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**Relationship Marketing Strategy in Building Customer Loyalty for Local Decapterus SPP (Muroaji) Products****Citra Elya Lestari<sup>1\*</sup>, Muhammad Musyfiq Salami<sup>2</sup>**<sup>1,2</sup>Pamulang University, Pamulang, Indonesia  
citra.elyalestari@gmail.com<sup>1</sup>, dosen01896@unpam.ac.id<sup>2</sup>**Abstract**

This study analyzes the implementation of relationship marketing strategies in building customer loyalty for Local Decapterus SPP (Muroaji) products at PT Satya Trinadi Komira Perkasa. This research uses a qualitative approach with a descriptive method. Data were collected through observation, interviews, and documentation involving informants consisting of directors, managers, and marketing staff. Data analysis was conducted using a descriptive method, and validity was tested using triangulation techniques. The results show that the relationship marketing strategy implemented by PT Satya Trinadi Komira Perkasa has been running well and plays an important role in increasing customer loyalty. This is reflected in consistent product quality, open and responsive communication, and fast and responsible complaint handling. However, the company still faces constraints in the form of dependence on fishing seasons and supply limitations. Therefore, the company needs to continuously evaluate and strengthen its strategies to maintain long-term relationships with customers.

**Keywords:** Strategy, Relationship Marketing, Loyalty Customer

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**INTRODUCTION**

Business competition is increasingly competitive, requiring companies not only to focus on short-term profits but also on developing long-term relationships with customers. In the fisheries sector, market dynamics are influenced by seasonal fluctuations, prices, product quality, and timely distribution demands. Therefore, companies need to implement marketing strategies that are capable of creating sustainable customer loyalty.

PT Satya Trinadi Komira Perkasa is a company operating in the processing and distribution of seafood products, particularly Local Decapterus SPP (Muroaji). The company serves both domestic and export markets through local, export, and import distribution systems. Although sales performance showed an increasing trend during 2023–2024, high turnover does not necessarily reflect long-term customer loyalty.

Sales data indicate that in 2022, sales realization did not reach the target (45.42%), while in 2023 and 2024, there was a significant improvement exceeding the target. However, the company still faces challenges in maintaining consistent customer relationships, particularly in communication, trust, and complaint handling.

According to Nadifah & Amir (2025:94) In various sector industry in Indonesia, approach relationship marketing become a relevant strategy for answer challenge said. According to Apriliani *et al.*, (2014:2) The main objective of relationship marketing strategy is create loyal customers, through business build close relationship or intimate with customers. This strategy emphasize development connection term long based trust, effective communication, and commitment company to customers. However, research about implementation of relationship marketing in industry processing of Local Decapterus SPP (Muroaji) is still limited, especially with approach qualitative.

Based on background behind the problem above, then what happens focus study as following:

1. How is the Relationship Marketing Strategy implemented by PT Satya Trinadi Komira Perkasa in build Loyalty Local Local Decapterus SPP (Muroaji) customers?
2. How condition internal factors and external factors external PT Satya Trinadi Komira Perkasa related with a deep Relationship Marketing strategy build Loyalty Customer Local Local Decapterus SPP (Muroaji) products analyzed use SWOT analysis through compilation IFAS Matrix and EFAS Matrix?

**RESEARCH METHOD**

This study uses a qualitative approach with a descriptive method. The focus of the study is the relationship marketing strategy in building customer loyalty for Local Decapterus SPP (Muroaji) products. The research was conducted at PT Satya Trinadi Komira Perkasa, North Jakarta.

Data collection techniques were carried out through observation, in-depth interviews, and documentation. Observation done in a way directly at the location of PT Satya Trinadi Komira Perkasa for observe activity operational companies, especially those related to with activity marketing, communication with customers, as well as the distribution process Local Decapterus SPP (muroaji).

Interviews were conducted using in-depth interview techniques with informants selected through purposive sampling, including the Director, Export-Import Manager, Senior Marketing, and Marketing Staff in order to obtain comprehensive information about implementation of relationship marketing strategies in build loyalty customers. In addition, the technique documentation used for complete research data through collection document company, report sales, distribution data, and other relevant archives so that can support and strengthen validity of the data obtained from observation and interviews.

Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Data reduction is carried out with select and summarize the data obtained from observation, interviews, and documentation in accordance with focus research, then served in form description narrative for facilitate the analysis and interpretation process. Additionally, research this also uses SWOT analysis through compilation IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices for identify Internal and external factors that influence relationship marketing strategies. Data validity was tested through technique triangulation sources and methods to ensure accuracy and validity of research data.

## RESULTS AND DISCUSSION

From the interview with Mr. Emil Arifin determining policy that connection customers who emphasize commitment term long, where the customer viewed as partners strategic company. SWOT analysis obtained:

- a. Strength is emphasized lies in the production carried out itself, clear SOP (Standard Operating Procedure), and strict quality control. This allows company for guard quality products and services in a way consistent, so that support success relationship marketing this.
- b. Weaknesses mentioned more to limitations supply consequence factor season fisheries. Conditions this can influence connection with customer if no balanced with good communication and planning mature stock.
- c. Opportunities exist in the demand for Local Decapterus SPP high local in various area is one of the opportunity big for company. With good quality and service, opportunities this can also utilized for expand network customers and strengthen connection term long through more optimal service.
- d. Threats faced is competition effort and uncertainty fish season or weather that can cause customer look for other alternatives. If not anticipated with good communication, conditions this is the potential bother loyalty customer.

Interview with Mr. Muhammad Firdaus obtained information that the relationship marketing strategy in build loyalty customer that is emphasize that the Local Decapterus SPP (muroaji) is product featured companies that have local and export markets, so that consistency quality become priority main.

- a. Strength, namely difference the main thing that becomes attention compared to with competitors is that PT Satya Trinadi Komira Perkasa produces all over products offered in a way independent. This is done for ensure quality and quantity product more guaranteed, so that company own superiority competitive compared to with competitors other.
- b. Weaknesses are connection with customer still awake with well, though no always ongoing in a way intensive. This is caused by characteristics business fisheries that are highly dependent on factors seasonal, so that availability product tend fluctuating. Customers generally understand condition including, moment happen decline fish supply.
- c. Opportunities, namely market potential for Local Decapterus SPP local in Indonesia is very big, but availability still limited, especially consequence limitations facilities in the eastern region. Therefore that, is necessary development for fulfil height demand in Java, Sumatra, Sulawesi, and Kalimantan.
- d. Threats, namely from market aspects, competition nature open, with competition price that is not can avoided.

From the corner view field, Mr. Axel Prasetyo explain that trust customer strengthened through supervision strict quality control by the team quality control in every branch. The SWOT analysis obtained:

- a. Strength: Quality product awake through consistent Quality Control (QC) system in every branch.
- b. Weaknesses: Lack of a structured relationship marketing strategy in a way special.
- c. Opportunities: Market demand for mackerel as material standard processed still high and potential develop.
- d. Threats: Fluctuation price and availability of fish due to factor season.

In line with matter said, Mr. Faris Aqsha confirm that regular and personal communication is key main in guard loyalty customer, good customer new and old customers. SWOT analysis obtained:

- a. Strength: Intensive and consistent communication become key main in guard trust and loyalty customer.
- b. Weaknesses: Limitations stock product cause company not yet capable fulfil all over request customer optimally.
- c. Opportunities: Segmentation diverse customers open opportunity for implementation approach more personal and targeted services.
- d. Threats: Potential miscommunication and conditions unused field always in accordance planning can hinder connection with customer.

Based on results interview from the 4 (four) sources so aspect SWOT analysis can be summarized with table following:

**Table 3. Initial Conclusions Based on Interview Observation**

| SWOT aspects         | Findings   |
|----------------------|--|
| <i>Strength</i>      | Consistency quality Local Decapterus SPP (muroaji) products, intensive, open and responsive communication with customer, system handling clear and responsible complaints answer.                                |
| <i>Weaknesses</i>    | Dependence to fish season, limitations supply on time certain, There is no special program yet or formal system.   |
| <i>Opportunities</i> | Local Decapterus SPP high in local markets, B2B customers need consistent and reliable supplier trusted, Testimonial customer can utilized as a promotional strategy relational.                                 |
| <i>Threats</i>       | Fluctuation fish prices due to market conditions and seasons, weather extreme influence fish supply and stability price. Risk of dissatisfaction customer new If expectation No in accordance market conditions. |

