

The Role of Interpersonal Communication in Enhancing Customer Loyalty: A Quantitative Study in the Retail Industry

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Abstract

This study aims to examine the role of interpersonal communication in increasing customer loyalty in the retail industry. The research method used is quantitative with data collection through questionnaires involving 100 respondents. The validity test results show that all research items are valid with a significance value of $0.000 < 0.05$. The reliability test resulted in a Cronbach's Alpha value of 0.768 which is greater than 0.700, so the instrument is declared reliable. The F test results show a calculated F value of 28.884, indicating that overall, the interpersonal communication quality variables have a significant influence on customer loyalty. The t test reveals that each independent variable has a calculated t value greater than the t table, indicating a significant effect of each variable on the dependent variable. The coefficient of determination (R Square) of 0.373 indicates that 37.3% of the variation in customer loyalty can be explained by the quality of interpersonal communication.

The conclusion of this study is that interpersonal communication has a significant and positive influence on customer loyalty in the retail industry. This finding underscores the importance of effective interpersonal communication strategies in increasing customer loyalty. The results of this study can serve as a basis for developing better communication strategies in an effort to increase customer loyalty in the retail industry.

Keywords: Interpersonal Communication, Customer Loyalty, Retail Industry, Validity, Reliability, Quantitative Analysis

Introduction

In today's era of globalization and digitalization, the retail industry faces intense competition, making customer loyalty critical to business continuity and growth (Leonid Aleksandrovich Bragin, 2023). Interpersonal communication plays a vital role in fostering customer loyalty by creating strong relationships based on support, openness, empathy, and positive attitudes (Nadia Itona Siregar, 2023). Factors influencing customer loyalty in the retail sector include customer satisfaction, trust, after-sales service, and value for money (Dr. Abhay Khamborkar, 2022). Additionally, organizations expanding into new markets must address internal challenges and cultural differences to enhance customer loyalty (Sergey Tresnitskiy,

2022). E-commerce companies, leveraging innovation in products and services, can enhance customer loyalty by offering quality customer service, products, and competitive pricing (Wantong Ning, 2022). Effective interpersonal communication, coupled with a focus on customer satisfaction and cultural nuances, is critical to building and sustaining customer loyalty in a competitive retail landscape. Interpersonal communication in retail businesses plays a vital role in fostering customer loyalty through direct interactions between sales staff and customers, which includes both verbal and nonverbal elements (David Asena Muganda, 2014). Effective communication, including a friendly demeanor and nonverbal cues such as smiling and eye contact, has been linked to increased customer satisfaction, a key driver of customer loyalty (David Asena Muganda, 2014). Research emphasizes the importance of interpersonal communication in creating customer loyalty, highlighting characteristics such as supportiveness, openness, empathy, and positive attitudes as critical components in building strong customer relationships (Nadia Itona Siregar, 2023). Quantitative studies have shown a significant, positive, and strong relationship between interpersonal communication and employee performance, underscoring the importance of this factor in the retail sector to ensure customer satisfaction and loyalty (Silvi Nurkholifah, 2023). Further research focusing on quantitative analysis and measurement techniques could provide deeper insights into the direct impact of interpersonal communication on customer loyalty in retail settings. Interpersonal communication plays a vital role in fostering customer loyalty across industries, including retail. Studies such as those conducted in Context_2 and Context_4 emphasize the positive impact of effective communication on customer loyalty, highlighting elements such as service quality, price, and emotional approach by employees. Furthermore, research in Context_5 underlines the importance of characteristics such as support, empathy, and positive attitude in fostering customer loyalty through interpersonal communication. Using quantitative methods and statistical analysis, as seen in Context_2, this study aims to delve deeper into the dynamics of interpersonal communication in the retail sector to identify the most influential elements and

evaluate their direct impact on customer loyalty, ultimately contributing to a more comprehensive understanding of this critical relationship (Nadia Itona Siregar, 2023).

