Relationship marketing and customer retention in a Peruvian service company

Eda Grettel Diaz-Fuertes, Bachelor's Degree in Administration and Marketing[1] , Miguel Humberto Panez-Bendezú, Dr. Department of Research, Innovation and Social Responsibility[2] , and Jorge Alberto Vargas-Merino, Dr; Department of Research, Innovation and Social Responsibility[3]
[1]Universidad Privada del Norte, Perú, n00075514@upn.pe
[2]Universidad Privada del Norte, Perú, miguel.panez@upn.edu.pe
[3]Universidad Privada del Norte, Perú, jorge.vargas@upn.edu.pe

Abstract– The objective of this research was to identify the influence of relationship marketing on the retention of Superpet's customers. The research design was non-experimental, cross-sectional and explanatory. The study population was infinite, made up of customers over 18 years of age and who use digital media to interact with the company. We worked with a non-probabilistic sample by convenience and consecutive cases, consisting of 180 customers. The technique used was the survey. The instrument used was the questionnaire, which obtained a Cronbach's alpha of 0.904, which means a high statistical reliability, and a content validation of 99% by experts. Overall, it is concluded that there is a significant relationship between the variables under study, which is contrasted with the correlation coefficient of 0.582. The goodness of fit of the model is contrasted from the R-squared statistic that corresponds to 0.339, which means that it is 33.9% explanatory, therefore, applying relationship marketing strategies is partially beneficial to ensure the continuity of customers.

Keywords—Relationship marketing, customer retention, communication, trust, loyalty, satisfaction.

I. INTRODUCTION

Implementing relationship marketing is crucial for companies worldwide to establish long-term, satisfactory customer relationships, leading to benefits such as customer retention and profitability. A study in Colombia's canine spa industry revealed the need for strong emotional connections with clients through personalized and humane treatment. However, research found that these businesses lack technological sophistication in customer interactions. This deficiency hinders the development of effective market strategies for customer engagement [1].

An investigation at Ecuador's "Rey Mascota" Pet Shop revealed its primary issue as declining sales due to three main factors. The first factor was the absence of a loyal customer base, followed by a limited product variety. The third factor was inadequate customer service, causing dissatisfaction and loss of repeat business. Consequently, dissatisfied customers switched to competitors, leading to customer loss and hindering the company's growth [2].

Two investigations conducted in Peru shed light on the relational marketing practices within the Pet shop sector. The first study focused on Lima's mypes, revealing that the overall level of relational marketing towards clients was moderate. While dimensions like quality, trust, and commitment were perceived at an average level, the communication dimension received a low rating. This highlighted the incomplete application of relationship marketing, hindering satisfactory customer relations [3].

The second investigation centered on "Zootagro," a Pet shop in Chiclayo. It identified significant weaknesses, including an inadequate customer loyalty system and the absence of digital marketing strategies. Despite having frequent repeat customers, the company's lack of online presence prevented effective audience engagement and loyalty-building efforts. Failing to adopt relevant retention strategies jeopardized the company's market stability [4].

The Superpet pet store's implementation of relational marketing requires improvement. While they engage in various activities aimed at establishing lasting relationships through in-person interactions like workshops, training, and celebrations, they lack alternatives for clients unable to visit their physical premises, leading to customer dissatisfaction. Despite a significant social media presence, their digital planning is lacking, as their content synchronization causes confusion among customers.

Although the company demonstrates empathy by offering express delivery and wider coverage, their execution falls short. Frequent mistakes in order commitments leave pets without essentials, leading customers to view the company as unreliable and prompting them to switch providers.

Furthermore, communication with clients is subpar, lacking effective after-sales service. The company is responsive during sales but fails to maintain the same level of responsiveness for issues like claims and refunds, resulting in disappointment and negative word-of-mouth. Partial implementation of relationship marketing strategies could lead to customer loss and a tarnished brand image, impacting Superpet's reputation and revenue.