Source: Interview Results (2026)

Based on Table 3. The strategy implemented is based on SWOT analysis is written in table 4. This below:

**Table 4. Relationship Marketing Strategy Based on SWOT Analysis**

| INTERNAL /EXTERNAL | <i>Opportunities</i>  | <i>Threats</i>   |
|--------------------|---|--|
| <i>Strength</i>    | <p>Strategy (<i>Strength – Opportunities</i>)</p> <ol style="list-style-type: none"> <li>a. Maximizing quality products and QC SOP for fulfil high local market demand for Local Decapterus SPP (muroaji).</li> <li>b. Strengthen personal communication and transparency to improve customer loyalty and repeat orders.</li> <li>c. Optimizing testimoni customer as proof quality and market confidence, as well as use reputation good company and service as superiority competitive in face opportunity high market demand.</li> </ol> | <p>ST Strategy (<i>Strength – Threats</i>)</p> <ol style="list-style-type: none"> <li>a. Guard quality stable products and services as differentiator main in face competition price with competitors.</li> <li>b. Use open communication for anticipate impact uncertainty seasons and keep loyalty customer.</li> <li>c. Strengthen handling complaint fast and flexible for prevent lost customer.</li> </ol> |
| <i>Weaknesses</i>  | <p>WO Strategy (<i>Weaknesses – Opportunities</i>)</p> <ol style="list-style-type: none"> <li>a. Overcome limitations supply with planning more stock good as well as communication open to customer moment fish season is not stable.</li> <li>b. Utilise technology communication for inform condition stock and market in general transparent to maintain trust customer.</li> <li>c. Education customer related market conditions and fish seasons for equalize expectations, as well as develop form</li> </ol>                        | <p>WT Strategy (<i>Weaknesses – Threats</i>)</p> <ol style="list-style-type: none"> <li>a. Increase internal coordination and communication external For reduce miscommunication with customer.</li> <li>b. Drawing up a scheme priority customer moment stock limited so that the relationship still awake and reduce risk lost customer.</li> <li>c. Prepare reserves stock cold</li> </ol>                    |

| INTERNAL<br>/EXTERNAL | <i>Opportunities</i>  | <i>Threats</i>  |
|-----------------------|---|---|
|                       | service priority for loyal customers for maximize opportunity connection term long. | storage for anticipate disturbance supply and avoid complaints that can exploited by competitors. |

## CONCLUSION

Based on results research and discussion from interview with four resource persons consisting of from Director, Export-Import Manager, Senior Marketing, and Marketing Staff. Relationship Marketing Strategy in build Loyalty Customer Local Decapterus SPP (Muroaji) Products at PT Satya Trinadi Komira Perkasa, then can withdraw a number of conclusions as following: Focus on relationships term long (trust, communication, handling complaint); Running through quality SOP, communication open, and responsive complaint; Implemented consistent and integrated in operational company; Loyalty seen from purchase repeat, trust height, and work the same term long as well as satisfaction to quality, service, and communication so that customers no easy move; Strengthened personal approach so that the relationship so proven partnership and relationship marketing increase loyalty customer.

Although this strategy enough effective in term long, company still own challenge in adapt self with change behavior increasingly consumers develop.

Interview results then analyzed use SWOT method for identify internal and external factors that influence performance marketing company: Strength: quality product consistent, communication good, handling complaint responsive; Weaknesses: depends season, not yet there is a formal loyalty program; Opportunity: request high, need suppliers trusted (B2B); Threat: fluctuation price, weather, competition price.

Based on results research, PT Satya Trinadi Komira Perkasa is recommended for keep going maintain and strengthen implementation of *relationship marketing* strategies as effort build loyalty customer Local Decapterus SPP (muroaji) fish products. Companies need to guard consistency quality product through implementation of SOP and supervision sustainable quality, as well as increase planning availability stock to anticipate limitations supply consequence factor season. In addition, the company recommended for optimize more communication structured and proactive to customer related information stock, price and delivery so that the relationship term long still awake. Development approach special for loyal customers, such as service priority or strengthening connection partnership, can also considered for increase trust and maintain loyalty customers in the middle competition industry fisheries are increasingly competitive.

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