



## **Relationship Marketing, Product Diversity, and Trust: Their Impact on Reseller Loyalty at Trisna Shop Bali in Gianyar**

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Consumer loyalty is one of the factors that determine the success of achieving company goals. Consumer loyalty is determined by various factors, including relationship marketing, product diversity and trust. Likewise at Trisna Shop Bali in Gianyar Regency, relationship marketing, product diversity and trust are factors that can affect reseller loyalty. The purpose of this study was to determine the simultaneous and partial effect of relationship marketing, product diversity and trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency. Data collection techniques used by observation, interviews, questionnaire method (questionnaire) and study documentation. The number of samples taken in this study were 71 people with a sampling technique using accidental sampling. Furthermore, the data were analyzed using quantitative analysis consisting of the Classical Assumption Test, Multiple Linear Regression Analysis, Determination Analysis, Simultaneous Significance Test (Statistical F Test) and Individual Parameter Significance Test (Test Statistics t) with the help of the computer program IBM SPSS Statistic 25. The results of the analysis show that there is a positive and significant influence simultaneously and partially between relationship marketing, product diversity and trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency.

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## **INTRODUCTION**

The increasing number of internet users makes business people also utilize internet media as a place to market their products. The development of internet technology has also changed various aspects of life, including consumer behavior. This can be seen from the tendency of consumers who are starting to switch a lot to choose transactions through online shops (Agisnawati, 2021).

In the current era of digitalization, perhaps anything can be linked to the internet. Consumers are also starting to change their behavior to make online purchases (Sumerta et al., 2020). Online shopping is a form of change presented by the internet in terms of innovation in shopping by providing various conveniences in the transaction process (Setiowati, 2012). Today, many consumers are more interested in shopping at online

shops than shopping offline (directly to the store). A buyer can shop at an online store in his spare time, without paying attention to the place because consumers can order the product wherever they are and without incurring costs such as transportation costs. The buyer can click on the photo of the desired item after which the buyer is taken to a window that displays the agreed payment procedure and then after the nominal money is transferred, the seller will send the goods through the expedition service (Mutmainah, 2019).

The development of online shops or online stores through internet media has mushroomed in Indonesia, even it is very well known by the general public, the many various conveniences in shopping and various types of products and services offered. Developments that are increasingly advanced at this time make competition between entrepreneurs with one another increasingly tight. One of the online shops located in Gianyar Regency is Trisna Shop Bali. Trisna Shop Bali as the object of this research is an online shop that sells a variety of products such as clothes, bags, sandals, and cosmetics. In addition to marketing products through social media, Trisna Shop Bali has an outlet located in Sidan Village, Gianyar Regency.

Providing satisfaction to customers, a company must implement a customer-oriented marketing concept and ensure that these customers get satisfaction from the services provided. Therefore, the company must be able to fulfill the various wants and needs of consumers (Imam, 2014). Customer loyalty is a measure of consumer attachment to a brand. This measure is able to provide an overview of whether or not customers may switch to another product brand, if the brand is found to have changes, both regarding prices and other attributes (Durianto, 2011). Therefore, it is important for companies to always build customer loyalty in order to develop and maintain their business survival and win competition in the business world.

Trisna Shop Bali in Gianyar Regency besides selling its products directly to consumers also cooperates with second-hand traders who are often referred to as resellers. Based on preliminary interviews conducted with the owner, there has been a decrease in reseller loyalty at Trisna Shop Bali. The following is data on the number of resellers at Trisna Shop Bali in Gianyar Regency in 2021 as follows .

Table 1. Reseller Data at Trisna Shop Bali in Gianyar Regency in 2021

Month	Active Reseller		Passive Reseller		Number of Resellers (People)
	(Person)	(%)	(Person)	(%)	
January	143	-	37	-	180
February	121	-15,38	39	5,41	160
March	135	11,57	42	7,69	177
April	152	12,59	68	61,90	220
May	143	-5,92	58	-14,71	201
June	107	-25,17	81	39,66	188
July	132	23,36	85	4,94	217
August	128	-3,03	76	-10,59	204
September	134	4,69	97	27,63	231
October	128	-4,48	113	16,49	241
Novemper	133	3,91	123	8,85	256
December	125	-6,02	118	-4,07	243

Source: Trisna Shop Bali, data processed 2021

Based on Table 1 above, it can be seen that resellers at Trisna Shop Bali in Gianyar Regency consist of active resellers and passive resellers. Active resellers are resellers who

make purchase transactions more than four times a month. While passive resellers are resellers who make transactions less than four times a month. Based on Table 1 above, it can be seen that the number of active resellers fluctuates every month. This is caused by reduced reseller loyalty at Trisna Shop Bali in Gianyar Regency.

