Analysis of Relationship Marketing Lifestyle Consumer Attitudes on Purchasing Decisions and their impact on Loyalty for MSME Products Made from Sea Products in Sidoarjo Regency

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ABSTRACT

Lifestyle and consumer behavior are influenced by the rapid development of technology, the digital world and the internet of course also have an impact world of marketing. Marketing trends are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain information about products and make transactions via the internet. Various digital marketing activities include search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, E-Commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks, games, and various other forms of digital media. Its activities can also be extended to non-internet channels that provide digital media services, such as mobile phones (SMS and MMS). Several indicators that can be used currently include the increase in digital advertising expenditure, growth in smartphone ownership which provides easy internet access, improvements to telecommunications infrastructure in order to increase the quality of data access, and the launch of 4G services. According to Facebook data, 74% of internet users in Indonesia use mobile devices (Utomo, 2016) Quoting the report, We are Social (2023)a digital marketing agency in America, saidFacebook is the platform with the highest number of active users, reaching 2.9 billion as of January 2023. Followed by the YouTube platform with the number of active users reaching 2.2 billion. This research is quantitative research, which according to Creswell is quantitative research as an effort to investigate problems. Where this problem is the basis for researchers to collect data, determine variables and then measure them with numbers so that analysis can be carried out in accordance with applicable statistical procedures. The selection of research locations was carried out using a purposive sampling method, namely a technique for selecting research locations deliberately by considering certain aspects. In this research, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the Smart PLS programThe inner model or what is usually called an influence test or hypothesis test aims to predict relationships between latent variables. From the research conclusions, it can be suggested to marine product business players, to maintain profits and consistently increase sales, good management of relationships, lifestyle and consumer attitudes must be carried out. By maintaining relationships with the media, promotional tools, digital marketing. Consumer lifestyles must also be maintained by holding events that focus on seafood-based foods, including by synergizing with holding Food Festivals, seafood cooking courses, introducing seafood so that Gen Z will be more popular. For consumer attitudes, this can be done with massive publicity, intensive, about the importance of seafood and its benefits, the importance of seafood for body health and stamina.

1. Introduction

Tight competition for processed products and the large number of imported food products and the new normal coming into effect due to the Covid-19 pandemic have meant that seafood-based food producers have not been able to recover from their downturn. From the observations made, there are weaknesses that need to be proven, namely that there are several shortcomings in MSMEs with seafood-based food products. It is necessary to study the marketing network that has been established as to why it cannot help with recovery. From various research, relationship marketing currently really supports a company's success in selling its products. Almost all business models are experiencing major changes, from upstream to downstream. A good product without marketing will not give good results, but on the other hand, good marketing can sell the product well so that you get maximum results. Therefore, marketing is very necessary for product marketing activities.

Lifestyle and consumer behavior are influenced by the rapid development of technology, the digital world and the internet of course also have an impact world of marketing. Marketing trends are shifting from conventional (offline) to digital (online). This digital marketing strategy is more prospective because it allows potential customers to obtain information about products and make transactions via the internet. Various digital marketing activities include search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, E-Commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks, games, and various other forms of digital media. Its activities can also be extended to non-internet channels that provide digital media services, such as mobile phones (SMS and MMS).

Several indicators that can be used currently include the increase in digital advertising expenditure, growth in smartphone ownership which provides easy internet access, improvements to telecommunications infrastructure in order to increase the quality of data access, and the launch of 4G services. According to Facebook data, 74% of internet users in Indonesia use mobile devices (Utomo, 2016)

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Meanwhile, Instagram and WhatsApp are recorded as having an equal number of active users, reaching 2 billion in January 2023. Followed by the number of active users from the Wechat and TikTok platforms with active users of 1.3 billion and 1 billion respectively.

Meanwhile, the TikTok platform wins the list of most used social media platforms based on time spent with an average of 23.5 hours/month. This is followed by the YouTube platform with an average time spent of 23.1 hours/month.

Relationship marketing can be done using digital marketing, which is a marketing practice that uses digital distribution channels to reach consumers in a relevant, personal and cost-effective way (Satyo, 2009 in Hisam Sam, 2018).