Further information includes a Mexican study aiming to propose a relational marketing process for a Baja California coffee sales company. The empirical research utilized a non-experimental, cross-sectional design. Results revealed a positive correlation coefficient of 0.744 between tangible/intangible client experiences, service, and staff attention, significantly impacting satisfaction with an explanatory power of 55%. Recommendations were made to

enhance human capital confidence [5]. Another Colombian study focused on the marketing function's role in university technology transfer processes. Using an exploratory, descriptive approach, the study highlighted the significance of relationship quality factors like satisfaction, trust, commitment, and loyalty. It concluded that a relationship marketing perspective can effectively drive technology transfer, fostering enduring corporate relationships and mutually beneficial exchanges [6].

The Spanish investigation aimed to assess interactivity and two-way communication on official tourist websites of major Spanish sun and beach destinations, also exploring social media aspects and relationship establishment with the public. The empirical-analytical methodology, based on literature review, revealed a lack of relational and collaborative marketing implementation on these websites, resulting in missed opportunities for user relationships, conversion, loyalty, and recommendation [7]. Meanwhile, a Colombian study focused on client retention, profiling, key satisfaction elements, and relevant factors in the client-event agency relationship. This exploratory and descriptive research highlighted that coordination, clarity, and execution errors significantly impacted relationship duration, leading to dropouts [8].

In an Ecuadorian investigation, the goal was to establish strategic marketing for customer retention at Coronel Touma Corcorto SA. Through an analytical, mixed approach, dissatisfaction with customer treatment and pre-purchase guidance by staff was noted. Client expectations for product or service quality were subpar, with post-sale service interest from all but only 10% reported receiving it [9]. Likewise, a study on the "Perception of relationship marketing by customers of the pet-shop sector of the mypes of the fence of Lima, 2016" explored customer perceptions in Lima's pet-shop sector. Utilizing a descriptive, non-experimental, cross-sectional design, surveys collected data, revealing average perceptions of quality, commitment, and trust dimensions in relational marketing, though lacking communication significantly impacted the perception [3].

The research "Relational marketing and customer loyalty in Laboratorios Biosana SAC - Lima 2017" aimed to establish the connection between relational marketing and customer loyalty in the company. Employing a correlational, non-experimental, cross-sectional design, the study involved 1583 participants from the metropolitan area. Convenience sampling led to a questionnaire administered to 384 clients. Results, confirmed by Spearman's statistical test, indicated strong positive relationships between relational marketing, trust, commitment, satisfaction, and customer loyalty. Higher levels of relational marketing correlated with increased customer loyalty [10].

The study "Relational marketing and customer loyalty in Chancafe Q, Tarapoto, 2018" aimed to examine the link between relationship marketing and customer loyalty in the company. Using a descriptive-correlational, non-experimental, cross-sectional design, the research involved 120 frequent clients of Chancafe Q. Probabilistic sampling led to a survey administered to 92 clients, comprising 37 questionnaire items. Spearman's statistical test demonstrated significant positive relationships between relational marketing and customer loyalty, as well as trust, commitment, and satisfaction dimensions, indicating that further development of relationship marketing influences loyalty [11].

The study "Relational Marketing and customer loyalty in Hotel Administrator César SAC, Talara 2019" aimed to establish the relationship between Relationship Marketing and customer loyalty at the hotel. Using a non-experimental, cross-sectional design, the research involved 320 clients of Hotel Administrator César SAC, with a sample of 175 clients using a simple random sampling method. Through Spearman's statistical test, a highly significant positive correlation was found between Relationship Marketing and Customer Loyalty, indicating that the company's identification of customer needs through treatment and communication contributes to customer loyalty. Consequently, increased implementation of relationship marketing strategies is associated with a higher number of loyal customers [12]

The study "Relational Marketing and customer loyalty in Fogón Mediterráneo chicken shop, Ancón 2020" aimed to ascertain the impact of Relationship Marketing on customer loyalty. Using a non-experimental, cross-sectional design with a quantitative approach, the research involved 50 clients, utilizing convenience sampling. Results, analyzed through Spearman's statistical test, demonstrated that Relationship Marketing significantly influences customer loyalty, service quality, and time served at Fogón Mediterráneo Ancón chicken shop in 2020. Notably, a significant percentage of customers felt the company lacked methods to ensure comfort and neglected certain needs for customer satisfaction [13].