Researchers conducted an initial study by conducting brief interviews by observing and asking 10 resellers both active and passive. The results of interviews conducted by researchers who said that there was a decrease in reseller loyalty. This decrease in reseller loyalty is due to the reseller's dissatisfaction with the products offered, the lack of giving rewards or bonuses to resellers, products that are less varied and ordering products that are not suitable. In addition, the decline in reseller loyalty is caused by many factors that affect reseller loyalty, including relationship marketing, product diversity and trust.

One of the factors that can affect reseller loyalty is relationship marketing. Kotler & Keller (2007) suggests that relationship marketing is the process of managing detailed information about each customer and carefully managing all customers to maximize customer loyalty. In order for a company to maintain its existence, it needs to foster good relationships with customers. A good relationship will foster a good impression for customers. If the company can run relationship marketing well, then the company will be able to maintain customers who already have and add consumers, on the other hand, if the customer feels disappointed or dissatisfied, it will be very easy to switch to a competitor.

Based on the results of interviews with Trisna Shop Bali resellers in Gianyar Regency, complaints related to relationship marketing include Trisna Shop Bali in Gianyar Regency does not offer personalized services to meet the needs of its resellers, employees do not provide information if there are new services and products to their resellers and employees lack the ability to openly discuss solutions with resellers when a problem occurs. Relationship marketing cannot be separated from loyal customers because customers will become loyal if the company has more value and is superior to competitors by implementing relationship marketing.

Another factor that can affect reseller loyalty is product diversity. According to Groover (2010), product diversity can be defined as products that have different designs or types and are produced by companies. This product diversity can work if the company is innovative in creating new products or variations on the products it has produced. All of these things are done by companies to increase consumer purchases, because consumers tend to choose diverse and complete products.

Product variety is what distinguishes products between companies and other companies in the same product category. Consumer interest in varied products will greatly affect sales volume. Product variety is the development of a product so as to produce a variety of choices. Product diversity consists of the completeness of products and goods sold, the variety of brands sold, the variety of sizes of goods sold, the availability of products sold (Kotler & Keller, 2007).

This product diversity can work if the company is innovative in creating new products or variations on the products it has produced. Based on the results of interviews with resellers, it is known that the diversity of products offered to resellers is not satisfactory, the products available are almost the same as products in other online shops, and the types of fashion products and accessories provided are still few, this will affect reseller loyalty.

Apart from relationship marketing factors and product diversity, trust is also an important factor that can affect reseller loyalty. According to Sari et al. (2020), consumer trust is the willingness of one party to accept risk from another party based on the belief

and expectation that the other party will take action as expected, even though the two parties do not know each other. Customer loyalty will be built when there is customer trust in the company (Harumi, 2016). Customer trust is important for companies because companies cannot build relationships without trust (Kurniasari & Ernawati, 2012).

Fostered customer trust, including to trust someone will lead to high customer confidence and their abilities and desires. Customer trust is a very powerful weapon in fostering relationships because of the high customer trust of a company, making the company strong in fostering its relationship with customers (Jasfar, 2012).

Based on the results of interviews with Trisna Shop Bali customers in Gianyar Regency related to reseller trust, namely resellers feel unsafe when making purchase transactions. Sometimes the items offered are not always convincing with the uploaded images or descriptions that are not as expected. Resellers also complain that buying goods at Trisna Shop Bali in Gianyar Regency has never been in accordance with the number of orders and a long complaint handling response. Thus the relationship between trust and reseller loyalty is very close. The higher the customer's trust in a product, the higher the loyalty given.

Research related to the influence of relationship marketing, product diversity and trust on consumer loyalty has been conducted by several researchers. However, from these studies there is still a research gap. The significant effect of relationship marketing on consumer loyalty is shown by research by Syaiful & Khuzaini (2015), the results of which concluded that relationship marketing has a positive and significant effect on customer loyalty. This research is reinforced by research conducted by Wiwoho (2018) the results of his research concluded that relationship marketing has a significant effect on customer loyalty. However, research conducted by Waqi'ah (2019) concluded that relationship marketing has no significant effect on customer loyalty. This research is in line with the results of Rahmatin's research (2020) which concluded that relationship marketing has a positive but insignificant effect on loyalty.