2. Literature Study

Relationship marketing

Tandjung (2014: 89) states that, "Relationship marketing is long-term growth, development and maintenance that creates cost-effective relationships with customers, suppliers, employees and other partners that are mutually beneficial." According to Chan (2013: 87), "Relationship marketing is aimed at creating a closer introduction to each customer through two-way communication by managing a mutually beneficial relationship between the customer and the company."

Lifestyle

People's interest in various goods is influenced by their lifestyle and the goods they buy reflect that lifestyle. A person's lifestyle is a person's pattern of living expressed in their activities, interests and opinions. According to Kasali in Andri Tri, Achmad Fauzi, Brillyanes (2015), market researchers who adhere to a lifestyle approach tend to classify consumers based on AIO variables,

namely activities, interests and opinions. According to Joseph T. Plumber in Andri Tri, Achmad Fauzi, Brilyyanes (2015) says that lifestyle measures human activities in terms of: How they spend their time, their interests, what they consider important around them, good views of themselves, as well as towards other people, basic characteristics such as the stages they have gone through in life (life-cycle), income, education, and where they live. Measurements to see how much lifestyle influences individuals use psychographic analysis techniques. According to Sutisna in Heru Suprihhadi (2017) Lifestyle will develop in each dimension of activity, interest, opinion or AIO (activity, interest, opinion).

AIO is defined as follows

Activity is a real action. These activities can take the form of work, hobbies, social events, holidays, fun, association membership, internet surfing, and shopping. Consumer activities (activities) are characteristics of consumers in their daily lives. Interest is an act of excitement that accompanies special or continuous attention. Each person's interests or passions are different. Sometimes humans are interested in food, sometimes humans are interested in clothing fashion, and so on. Opinions are verbal or written answers that people give in response to a situation. From the description above, it can be concluded that AIO (activity, intention, opinion) is a measuring tool for lifestyle.

Lifestyle Classification

According to Kotler in Dwi Ilham and M Edwar (2014) classifies lifestyles based on the values and lifestyle typology (VALS) from Stanford Research International which is summarized as follows:

1. Actualizes are people who have the highest income with the most resources available, they include one or all self-orientations.

2. Fulfilled means a professional person who is mature, responsible and highly educated.

3. Believers are conservative consumers, their lives are centered on family, religion, society and nation.

4. Achievers are successful, work-oriented, politically conservative people who get satisfaction from their work and family.

5. Strivers are people with values similar to achievers but with fewer economic, social and psychological resources.

6. Experiences are consumers who have a great desire to like new things.

7. Makers are people who like to influence their environment in practical ways.

8. Strugglers are people who have low incomes and too few resources to put into any consumer orientation with all their limitations, they tend to be brand loyal consumers.

Consumer Attitudes

Understanding consumer attitudes Consumer attitudes are an important factor that will influence purchasing decisions. According to Nugroho (2008:214) attitude is a mental and neurological aspect related to readiness to respond. According to Schiffman and Kanuk (Sangadji and Sopiah, 2013: 176), attitude is the essence of a person's feelings of liking or disliking a particular object.

Factors that Influence Attitude Formation.

According to Tatik Suryani (2008: 175). Factors that influence attitude formation, namely:

a) Direct experience Consumer experience through attitude objects over time will form certain attitudes in consumers.
b) Family influence
c) Peers Peers have quite a lot of power, especially for teenagers, in forming attitudes. other.
d) Direct marketing: Many companies are starting to use direct marketing for the products they offer which indirectly influence the formation of consumer attitudes.
e) Mass media broadcasts, which are communication suggestions that consumers encounter almost all the time, can shape consumer attitudes.

Consumer attitude indicators

According to (Kotler and Armstrong, 2008:246) they are as follows: Cognitive component: namely consumer beliefs and perceptions about objects. The object in question is the product attribute, the more positive the trust in a brand or product. Affective component: namely emotional which reflects a person's feelings towards an object, whether the object is desired or liked. Conative component: which reflects actual tendencies and behavior towards an object, where this component shows the tendency to carry out an action.

Buying decision

According to Kotler and Armstrong (2016) stated that the consumer's purchase decision is to buy the brand they like most, but two factors can differ between purchase intention and purchase decision.

