
<td>0.680</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₂₃ξ₂</td>
<td>0.873</td>
<td></td>
</tr>
<tr>
<td></td>
<td>X₂₄ξ₂</td>
<td>0.877</td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2014

Based on the results of data processing with the program smartPLS, measurement models for each of the indicator variables and the relationship indicated by loading factor. Based on these results it is known that a relationship marketing variables and marketing mix has loading factor value greater than 0.3.
The results of the use of structural equation modeling using smartPLS for endogenous variable model is obtained as shown in figure 3 below:

![Diagram of endogenous variables](image)

**Figure 3. Structure of endogenous variables Overall Relationship**

The output above is presented in the table as follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>Factors Loading</th>
<th>T-Calculated</th>
<th>Error</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Customer Value</td>
<td>Brand Image</td>
<td>Customer Trus</td>
</tr>
<tr>
<td>$Y_1 \beta$</td>
<td>0.826</td>
<td>0.532</td>
<td>0.839</td>
</tr>
<tr>
<td>$Y_2 \beta$</td>
<td>0.748</td>
<td>0.632</td>
<td>0.763</td>
</tr>
<tr>
<td>$Y_3 \beta$</td>
<td>0.519</td>
<td>0.870</td>
<td>0.729</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2014
Based on the results of data processing with the program smartPLS, measurement models for each of the indicator variables and the relationship indicated by loading factor. Based on these results it is known that the variable customer value, brand image and customer trust has loading factor value greater than 0.3.

2. Structural Model Analysis

Analysis of the structural models that form the research done by considering the values or numbers that appear coefficient relationship of each model. Analysis of Structural Equation Models (SEM) in Full Model intended to test the model and hypotheses developed in this research. Examiners models in Structural Equation Models conducted by the significance test of causality through path coefficient. Furthermore, the test results shown in the figure below.

Figure 4. Structural Equation Modeling (SEM) is Complete

Based on the above figure 4 can describe the correlation between the independent variables with the general principle in interpreting the correlation coefficient, using the classification Guilford (1959: 145) as follows:
Based on the results of the analysis of variable coefficient obtained the following results:

<table>
<thead>
<tr>
<th>Correlation Koefisien</th>
<th>explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>0,00-0,19</td>
<td>Correlation Very Low</td>
</tr>
<tr>
<td>0,20-0,39</td>
<td>Low correlation</td>
</tr>
<tr>
<td>0,40-0,59</td>
<td>correlation Medium</td>
</tr>
<tr>
<td>0,60-0,79</td>
<td>High correlation</td>
</tr>
<tr>
<td>0,80-0,99</td>
<td>Correlation Very High</td>
</tr>
<tr>
<td>1,00</td>
<td>Perfect correlation</td>
</tr>
</tbody>
</table>

Source: Guillford, 1959:145.

Based on the results of the analysis of variable coefficient obtained the following results:

**Table 3: Summary of Results of Analysis**

<table>
<thead>
<tr>
<th></th>
<th>original sample estimate</th>
<th>mean of subsamples</th>
<th>Standard deviation</th>
<th>T-Statistic</th>
</tr>
</thead>
<tbody>
<tr>
<td>RM -&gt; MM</td>
<td>0.683</td>
<td>0.703</td>
<td>0.069</td>
<td>9.887</td>
</tr>
<tr>
<td>RM -&gt; CV</td>
<td>0.003</td>
<td>0.047</td>
<td>0.233</td>
<td>0.015</td>
</tr>
<tr>
<td>MM -&gt; CV</td>
<td>0.692</td>
<td>0.666</td>
<td>0.203</td>
<td>3.412</td>
</tr>
<tr>
<td>RM -&gt; BI</td>
<td>0.087</td>
<td>-0.033</td>
<td>0.166</td>
<td>0.522</td>
</tr>
<tr>
<td>MM -&gt; BI</td>
<td>0.844</td>
<td>0.819</td>
<td>0.120</td>
<td>7.024</td>
</tr>
<tr>
<td>CV -&gt; CT</td>
<td>0.748</td>
<td>0.727</td>
<td>0.173</td>
<td>4.321</td>
</tr>
<tr>
<td>BI -&gt; CT</td>
<td>0.007</td>
<td>0.035</td>
<td>0.217</td>
<td>0.033</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2014