The significant effect of product diversity on consumer loyalty is shown by Rohmawati's research (2018) which concluded that product diversity partially has a significant positive effect on customer loyalty. This research is in line with the research of Lindawati et al. (2020) which concluded that product diversity has a partial effect on consumer loyalty. However, the results of research conducted by Mandei et al. (2020) concluded that product diversity has a positive but insignificant effect on consumer loyalty. Research conducted by Khoiriah (2017) concluded that product diversity has no significant effect on consumer loyalty.

The significant effect of trust on customer loyalty is shown by research conducted by Wiwoho (2018) which concluded that trust has a significant effect on customer loyalty. This research is in line with research conducted by Komninos et al. (2021) the results of his research show that trust has a significant and positive effect on customer loyalty. However, research conducted by Sukmawati & Massie (2015) concluded that customer trust has an insignificant effect on customer loyalty. This research is supported by research conducted by Trisnawati et al. (2020) which concluded that brand trust has no effect on customer loyalty.

Based on the description of practical and theoretical problems above, these reasons underlie this research taking the title "**The Effect of Relationship Marketing Product Diversity and Trust on Reseller Loyalty at Trisna Shop Bali in Gianyar Regency**".

## LITERATURE REVIEW

### Consumer Loyalty

Tjiptono (2012), loyalty is a situation where consumers are positive about products / producers (service providers) and are accompanied by consistent repurchase patterns. Meanwhile, according to Ibrahim Daud et al. (2022) loyalty is expressed as an expected behavior for a product / service which includes, among others, the possibility of further purchases / changes in service agreements, or conversely how likely it is that customers will switch to other brands / other service providers. According to Nugroho & Chowdhury (2015), consumer loyalty is consumer loyalty to companies, brands and products. Meanwhile, according to Tjiptono (2012), consumer loyalty is a consumer commitment to a brand, store or supplier based on very positive characteristics in long-term purchases.

### Relationship Marketing

*Relationship marketing* theory according to Brigham & Houston (2006) is defined as the process by which a company builds long-term alliances with customers and prospective customers, working together to achieve a specified goal. These goals are met by understanding customer needs, treating customers as partners, ensuring that employees meet customer satisfaction and provide good quality to customers.

*Relationship marketing* is defined as attracting, maintaining, and improving relationships with customers. *Relationship marketing* is a long-term approach, which is different from the transactional marketing approach that is more short-term oriented. The purpose of transactional marketing is to get customers only, while the purpose of relationship marketing is to get and keep customers (Ayudya & Wibowo, 2018).

### Product Diversity

According to Groover (2010), product diversity can be defined as products that have different designs or types and are produced by companies. In addition, according to Oktavia & Martani (2013), the relationship between product diversity and consumer behavior in making purchasing decisions is closely related to the continuity of a company's sales. Companies that are unable to create new products will face the risk of decreasing sales volume, due to the emergence of more creative competitors, changes in consumer tastes, the emergence of new technologies in the production process. Based on the several definitions above, it can be concluded that product diversity is a collection of all products and goods offered by sellers to buyers.

### Trust

Buyers in doing online shopping, are very dependent on the promises made by the seller. Because between sellers and buyers do not meet face to face. This trust cannot simply be recognized by other parties or business partners, but must be built from the start and can be proven. Consumer trust is a foundation of a business that can be the basis for determining the purchase decision of a product.

According to Sari et al. (2020), consumer trust is the willingness of one party to accept risk from another party based on the belief and expectation that the other party will take action as expected, even though the two parties do not know each other.

According to Suryani et al., (2020) defines trust as the willingness of consumers to accept vulnerability in making online transactions based on their positive expectations regarding their future online shopping behavior. Meanwhile, according to Tjiptono (2012) argues that the trust factor in a brand is a crucial aspect in the formation of loyalty, because it is the willingness of consumers to trust or rely on products / services in risk situations due to the expectation that the product / service concerned will provide positive results.