The study "Relational Marketing and customer retention in Guva SAC company, San Martín de Porres, 2020" aimed to establish the relationship between relationship marketing and customer retention. Using a non-experimental, cross-sectional, descriptive correlational approach, the research involved a population of 600 clients from the year 2019 at Guva in San Martin de Porres. The sample consisted of 50 clients requesting fumigation services, chosen through convenience sampling. Results, analysed with Spearman's statistical test, demonstrated a medium positive correlation between Relational Marketing and customer retention, as well as dimensions like Satisfaction, Loyalty, and Customer Service [14].

A. Theoretical framework

Fig. 1. Theoretical framework

Relational marketing

[15]refer that relationship marketing is the process of identifying and planning relationships with customers and other agents, in order to meet the objectives of all parties involved through the development of beneficial relationships.[16]He mentions that relationship marketing focuses on two points: The first is to capture the attention of customers and the second is to retain the attention of customers.

[17] report that relationship marketing guarantees loyalty in those involved in the relationship and allows the creation of an organizational culture where customer orientation stands out. Relationship marketing reduces the costs and the time of negotiation of the transactions, in some cases it allows to go from the negotiated transaction to the simple routine[18].

Communication

Communication is a means that serves to transmit ideas and thoughts, and it is man who is in charge of interpreting the different messages and signs that appear in his environment.[19]. Communication involves messages that carry content, are transmitted through channels, and carry clear objectives.[20]. Communication is made up of the following elements: sender, receiver, medium/channel, message and feedback. Over time, communication has evolved, but it has never lost its basic structure.[21].

Customer communication

[22] refer that communication with the client is a process by which a person, or one of the subparts of the organization, contacts another person or another subpart.[23]refer that communication with the client is that management tool consciously used effectively and efficiently to create a favorable basis for relationships with the people that the company depends on.

[24] refer that communication with the client can improve the image of a company, strengthen its trust and strengthen its long-term reputation with all stakeholders.

Trust

Trust is the security that someone has for another person, it brings peace of mind and security. It's a tough value to build, but easy to lose [25].

[26] refer that trust is a relevant factor that influences all levels of human relationships, determining what type of relationship is between individuals. [27] refer that trust is of vital importance for the development and maintenance of the functioning of interpersonal relationships.

Trust requires knowledge that contains thoughts and feelings acquired through experiences of relationships with other individuals, groups, and organizations [28].

Loyalty

[29] refer that loyalty is a combination between unconditional commitment and a strong relationship, which is not likely to be affected under normal conditions or circumstances. [30] refer that loyalty has an affective base, understood as an emotional bond in which there is a desire to associate and give support to someone or something.[31] refers that loyalty has two approaches: loyalty as a behavioral posture that is expressed as repetition, and loyalty as an attitudinal posture that is reflected in intention.

Commitment

[32] refers to commitment as an implicit or explicit promise of relational continuity between two or more individuals.[33] report that commitment is a variable that contributes to maintaining a long-term relationship. There are two kinds of commitment: affection and calculation. The first is the desire to continue the relationship because it is pleasant, and the calculation is aimed at maintaining the relationship due to benefits or cost reduction.

Client retention

Customer retention refers to the activities and actions that businesses and organizations take to reduce the number of customer churn. Customer retention begins with the first contact a customer has with a company and continues throughout the duration of the relationship.[9]. [33]report that the key to customer retention is satisfaction, since satisfied customers remain loyal longer, speak favorably of the company, do not put as much interest in the competition and are less sensitive to price.[34] says that customer retention is much more than giving customers what they expect, it consists of exceeding their expectations so that they become loyal advocates of the brand. In a competitive business environment, where options abound, successful customer retention becomes a strategic differentiator that goes beyond commercial transactions and translates into building a base of committed customers and enthusiastic brand advocates.

Expectations

[35] refer to the fact that, according to the Dictionary of the Royal Spanish Academy, the word expectation means hope of doing or achieving something, a reasonable possibility that something will happen. [36] report that expectations are formed by word-of-mouth communication, the client's personal needs and their past experiences.[37] report that there are two times of expectations: Cognitive and affective. The cognitive ones are associated with anticipatory beliefs, while the affective ones are associated with the affective experience and its confirmation that lead to the feeling of satisfaction or dissatisfaction. [38] refer those expectations can be self-generated to control a person's own decisions, or they can be induced by an external agent.