Purchasing decision indicators, namely: (Kotler, 2007:222)

a) The stability of a product is that the quality of the product is very good which will build consumer trust so that it is the key to consumer satisfaction. b) Habits in buying products, habits are repeating something continuously in purchasing the same product. c) Giving recommendations to others d) Making repeat purchases,

Customer Loyalty

According to Hurriyati (2005, p. 129) loyalty is a customer's deep commitment to re-subscribe or re-purchase selected products/services consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause changes in behavior. Kotler (2000) said that there are several attributes that form customer loyalty, namely: Makes regular repeat purchases, Purchases across product 2 lines, Refers others, Introduces the business entity's products to colleagues or other customers, Demonstrates an immunity to the pull of the competition

3. Method

This research is quantitative research, which according to Creswell is quantitative research as an effort to investigate problems. Where this problem is the basis for researchers to collect data, determine variables and then measure them with numbers so that analysis can be carried out in accordance with applicable statistical procedures. The selection of research locations was carried out using a purposive sampling method, namely a technique for selecting research locations deliberately by considering certain aspects.

In this research, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the Smart PLS programThe inner model or what is usually called an influence test or hypothesis test aims topredictrelationship between latent variables

Respondents who filled out this research questionnaire were those who consumed and knew well the MSME production of food made from seafood.

The data used in this research is divided into two types, namely primary data and secondary data. The selection of primary data is based on the capacity of the research subject which is considered to be able to provide the information needed by the researcher as a whole.

Study This will take object on MSMEs made from marine products in Sidoarjo Regency.

Meanwhile, according to Borg & Gall (1983:775), there are 10 stages in developing a model, namely:

1. Research and information collecting, included in this step include literature studies related to the problem being studied, measuring needs, small-scale research, and preparation for formulating a research framework;
2. Planning, included in this step, is preparing a research plan which includes formulating skills and expertise related to the problem, determining the objectives to be achieved at each stage, design or research steps and if possible/necessary carrying out a limited feasibility study;

3. Develop preliminary form of product, namely developing the initial form of the product that will be produced. Included in this step is preparing supporting components, preparing guidelines and manuals, and evaluating the suitability of supporting tools. Examples of developing learning materials, learning processes and evaluation instruments;

4. Preliminary field testing, namely conducting initial field trials on a limited scale, involving 1 to 3 places, with a total of 6-12 subjects. In this step, data collection and analysis can be carried out by means of interviews, observations or questionnaires;

5. Main product revision, namely making improvements to the initial product produced based on the results of initial trials. It is very possible for this improvement to be carried out more than once, according to the results shown in limited trials, so that a main product (model) draft is obtained that is ready to be tested more widely.

6. Main field testing,usually called a main trial that involves a wider audience, namely 5 to 15, with a number of subjects of 30 to 100 people.

Data collection was carried out quantitatively, especially on performance before and after the implementation of the trial. The results obtained from this trial are in the form

Data Description

Data sources in this research consist of people and objects. People as respondents who filled out this research questionnaire are those who consume and know well the MSME production of food made from seafood

4. Results and Discussion

Respondent characteristics

This research takes as its object the MSMEs made from marine products in Sidoarjo Regency.

Description of Samrt PLS Research Results

In this research, hypothesis testing uses the Partial Least Square (PLS) analysis technique with the Smart PLS programThe inner model or what is usually called an influence test or hypothesis test aims topredictrelationship between latent variables.The following is an inner model test with the Smart PLS program tested in this research.
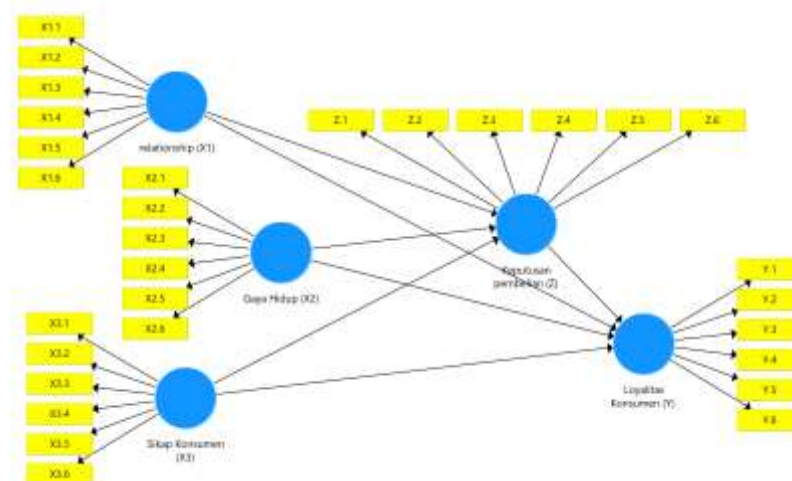