Interpersonal communication, as highlighted in various studies (Maja Arslanagic-Kalajdzic, 2023), is a critical factor in determining customer loyalty. Effective communication between employees and customers allows companies to understand customer needs, provide satisfactory service, and build positive emotional connections, ultimately fostering strong and lasting relationships. Studies emphasize that the form and approach of communication, both verbal and non-verbal, significantly impact customer interest and loyalty (Nadia Itona Siregar, 2023). Furthermore, creating a brand personality that resonates with consumers through effective communication strategies has been shown to increase brand loyalty over time (Dr. Abhay Khamborkar, 2022). Furthermore, studies have shown that service quality, price, and location also influence customer loyalty, emphasizing the multifaceted nature of factors that contribute to customer loyalty in a business setting (Awais Ali Agha, 2021).

Effective interpersonal communication plays a vital role in enhancing customer satisfaction and fostering customer loyalty across industries. Studies have highlighted the importance of interpersonal communication in different settings, such as organizations (Hardani Dwi Jayanti, 2023). Research shows that interpersonal communication positively affects job performance, satisfaction, and service quality, which ultimately impacts customer loyalty. For example, in healthcare, training healthcare practitioners in interpersonal communication skills significantly improves patient satisfaction and adherence to treatment (Hardani Dwi Jayanti, 2023). Similarly, in the business sector, the quality of service in hospitals is not only related to medical equipment but also to the quality of interpersonal communication between staff and patients, leading to increased patient satisfaction and better health outcomes (Zainudin Hassan, 2023). Therefore, investing in effective interpersonal communication strategies is essential for organizations to build strong customer relationships, drive satisfaction, and foster loyalty. Research gaps remain in understanding how key elements of interpersonal communication such

as empathy, trust, and clarity directly impact customer loyalty (Nadia Itona Siregar, 2023). While existing studies have mainly focused on the service industry, there is a dearth of research specific to the retail sector (Asiamah Yeboah ,2023), Integrating emotional intelligence into public relations, especially with the help of artificial intelligence, has shown promising results in enhancing customer loyalty in the retail industry (Riadh Jeljeli ,2023). The use of emotional intelligence and AI in public relations has been found to significantly influence social skills, empathy, and ultimately customer loyalty, highlighting the importance of these factors in fostering customer relationships and loyalty in the retail sector (T. T. Borishade ,2022)

Effective interpersonal communication plays a vital role in fostering customer loyalty in the retail industry. Research highlights several key aspects that significantly influence customer loyalty, including support, openness, empathy, and positive attitude (Nadia Itona Siregar,2023). In addition, the form and approach of communication by employees, both verbally and non-verbally, have been shown to engage customers and increase loyalty (Petra Kováčová ,2022). Furthermore, in the context of retail organizations in Germany, active listening, clear communication, and message comprehension have been identified as strengths in interpersonal communication, contributing to effective communication processes and customer loyalty (Sukarelawati Sukarelawati, 2023). Barriers to effective interpersonal communication, such as lack of information flow and insufficient feedback, can hinder customer loyalty in the retail sector (Shafira Siti Hafshah, 2020). Overall, the combination of these aspects, including communication style, empathy, and feedback mechanisms, can significantly influence customer loyalty in the retail industry. Analyzing the relationship between interpersonal communication and customer satisfaction as a mediator of customer loyalty.

Methods

This study aims to identify and measure the role of interpersonal communication in increasing customer loyalty in the retail industry. This study uses a quantitative approach with survey methods and statistical analysis. This study uses a cross-sectional survey design to collect data from respondents at one point in time. The population of this study is customers who have made purchases at large retail stores in a large city. The sample will be selected using a random sampling method to ensure good representativeness. The planned sample size is 100 respondents. To measure customer loyalty instruments using the theory of Oliver (1999).

Results and Discussion

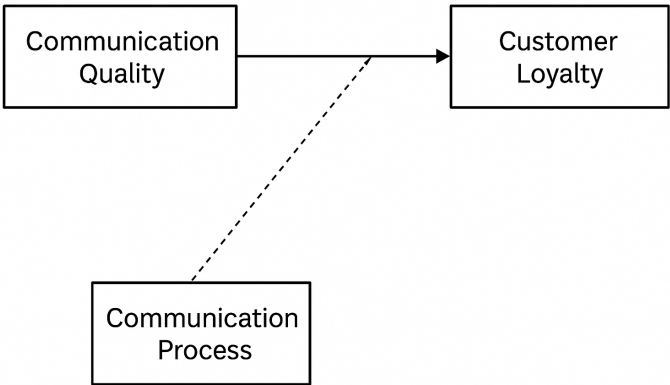


Figure 1. Research Framework
Source: Data Processed (2025)