Based on Figure 3 above, the effect can be formulated into three structural equations as follows:

**Structure 1:**

\[ \eta_1 = 0.003\xi_1 + 0.692\xi_2 \text{ Errorvar} = 0.156, \ R^2 = 0.404 \]

**Structure 2:**

\[ \eta_2 = 0.087\xi_1 + 0.844\xi_2 \text{ Errorvar} = 0.112, \ R^2 = 0.419 \]

**Structure 3:**

\[ \eta_3 = 0.784\eta_1 + 0.007\eta_2 + \text{ Errorvar} = 0.107, \ R^2 = 0.682 \]

The structure of the above equation can be described as follows:

a. **Structure 1**

Berdasarkan pada persamaan struktur 1 di atas dapat dijelaskan bahwa koefisien jalur variabel eksogen terhadap endogen sebagai berikut:
1). For the path coefficient $\xi_1$ to $\eta_1$ amounted to 0.003, this means that any change/increase in relationship marketing assuming other variables remain the customer value of 0.003 will be amended. That is relationship marketing has contributed in shaping customer value of 0.003.

2). For the path coefficient $\xi_2$ to $\eta_1$ amounted to 0.692, this means that any change/increase in the marketing mix, assuming other variables remain the customer value will be unchanged at 0.692. This means that the marketing mix has contributed in shaping customer value by 0.692.

Based on the structure of equation 1 is also known to the R-square value $\eta_1$ variable (customer value) of 0.404. The higher the R-square value, the greater the independent variables can explain the dependent variable, so the better the structural equation. R-square value of the variable customer value of 0.404 which means customer value 0.404 variance explained by the relationship marketing variables and marketing mix while the rest is explained by other variables outside the model study.

Relationship marketing as marketing activities that Attract, maintain and Enhance customer relationships. Relationship marketing refers to a wide range of 'relationship type strategies' that have developed over the past few Decades in product as well as service markets and in the consumer as well as business to business sectors. In addition, one of the elements in an integrated marketing strategy is the marketing mix, which is a strategy that institution, which relates to the determination, how institutions present product offerings on a particular market segment, which is the target market. The marketing mix is a set of tools that can be used to form the characteristic marketers services offered to customers (Tjiptono: 2006: 39). Is a series of tactical marketing mix that can be controlled product, price, place and promotion are combined by the company to produce the desired response company in the target market.

Service mix strategy is the development of the traditional marketing mix consists of Product, Price, Place, and Promotion. Which in
its development increased to 9P with additional Power, Public Relations, Physical Evidence, Process and People. Last three elements namely Physical Evidence, Process and People is an element of the marketing mix that is specifically intended for field service.

b. Structure 2

Based on the structure of 2 in the above equation can be explained that the coefficients of exogenous variables on endogenous pathway as follows:

1) For the path coefficient $\xi_1$ to $\eta_2$ amounted to 0.087, this means that any change/increase in relationship marketing assuming other variables remain the brand image will change by 0.087. That is relationship marketing has contributed in shaping the brand image of 0.087.

2) For the path coefficient $\xi_2$ to $\eta_2$ amounted to 0.844, this means that any change/increase in the marketing mix, assuming other variables remain the brand image will experience a change of 0.844. This means that the marketing mix has contributed in shaping the brand image of 0.844.

Based on the structure of 2 is also known equation R-square value of the variable $\eta_2$ (brand image) of 0.419. The higher the R-square value, the greater the independent variables can explain the dependent variable, so the better the structural equation. R-square value of the variable of brand image, which means 0.419, 0.419 brand image variance explained by the relationship marketing variables and marketing mix while the rest is explained by other variables outside the model study. Relationship marketing aims to build mutually satisfying relationship in the long term with key groups, namely customers, suppliers, and distributors (Gronross, 2004). Therefore, relationship marketing covers the entire activity, ranging from suppliers to the delivery of products and services to customers. The whole process needs to be managed as well as possible to bring profitability to the institution on the products and services offered. The purpose of relationship marketing to increase long-term profitability
through a change of marketing based on the transaction, with the emphasis on the search of new customers, be customer retention through effective customer relationship management (Christopher et al., 2001).