Fig. 1. Research Structural Equation Model

Construct Testing

The structural equation model in this research can be depicted in the following structural equation picture
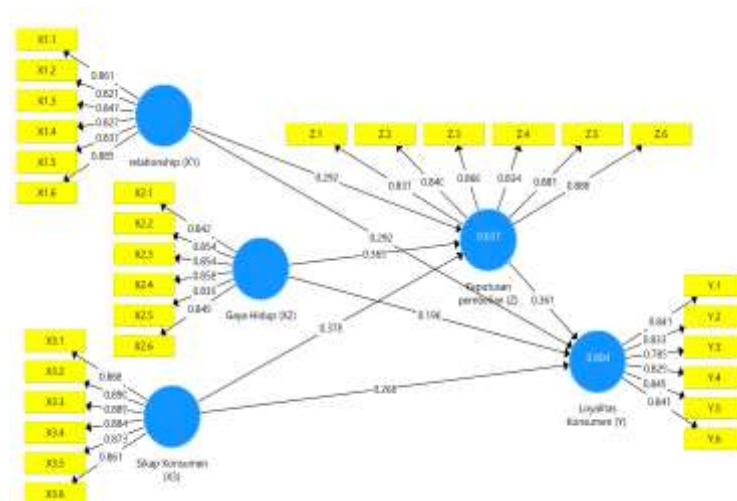
Fig. 2. Construct testing model

The results of the evaluation of the research structural equation model use convergent validity in the structural model with factor loadings, namely the PLS Alghoritm outer loadings.

a. Convergent Validity

Loading factor value, outer loading factor criteria with a value > 0.7.

Based on the data in the table, it is found that the outer loading of all indicators is above 0.7, so the convergent validity is higher

b. Cronbach alpha, Composite reliability, and Average Variance Extracted (AVE)

Reliability test results and average variation extracted inEach variable can be described in the following table.

Table 1.   Cronbach alpha, Composite reliability, and Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_ A	Composite Reliability	Average Variance Extracted (AVE)
Lifestyle (X2)	0.923	0.925	0.939	0.721
Purchase decision (Z)	0.928	0.928	0.944	0.736
Consumer Loyalty (Y)	0.909	0.910	0.930	0.689
Consumer Attitude (X3)	0.940	0.942	0.953	0.770
relationship (X1)	0.921	0.923	0.938	0.717

The results of the reliability test using Cronbach alpha, according to Ghozali (2011), an instrument is said to be reliable if it has a Cronbach alpha value > 0.7. The results of the analysis in the table show that each variable has a Cronbach's alpha value > 0.7. So it is concluded that all variables have a Cronbach alpha value > 0.7 and are reliable.

The results of the composite reliability test where each variable's composite reliability value is greater than 0.6 can be concluded that all variables meet the composite reliability requirements.

Test resultsAverage Variance Extracted (AVE) is obtained respectivelyIf the variable has an AVE value > 0.5 then it meetsAverage Variance Extracted.

Discriminant validity

Table 2.   discriminant validity

	Lifestyle (X2)	Purchase decision (Z)	Consumer Loyalty (Y)	Consumer Attitude (X3)	relationship (X1)
Lifestyle (X2)	0.849				
Purchase decision	0.630	0.858			

(Z)					
Consumer Loyalty (Y)	0.649	0.822	0.830		
Consumer Attitude (X3)	0.326	0.603	0.655	0.878	
relationship (X1)	0.472	0.602	0.699	0.360	0.847

The results of the discriminant validity test using the Fornell-Larcker Criterion were obtainedFrom the AVE value, the √AVE value or theoretical correlation of all research variables shows a range from 0.830 to 0.878 with significance at the level $\rho < 0.05$ or ≥ 0.70, meaning that the AVE root validity criteria are acceptable (Solimun et al., 2019). Furthermore, the √AVE value of all variables is greater than the correlation between each pair, meaning it has a very good level of discriminant validity.