## METHOD

This type of research is causal associative research using a quantitative approach. This research was conducted at Trisna Shop Bali in Gianyar Regency which is located at Banjar Sidan Kelod, Sidan Village, Gianyar District, Gianyar Regency. While the object of this research is about relationship marketing, product diversity and trust in reseller loyalty at Trisna Shop Bali in Gianyar Regency. The population in this study were Trisna Shop Bali resellers in Gianyar Regency in December 2021, totaling 243 people. Meanwhile, the number of samples in this study were 71 resellers. The sampling is accidental sampling, which means that the respondents taken as samples are respondents when making purchase transactions at Trisna Shop Bali in Gianyar Regency. Based on the nature of the data used, namely quantitative and qualitative . Data collection techniques used in this study are as follows: observation, direct interviews, questionnaires and studies. Data analysis techniques used include: Validity and Reliability Test of Research Instruments, Classical Assumption Test, Multiple Linear Regression Analysis, Determination Analysis, Simultaneous Significance Test (F Statistical Test) and Individual Parameter Significance Test (t Statistical Test).

## RESULTS AND DISCUSSION

### Respondent Characteristics

The characteristics of respondents in this study were differentiated according to gender, age, latest education and income.

Table 2. Characteristics of Respondents Based on Gender at Trisna Shop Bali in Gianyar Regency

Gender (Male/Female)	Total (Person)	Percentage (%)
Male	26	36,60
Female	45	63,40
Total	71	100,00
Age (Year)	Total (Person)	Percentage (%)
17-20	29	40,80
21-30	22	31,00
31-40	16	22,60
Over 40 years old	4	5,60
Total	71	100,00
Last Education	Total (Person)	Percentage (%)
HIGH SCHOOL	38	53,50
Diploma	11	15,50
Bachelor	22	31,00
Postgraduate	-	-
Total	71	100,00
Income	Total (Person)	Percentage (%)
Rp. 1,000,000 to Rp. 2,000,000	27	38,00
Rp. 2,000,000 to Rp. 3,000,000	17	23,90
Rp. 3,000,000 to Rp. 4,000,000	19	26,80
Above Rp. 4,000,000	8	11,30
Total	71	100,00

Source: Appendix 2 (data processed, year 2022)

## Results of Validity and Reliability Test of Research Instruments

The results of validity testing are as follows:

Table 3. Validity Testing Results

Variables	Indicator	Correlation Coefficient	R-value <sub>tabel</sub>	Description
<b>Relationship Marketing (X<sub>1</sub>)</b>	X <sub>1.1</sub>	0,798	0,30	Valid
	X <sub>1.2</sub>	0,772	0,30	Valid
	X <sub>1.3</sub>	0,828	0,30	Valid
	X <sub>1.4</sub>	0,809	0,30	Valid
<b>Product Diversity (X<sub>2</sub>)</b>	X <sub>2.1</sub>	0,956	0,30	Valid
	X <sub>2.2</sub>	0,947	0,30	Valid
	X <sub>2.3</sub>	0,956	0,30	Valid
	X <sub>2.4</sub>	0,956	0,30	Valid
<b>Trust (X<sub>3</sub>)</b>	X <sub>3.1</sub>	0,908	0,30	Valid
	X <sub>3.2</sub>	0,943	0,30	Valid
	X <sub>3.3</sub>	0,950	0,30	Valid
	X <sub>3.4</sub>	0,942	0,30	Valid
<b>Reseller Loyalty (Y)</b>	Y <sub>.1</sub>	0,879	0,30	Valid
	Y <sub>.2</sub>	0,889	0,30	Valid
	Y <sub>.3</sub>	0,890	0,30	Valid

Source: Appendix 7 (data processed, year 2022)

Based on Table 3, it shows that the correlation coefficient value with the total score of all statement items is greater than 0.30. This shows that the statement items in the research instrument are valid and suitable for use as research instruments. The results of the reliability test calculation are presented in Table 4 as follows:

Table 4. Reliability Testing Results

Variables	Cronbach's Alpha Count Value	Description
<b>Relationship Marketing (X<sub>1</sub>)</b>	0,807	Reliable
<b>Product Diversity (X<sub>2</sub>)</b>	0,967	Reliable
<b>Trust (X<sub>3</sub>)</b>	0,951	Reliable
<b>Reseller Loyalty (Y)</b>	0,863	Reliable

Source: Appendix 7 (data processed, year 2022)

Based on Table 4, it shows that the Cronbach Alpha value is > 0.70. This means that all respondents' answers are consistent in answering each question item that measures each variable.