Marketing mix is a combination of variables or activities that are at the core of marketing system, where variables can be controlled by the agency to influence consumer responses in the target market. In principle, everything that exists in the company is a commodity that can be offered to stakeholders, and to the success of an institution in the long run, then the agency must create services that satisfy the needs and wants of its customers. In order to create a satisfactory service is the agency creating or marketing mix marketing mix.

c. Structure 3

Based on the structure of 3 in the above equation can be explained that the coefficients of exogenous variables on endogenous pathway as follows:

1) For the path coefficient \( \eta_1 \) to \( \eta_3 \) amounted to 0.784, this means that any change/increase customer value, assuming other variables remain the customer trusts will change by 0.784. This means that customer value has a contribution in the form of customer trust by 0.784.

2) For the path coefficient \( \eta_2 \) to \( \eta_3 \) amounted to 0.007, this means that any change/improvement of brand image, assuming other variables remain the customer trusts will change 0.007. This means that brand image has contributed in shaping the customer then 0.007.

Based on structural equation 3 is also known to the R-square value \( \eta_3 \) variable (customer trust) of 0.682. The higher the R-square value, the greater the independent variables can explain the dependent variable, so the better the structural equation. R-square value of the variable of customer trust 0.682 0.682 which means the customer trusts the variance explained by the variable customer value and brand image. Value for the customer is the difference between total customer value and total customer cost. Total
customer value is a set of benefits expected by customers of a particular product or service. Total customer cost is the set of expected costs incurred by consumers to evaluate, acquire, use and dispose of products or services. According to Zeithaml (2008), suggests the value of customers as consumers overall assessment of the utility of a product based on perceptions of what is received and what is given.

Customers will choose products according to its purchasing power by considering the value of the customer that will be receiving the highest net. Customer value is the net difference between total customer value with the total customer cost. To enhance the customer value, marketers must be able to identify sources of customer value accurately, so that appropriate marketing strategy.

While the brand image refers to a brand of memory scheme, which contains consumer interpretation of attributes, advantages, use, situation, the users, and marketers characteristics and/or characteristics of the product manufacturer/brand. Brand image is what consumers think and feel when they hear or see the name of a brand. (Best, 2009). Brand image is a set of associations that exist in the minds of consumers to a brand, usually organized into a meaning. The influence of the brand will be stronger if it is based on experience and got a lot of information.

Brand image includes the knowledge and belief of brand attributes (Cognitive aspects), the consequences of use of such marks, and the appropriate use of the situation, as well as evaluations, feelings and emotions associated with the brand (affective aspect). According to Graeff (2006), consumers do not react to reality but rather against what they perceive as reality, so that the brand image is seen as a series of association is seen and understood by the consumer, within a specified period, as a result of experience with a particular brand directly or indirectly directly. This association could be the functional quality of a brand or the individuals and events associated with the brand. Although it is not
possible every consumer has the exact same image to a brand, but the perception they have broadly similar parts.

CONCLUSION

Based on the results of the analysis can be summarized as follows:
1. There is a positive correlation between relationship marketing and the marketing mix in the Cellular Operator in Indonesia. This means that if a relationship marketing is built well and is balanced with the optimal marketing mix, this will have an impact on improving the performance of the company.
2. Relationship marketing, and marketing mix to influence the customer value carrier in Indonesia. This means that customer value can be optimized by the application of relationship marketing and the marketing mix.
3. Relationship marketing, and marketing mix affect the brand image of the carrier in Indonesia. This means that brand image can be formed by the application of relationship marketing and the marketing mix. To communicate the brand image to customers relationship marketing and marketing mix has an important role. This forms the basis for relationship marketing concepts to be developed in the face of competition in the sphere of business services for cellular telecommunications services in Indonesia.
4. Customer value and brand image influence the customer trusts the carrier in Indonesia Both partially and simultaneously. This means that customer trust in a service industry is largely determined by the value and image of the company. If the service company can provide more value to customers and can optimize the positive image of the customer's trust in the managed services industry can be increased.

REFERENCE


Hawkins et al., 2000, *Customer Behavior*, Copy Right by Mc, Grow Hill Companies,Inc