Table 3. HTMT Results (Heterotrait-Monotrait Ratio (HTMT))

	Lifestyle (X2)	Purchase decision (Z)	Consumer Loyalty (Y)	Consumer Attitude (X3)	relationship (X1)
Lifestyle (X2)					
Purchase decision (Z)	0.677				
Consumer Loyalty (Y)	0.705	0.895			
Consumer Attitude (X3)	0.346	0.644	0.708		
relationship (X1)	0.507	0.648	0.759	0.383	

The results of the HTMT Heterotrait-Monotrait Ratio (HTMT) test showed that the correlation value between variables was less than 0.9 so the data was valid.

Inner Model for full model

The inner model test is to determine whether or not the structural model fits the research, here are the results of the inner model test.

1) *Coefficient of Determination (R2)*

Table 4. tests of the inner structural model

	R Square	R Square Adjusted
Purchase decision (Z)	0.637	0.625
Consumer Loyalty (Y)	0.804	0.796

R2 shows that variable Y can be explained by variables X1, X2,

R2 shows that variable Z can be explained by variables X1,

2) *F Square (Effect size)*

Table 5. F square (effect size)

	Purchase decision (Z)	Consumer Loyalty (Y)
Lifestyle (X2)	0.281	0.115
Purchase decision (Z)		0.242
Consumer Loyalty (Y)		
Consumer Attitude (X3)	0.329	0.232
relationship (X1)	0.172	0.271

The effect size for consecutive independent variables is more than 0.00, which means the value is more than 0 (zero) so it is fulfilled and well constructed. The biggest influence on consumer loyalty is the relationship (X1) of 0.271 and the most influence on the purchasing decision variable (Z) is the consumer attitude variable (x3) of 0.329.

3) Table: 9 Q–Square Predictive Relevance (Q2)

	SSO	SSE	Q² (=1-SSE/SSO)
Lifestyle (X2)	600,000	600,000	
Purchase decision (Z)	600,000	326,264	0.456
Consumer Loyalty (Y)	600,000	281,996	0.530
Consumer Attitude (X3)	600,000	600,000	
relationship (X1)	600,000	600,000	

The influence of the variables X1, has been well reconstructed with predictive relevance.

Hypothesis Test Results

The significance of the estimated parameters provides very useful information to determine the relationship between variables in this research. Hypothesis testing is carried out by looking at the probability values and the t-statistics. For probability values, the p-value with α of 5% is <0.05 .The t-table value for α 5% is 1.985. So the criterion for accepting the hypothesis is when the t-statistic value > t-table. Hypothesis testing using the Smart PLS method is carried out by carrying out a bootstrapping process, so that the relationship between the influence of exogenous variables on endogenous variables is obtained as follows
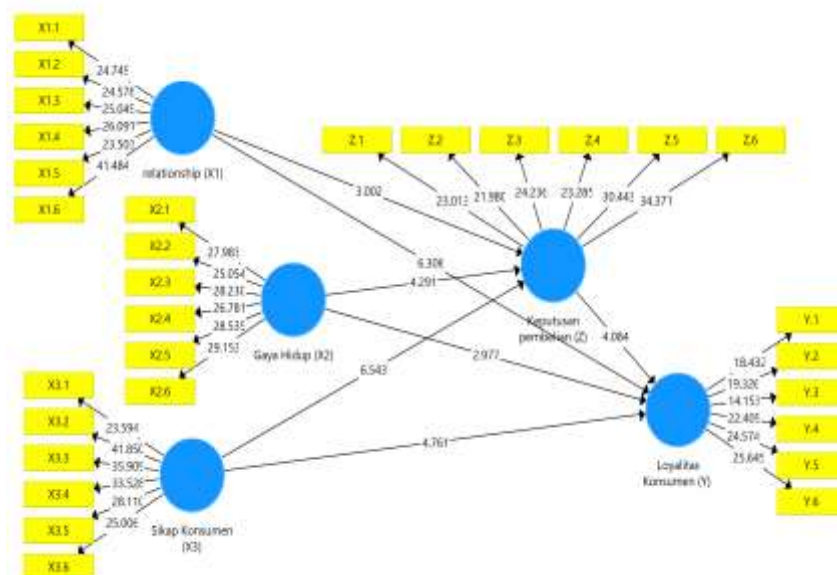