## Data Analysis and Discussion

### Classical Assumption Test

The classical assumption test is used to detect whether or not there are deviations from the classical assumptions or multiple regression equations used. The results of

testing the normality of the data using the One-Sample Kolmogorov-Smirnov Test table graph are as follows.

Table 5. Test Results of Normality Test  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		71
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.52375722
Most Extreme Differences	Absolute	.066
	Positive	.055
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Appendix 8 (data processed, year 2022)

The Kolmogorov Smirnov value is 0.066. The result of Asym. Sig result obtained is 0.200, this result is compared to the probability of 0.05, it is greater, so it can be concluded that the research data is normally distributed. The results of multicollinearity testing can be seen as follows:

Table 6. Multicollinearity Test Results

		Coefficients <sup>a</sup>				Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	Tolerance VIF
1	(Constant)	.171	1.243		.138	.891	
	X1	.468	.102	.430	4.588	.000	.805 1.242
	X2	.184	.047	.367	3.938	.000	.815 1.227
	X3	.150	.051	.251	2.928	.005	.961 1.041

a. Dependent Variable: Y

Source: Appendix 8 (data processed, year 2022)

Based on Table 6, it can be concluded that the regression model is suitable for use in this study because the conditions for no multicollinearity have been met, namely the tolerance value of relationship marketing of  $0.805 > 0.10$  or equal to the VIF value =  $1.242 < 10$ . The tolerance value of product diversity is  $0.815 > 0.10$  or equal to the VIF value =  $1.227 < 10$ . While the tolerance value of trust is  $0.961 > 0.10$  or equal to the VIF value =  $1.041 < 10$ . The results of heteroscedasticity testing can be seen as follows



Table 7. Heteroscedasticity Test Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	2.879	.764		3.769
	X1	-.090	.063	-.188	-1.444
	X2	-.036	.029	-.162	-1.257
	X3	-.012	.032	-.044	-.372
					Sig.
					.000
					.153
					.213
					.711

a. Dependent Variable: abs\_res

Source: Appendix 8 (Data processed in 2022)

Based on Table 7, it can be seen that the significance value between the independent variables and the absolute value of the residual (ABS\_RES) is greater than 0.05, namely the sig value of relationship marketing of  $0.153 > 0.05$ . The sig value of product diversity is  $0.213 > 0.05$  and the sig value of trust is  $0.711 > 0.05$ . This means that there are no symptoms of heteroscedasticity in the regression model.

### Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
1	(Constant)	.171	1.243		.138
	X1	.468	.102	.430	4.588
	X2	.184	.047	.367	3.938
	X3	.150	.051	.251	2.928
					Sig.
					.891
					.000
					.000
					.005

a. Dependent Variable: Y

Source: Appendix 9 (data processed, year 2022)

Based on the results of the analysis using the IBM SPSS Statistics 25 program in Table 8 above, the multiple linear regression equation is obtained:  $Y = 0.171 + 0.468 X_1 + 0.184 X_2 + 0.150 X_3$  thus providing information that:

1. The value of  $a = 0.171$  means that if there is no attention to relationship marketing, product diversity and trust or the value is constant, then reseller loyalty is an average of 0.171.
2. The value of  $b_1 = 0.468$  means that if the product diversity variable ( $X_2$ ) and trust ( $X_3$ ) are considered constant, then changing the relationship marketing score ( $X_1$ ) by one unit will be followed by a change in reseller loyalty by an average of 0.468.
3. The value of  $b_2 = 0.184$  means that if the relationship marketing ( $X_1$ ) and trust ( $X_3$ ) variables are considered constant, then changing the product diversity score ( $X_2$ ) by one unit will be followed by a change in reseller loyalty by an average of 0.184.
4. The value of  $b_3 = 0.150$  means that if the relationship marketing variable ( $X_1$ ) and product diversity ( $X_2$ ) are considered constant, then changing the trust score ( $X_3$ ) by one unit will be followed by a change in reseller loyalty by an average of 0.150.

So thus, it can be said that there is a simultaneous positive and significant influence between relationship marketing, product diversity and trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency. The regression coefficient is positive, meaning that there

is a unidirectional relationship, if relationship marketing, product diversity and trust are increased, then reseller loyalty will increase.