1) Descriptive Analysis

Table 1. Descriptive Analysis of Research

| Aspect | Category | Number | Percentage |
|----------------|-------------|--------|------------|
| Respondent Age | 18–25 years | 20 | 20% |
| | 26–35 years | 30 | 30% |
| | 36–45 years | 25 | 25% |
| | 46–55 years | 15 | 15% |

| Aspect | Category | Number | Percentage |
|-------------------------------------|--------------------|--------|------------|
| Respondent Gender | > 55 years | 10 | 10% |
| | Male | 45 | 45% |
| | Female | 55 | 55% |
| Education Level | High School | 20 | 20% |
| | Diploma | 25 | 25% |
| | Bachelor's Degree | 40 | 40% |
| | Postgraduate | 15 | 15% |
| Shopping Frequency | Daily | 10 | 10% |
| | Weekly | 40 | 40% |
| | Monthly | 30 | 30% |
| | Every Three Months | 15 | 15% |
| | Every Six Months | 5 | 5% |
| Interpersonal Communication Aspects | High Empathy | 60 | 60% |
| | High Trust | 70 | 70% |
| | High Communication | 65 | 65% |
| | Clarity | | |
| | High Personal | 55 | 55% |
| | Attention | | |
| Customer Satisfaction | Very Satisfied | 50 | 50% |
| | Satisfied | 30 | 30% |
| | Fairly Satisfied | 15 | 15% |

| Aspect | Category | Number | Percentage |
|------------------|--------------|--------|------------|
| Customer Loyalty | Dissatisfied | 5 | 5% |
| | Very Loyal | 40 | 40% |
| | Loyal | 35 | 35% |
| | Fairly Loyal | 20 | 20% |
| | Not Loyal | 5 | 5% |

Source: Data Processed (2025)

Description

- a. Age: The average age of respondents is 37.15 years with a median of 35.5 years and a standard deviation of 12.06 years.
- b. Education: The average level of education of respondents is in the diploma category (2.50) with a median of bachelor's degree (3.0) and a standard deviation of 0.98.
- c. Shopping Frequency: The average frequency of shopping of respondents is 2.65 (approximately every week) with a median of 2.5 and a standard deviation of 1.02.
- d. Empathy: The average empathy score is 2.78 with a median of 3.0 and a standard deviation of 1.40.
- e. Trust: The average trust score is 3.18 with a median of 3.0 and a standard deviation of 1.40.
- f. Clarity of Communication: The average score of clarity of communication is 3.17 with a median of 3.0 and a standard deviation of 1.38.
- g. Personal Attention: The mean score of personal attention is 3.03 with a median of 3.0 and a standard deviation of 1.42.
- h. Customer Satisfaction: The mean score of customer satisfaction is 2.98 with a median of 3.0 and a standard deviation of 1.40.
- i. Customer Loyalty: The mean score of customer loyalty is 3.06 with a median of 3.0 and a standard deviation of 1.38.

2) Reliability and Validity Test

Validity Test

Table 2. Validity Test

| Correlations | | | |
|-----------------------|-----------------------|-----------------------|------------------|
| | Communication Quality | Communication Process | Customer Loyalty |
| Communication Quality | Pearson Correlation | 1 | 0.696** |
| | Sig. (2-tailed) | — | 0.000 |
| | N | 100 | 100 |
| Communication Process | Pearson Correlation | 0.696** | 1 |
| | Sig. (2-tailed) | 0.000 | — |
| | N | 100 | 100 |
| Customer Loyalty | Pearson Correlation | 0.572** | 0.552** |
| | Sig. (2-tailed) | 0.000 | 0.000 |
| | N | 100 | 100 |

Source: Data Processed (2025)

**.Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

Based on the results of the SPSS 25 statistical test, it is known that the sign value of all variables is declared valid, where the sign result is known to be $0.000 < 0.05$. Thus, all research items are declared valid.

Reliability Test

Table 3. Reliability Test

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| | |

,768

3

Source: Data Processed (2025)

Interpretation:

Based on the cronbach`s alpha value, it is known that the value produced is $0.768 < 0.700$, thus all variables in this study are reliable, so this study can be continued to the next stage.