Fig. 3. Results of Boostrapping

Based on the output results, it is known that hypothesis testing for structural equations is shown as follows

1. X1 against Y

   The t-statistical value for the influence of Thus, the hypothesis in this research is accepted. This means that X1 has a positive and significant effect on Y

2. X1 against Z

   The t-statistical value for the influence of Thus the hypothesis in this study is accepted. This means that X1 has a positive and significant effect on Z

3. X2 against Y

   The t-statistical value for the influence of Thus, the hypothesis in this research is accepted. This means that X2 has a positive and significant effect on Y

4. X2 against Z

The t-statistical value for the influence of Thus, the hypothesis in this research is accepted. This means that X2 has a positive and significant effect on Z

5. X3 against Y

   The t-statistical value for the influence of Thus, the hypothesis in this research is accepted. This means that X3 has a positive and significant effect on Y

6. X3 against Z

   The t-statistical value for the influence of Thus, the hypothesis in this research is accepted. This means that X3 has a positive and significant effect on Z

7. Z against Y

   The t-statistic value for the influence of Z on Y t is 4.084 > t-table (1.985) and the p-value is 0.000 < 0.05 and the original sample value is positive and is 0.361.Thus, the hypothesis in this research is accepted. This means that Z has a positive and significant effect on Y

Table 6.   Results of variable Z mediating the influence of X1, X2, X3 on Y as follows

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Lifestyle (X2) -> Purchase decisions (Z) -> Consumer Loyalty (Y)	0.133	0.135	0.055	2,445	0.016
Consumer Attitude (X3) -> Purchase decision (Z) -> Consumer Loyalty (Y)	0.136	0.135	0.039	3,514	0.001
relationship (X1) -> Purchase decision (Z) -> Consumer Loyalty (Y)	0.106	0.106	0.038	2,812	0.006

5. Conclusion

Based on the Discussion Results. it was found that the calculated t value for variable Z mediates between variables X1,

1. The influence of the Relationship variable on the Consumer Loyalty variable with the mediation of the Purchase Decision variable. The t-statistical value for the influence of Relationship on Consumer Loyalty with the mediation of the Purchase Decision variable shows that the t count is 2.812 > t-table (1.985) and the p-value is 0.006 < 0.05 and the original sample value is positive 0.106. Thus, the hypothesis in this research is accepted. This means that the Purchase Decision variable mediates the influence of Relationship on Consumer Loyalty positively and significantly.

2. The influence of the Lifestyle variable on the Consumer Loyalty variable with the mediation of the Purchasing Decision variable. The t-statistic value for the influence of Lifestyle on Consumer Loyalty with the mediation of the Purchasing Decision variable shows that the t count is 2.445 > t-table (1.985) and the p-value is 0.016 < 0.05 and the original sample value is positive 0.133. Thus, the hypothesis in this research is accepted. This means that the Purchasing Decision variable mediates the influence of Lifestyle on Consumer Loyalty positively and significantly.

3. The influence of the Consumer Attitude variable on the Consumer Loyalty variable with the mediation of the Consumer Decision variable. The t-statistic value for the influence of Consumer Attitudes on Consumer Loyalty with the mediation of the Purchase Decision variable shows that the t count is 3.514 > t-table (1.985) and the p-value is 0.001 < 0.05 and the original sample value is positive 0.136. Thus, the hypothesis in this research is accepted. This means that the Purchase Decision variable mediates the influence of Consumer Attitude on Consumer Loyalty positively and significantly.

Suggestion

From the research conclusions, it can be suggested to marine product business players, to maintain profits and consistently increase sales, good management of relationships, lifestyle and consumer attitudes must be carried out. By maintaining relationships with the media, promotional

tools, digital marketing. Consumer lifestyles must also be maintained by holding events that focus on seafood-based foods, including by synergizing with holding Food Festivals, seafood cooking courses, introducing seafood so that Gen Z will be more popular. For consumer attitudes, this can be done with massive publicity, intensive, about the importance of seafood and its benefits, the importa

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