### Determination Analysis

Based on the results of the analysis using the IBM SPSS Statistics 25 program, it can be seen in Table 9 below:

Table 9. Model Summary Table

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 <sup>a</sup>	.526	.505	1.55750

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Appendix 9 (data processed, year 2022)

Based on Table 9 above, it shows that the coefficient of determination is  $D = 50.50\%$ . This means that the contribution / contribution of relationship marketing, product diversity, and trust to reseller loyalty at Trisna Shop Bali in Gianyar Regency is 50.50% while the remaining 49.50% is influenced by other factors not discussed.

### Simultaneous Significance Test (F Statistical Test)

The results of hypothesis testing using the F test ( $F_{\text{test}}$ ) using the IBM SPSS Statistics 25 program can be seen in Table 10 below:

Table 10. Simultaneous Significance Test Results ( $F_{\text{test}}$ ) in Anova Table

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	180.570	3	60.190	24.812	.000 <sup>b</sup>
	Residuals	162.529	67	2.426		
	Total	343.099	70			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Appendix 9 (data processed, year 2022)

Based on the results of the analysis using the IBM SPSS Statistics 25 program in Table 10, the magnitude of the  $F_{\text{count}}$  is 24.812 and the magnitude of  $F_{\text{table}} = F_{\alpha (k-1) (n-k)} = F_{(0,05)(3)(67)} = 2.74$ . This shows that the value of  $F_{\text{count}} = 24.812 > F_{\text{table}} = 2.74$  then  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a positive and significant effect simultaneously between relationship marketing, product diversity and trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency.

### Individual Parameter Significance Test (t Statistical Test)

The results of hypothesis testing using the t test ( $t_{\text{test}}$ ) using the IBM SPSS Statistics 25 program can be seen in Table 11 below:

Table 11. Partial Significance Test Results (t)-test  
Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.171	1.243		.138	.891
	X1	.468	.102	.430	4.588	.000
	X2	.184	.047	.367	3.938	.000
	X3	.150	.051	.251	2.928	.005

a. Dependent Variable: Y

Source: Appendix 9 (data processed, year 2022)

Based on the results of the analysis using the IBM SPSS Statistics 25 program in Table 11, the magnitude of  $t_{1\text{-count}}$  is 4.588 while the magnitude of  $t_{\text{tabel}} = t_{(\alpha, df)}$  which is sought is  $t_{(0,05;67)}$  is 1.668. It turns out that the value of  $t_{1\text{-count}} = 4.588 > t_{\text{tabel}} = 1.668$ . So the conclusion is that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a partial positive influence between relationship marketing on reseller loyalty at Trisna Shop Bali in Gianyar Regency.

Based on the results of the analysis using the IBM SPSS Statistics 25 program in Table 11, the magnitude of  $t_{2\text{-count}}$  is 3.938 while the magnitude of  $t_{\text{tabel}} = t_{(\alpha, df)}$  which is sought is  $t_{(0,05;31)}$  is 1.668. It turns out that the value of  $t_{2\text{-count}}$  is greater than the value of  $t_{\text{tabel}}$  OR  $t_{2\text{-count}} = 3.938 > t_{\text{tabel}} = 1.668$ . So the conclusion is that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a partial positive influence between product diversity on reseller loyalty at Trisna Shop Bali in Gianyar Regency.

Based on the results of the analysis using the IBM SPSS Statistics 25 program in Table 11, the magnitude of  $t_{3\text{-count}}$  is 2.928 while the magnitude of  $t_{\text{tabel}} = t_{(\alpha, df)}$  which is sought is  $t_{(0,05;67)}$  is 1.668. It turns out that the value of  $t_{3\text{-count}}$  is greater than the value of  $t_{\text{tabel}}$  OR  $t_{3\text{-count}} = 2.928 > t_{\text{tabel}} = 1.668$ . So the conclusion is that  $H_0$  is rejected and  $H_a$  is accepted. This means that there is a partial positive influence between trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency.

## Interpretation of Research Results

### The Effect of Relationship Marketing, Product Diversity and Trust on Reseller Loyalty

Based on the analysis and the data above, it shows that there is a simultaneous positive and significant influence between relationship marketing, product diversity and trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency, and it can be concluded that the hypothesis in this study is accepted. By increasing relationship marketing, product diversity and trust, it will affect reseller loyalty. This research is in line with research conducted by Wiwoho (2018) concluded that relationship marketing has a significant effect on customer loyalty. Research conducted by Lindawati et al. (2020) concluded that product diversity has a partial effect on consumer loyalty. Research by Komninos et al. (2021) shows that the trust variable has a significant and positive effect on customer loyalty.