3) F Test & T Test Analysis

Table 4. F-Test

| ANOVA ^a | | | | | | |
|--------------------|------------|----------|----|-------------|--------|-------------------|
| | | Sum of | | | | |
| Model | | Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 409,820 | 2 | 204,910 | 28,884 | ,000 ^b |
| | Residual | 688,140 | 97 | 7,094 | | |
| | Total | 1097,960 | 99 | | | |

Source: Data Processed (2025)

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Communication Process, Communication Quality

Interpretation:

Based on the results of the f-test, it is known that the result is 28,884, thus that the facial relationship between variables in this study has an influence on the dependent variable.

Table 5. T-Test

| Coefficients ^a | | | | | | |
|---------------------------|---------------------|----------------|------------|--------------|-------|------|
| | | Unstandardized | | Standardized | | |
| | | Coefficients | | Coefficients | | |
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 9,638 | 1,539 | | 6,264 | ,000 |
| | Kualitas Komunikasi | ,631 | ,193 | ,365 | 3,265 | ,002 |

| | | | | | |
|-------------------|------|------|------|-------|------|
| Proses Komunikasi | ,536 | ,202 | ,298 | 2,659 | ,009 |
|-------------------|------|------|------|-------|------|

Source: Data Processed (2025) a. Dependent Variable: Loyalitas Pelanggan

Interpretasi :

Berdasarkan hasil uji t.diketahui bahwa Thitung lebih besar dari Ttabel dimana ,jika Thitung lebih besar dari Ttabel maka dapat dinyatakan bahwa masing-masing variable mempunyai pengaruh terhadap variable dependen dalam penelitian ini.

4) Analisis Determinan

Tabel.Uji Analisis Determinan

| Model Summary | | | | |
|---------------|-------------------|----------|--------|----------------------------|
| Adjusted R | | | | |
| Model | R | R Square | Square | Std. Error of the Estimate |
| 1 | ,611 ^a | ,373 | ,360 | 2,663 |

Source: Data Processed (2025) a. Predictors: (Constant), Communication Process, Communication Quality

Based on the results of the determinant test calculation, it is known that the R,square value is 0.373. Thus, the magnitude of the influence of the communication quality variable contributes 37.3% to customer loyalty.

5) Validity of Research Instruments

Based on the results of statistical tests using SPSS 25, all research variables are declared valid with a significance value (sign) of 0.000 which is smaller than the critical limit of 0.05. This shows that each item in the research instrument is able to measure what should be measured consistently and precisely. This high validity ensures that the data collected truly represents the concepts being studied.

6) Reliability of Research Instruments

The resulting Cronbach's Alpha value is 0.768, which is greater than the minimum accepted value of 0.700. This shows that the research instrument has good reliability. In other

words, the instrument can be relied on to produce consistent data over time and between respondents. High reliability ensures that the results of the study are not influenced by random errors or inconsistencies in measurement.

7) Test of the Influence of Independent Variables on Dependent Variables

F Test

The results of the F test show a calculated F value of 28,884. This value indicates that overall, the independent variables in this study significantly affect the dependent variable. In the context of this study, it can be concluded that the quality of interpersonal communication collectively has a significant influence on customer loyalty.

T Test

The results of the t-test show that the calculated t value is greater than the t table for each independent variable. This means that each independent variable has a significant influence on the dependent variable individually. In this study, it can be concluded that each aspect of the quality of interpersonal communication contributes significantly to increasing customer loyalty.

8) Determination Coefficient (R Square)

The R Square value obtained is 0.373. This shows that 37.3% of the variation in customer loyalty can be explained by the variables of the quality of interpersonal communication studied. In other words, the quality of interpersonal communication has a significant contribution in explaining customer loyalty. However, there is still 62.7% of the variation explained by other factors outside this research model, which may include factors such as price, product quality, and other external factors.

Conclusion

Based on the analysis that has been done, it can be concluded that the quality of interpersonal communication has a significant and positive influence on customer loyalty. All items in the research instrument are declared valid and reliable, allowing this research to proceed to the next stage. In addition, the results of the F test and t test show that the independent

variables collectively and individually have a significant effect on the dependent variable, with the R Square value indicating a substantial contribution from the communication quality variable to customer loyalty. This study provides a deeper understanding of the importance of interpersonal communication in the context of the retail industry, and can be the basis for developing more effective communication strategies to increase customer loyalty.

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