### The Effect of Relationship Marketing on Reseller Loyalty

Based on the discussion above, the hypothesis in this study is accepted, which means that there is a positive and significant partial influence between reseller marketing on reseller loyalty at Trisna Shop Bali in Gianyar Regency. Relationship marketing itself can encourage the formation of customer loyalty. By building good relationships with

customers, the customer's desire to continue to lead to long-term loyalty is no doubt. This is in line with research conducted by Syaiful & Khuzaini (2015), concluding that relationship marketing has a positive and significant effect on customer loyalty. This research is in line with research conducted by Tugiso et al. (2016), which concluded that relationship marketing has a positive and significant effect on customer loyalty. Research by Wiwoho (2018) concluded that relationship marketing has a significant effect on customer loyalty.

#### **The Effect of Product Diversity on Reseller Loyalty**

Based on the discussion above, the hypothesis in this study is accepted, which means that there is a positive and partially significant influence between product diversity on reseller loyalty at Trisna Shop Bali in Gianyar Regency. The level of product diversity that varies in size, type, quality by consumers will make consumers more loyal and happy and more free in choosing the items they need. This research is supported by research conducted by Rohmawati (2018), concluding that product diversity partially has a significant positive effect on customer loyalty. This research is reinforced by research by Lindawati et al. (2020) which concluded that product diversity has a partial effect on consumer loyalty.

#### **The Effect of Trust on Reseller Loyalty**

Based on the discussion above, the hypothesis in this study is accepted, which means that there is a positive and partially significant influence between trust on reseller loyalty at Trisna Shop Bali in Gianyar Regency. The relationship between trust and customer loyalty, namely, the higher the consumer's trust in the product, the higher the level of consumer loyalty to a brand This research is in line with research conducted by Wiwoho (2018), concluding that trust has a significant effect on customer loyalty. This research is supported by the results of research by Komninos et al. (2021) which concluded that trust has a significant and positive effect on customer loyalty.

### **CONCLUSIONS**

1. *Relationship marketing*, product diversity and trust have a positive and significant effect simultaneously on reseller loyalty, so the hypothesis is accepted.
2. *Relationship marketing* has a positive and significant effect partially on reseller loyalty, so the hypothesis is accepted.
3. Product diversity has a positive and significant effect partially on reseller loyalty, so the hypothesis is accepted.
4. Trust has a positive and significant effect partially on reseller loyalty, so the hypothesis is accepted.

### **ADVICE**

- Based on respondents' responses regarding relationship marketing, namely I get personalized service from Trisna Shop Bali in Gianyar Regency to meet my needs has the lowest score. For this reason, it should further improve personalized service with resellers. Personalized service as a relationship marketing strategy is a very important element in building reseller loyalty. Resellers will feel comfortable if we take a good personal approach and when resellers feel comfortable, they will become loyal to the products the company offers.
- Based on respondents' responses regarding product diversity, namely for me Trisna Shop Bali in Gianyar Regency offers a variety of product sizes getting the lowest score. For this reason, Trisna Shop Bali in Gianyar Regency should add a complete

range of sizes to its product types. The addition of this product size will increase the level of product diversity that makes reseller loyalty increase.

- Based on respondents' responses regarding trust, namely I trust Trisna Shop Bali in Gianyar Regency because it always provides the best for its resellers to get the lowest score. For this reason, Trisna Shop Bali in Gianyar Regency should always provide the best for its resellers to increase reseller confidence in the company to increase.
- Reseller loyalty that has been achieved at this time should be maintained and further improved because there are still indicators on reseller loyalty that must be addressed, namely I provide information about Trisna Shop Bali in Gianyar Regency to others. For this reason, Trisna Shop Bali in Gianyar Regency should further improve its relationship marketing, increase product diversity and further increase reseller trust, so that resellers feel satisfied and recommend Trisna Shop Bali in Gianyar Regency as a trusted online shop to others.

Based on the coefficient of determination, relationship marketing variables, product diversity and trust contribute 50.50% to reseller loyalty. While the remaining 49.50% is influenced by other factors. For further research should add other variables that can affect reseller loyalty, for example by adding *discount* variables so as to increase reseller loyalty.

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