Quality of service

Service quality is a highly relevant aspect of the supply chain and a responsibility of the marketing areas. Therefore, to be successful in service quality, the company must take into account elements such as leadership, efficiency in its operations, human capital and organizational culture.[39]. [40] refer that a quality service implies mutual satisfaction that exceeds business and customer expectations. Therefore, the organization must interact and provide feedback to the staff in all phases of the service process, to achieve significant results.[41]refer that the quality of the service is a habit that the organization has developed to interpret the needs and expectations of its clients and to be able to offer them an accessible, adequate, flexible, appreciable, useful, opportune, safe and reliable service in such a way that the client feel understood, cared for and served.

Loyalty

Loyalty implies establishing firm and resistant ties to maintain them in the long term[42]. [32] refers that loyalty is related to identification with a group, society, company, or a set of objectives. Likewise, it is the ability to honor the trust placed by the settlor in case there is a motivational conflict. In a competitive market, where options are varied, customer loyalty becomes a valuable strategic asset that contributes to the stability and sustainable growth of the company.

Satisfaction

Satisfaction is like a cognitive response, where the most important thing is rationality over the affective aspects of a person[43]. [44] refer that satisfaction is the level of mood and emotions of a person, which results from comparing the perceived performance of a product or service with their expectations.[41] refer that satisfaction is an evaluation based on whether a product or service responded to all the expectations and requirements that the person expects.
Formulation of the problem How does relationship marketing influence the retention of clients of a service company?
General objective: to identify the influence of relationship marketing on customer retention of a service company.
General hypothesis: relationship marketing significantly influences the retention of customers of a service company.

II. METHODOLOGY

The research followed a hypothetical deductive method, it was of a quantitative approach, of an applied type, and of a non-experimental, cross-sectional and causal or explanatory design.

In this study, the population is infinite and is comprised of clients of the service company, over 18 years of age and who use digital media to interact with the company. The sample is not intentional probabilistic at the discretion of the researcher. For this reason, it has been possible to determine that there will be 180 clients of the aforementioned company. In this investigation, a non-probabilistic sampling was used for convenience and consecutive cases, because the subjects and the number to be interviewed were conveniently selected according to accessibility and proximity to the researcher. Likewise, the subjects were surveyed consecutively on different days and times until the amount of the established sample was completed.

The technique used was the survey and two questionnaires as instruments, which enjoyed validity (content) and statistical reliability where relationship marketing obtained a Cronbach's alpha of 0.741, customer retention has an alpha value of 0.881, and it was recorded globally for the total number of items for both variables was 0.904.

For the research carried out, two types of analysis were determined, a descriptive analysis and an analysis linked to the hypotheses with the use of inferential statistics, specifically the linear regression analysis.

When preparing this research, important aspects were considered, information was consulted from specialist academic portals from which the information was obtained to write this work, the intellectual property of said authors was respected, duly citing them and no alteration was made to their information. On the other hand, at the time of conducting the survey, customers were informed of the main objective of said survey, so that they can carry it out voluntarily without any type of restriction. Finally, the data obtained were not misrepresented, they were only used to solve the research problem.

II. RESULTS

General hypothesis test:
Ho: $\beta\_1=\beta\_2=\cdots\beta\_p=0$
H1: $〖∃β〗\_j \neq 0$ (At least one of the coefficients is non-zero)
Ho: Relationship marketing does not significantly influence the retention of clients of the company Superpet, Metropolitan Lima 2021.
Ha: Relationship marketing significantly influences the retention of clients of the company Superpet, Metropolitan Lima 2021.

TABLE I
OVERVIEW OF THE GENERAL HYPHOTESIS MODEL

Model	R	R squared	Adjusted r squared	Standard error of the estimate	Change statistics				
					Change in R squared	Change in F	gl1	gl2	Next change in F
1	.582**	.339	.335	5,199	.339	91,298	1	178	,000

[a] Predictors: (Constant), Relationship marketing
Dependent variable: Customer retention

TABLE II
ANOVA OF THE GENERAL HYPHOTESIS [a]

Model	Sum of squares	gl	Root mean square	F	Next.
Regression	2467,514	1	2467,514	91,298	,000*
Residue	4810,814	178	27,027		
Total	7278,328	179			

[a] Dependent variable: Customer retention
Predictors: (Constant), Relationship marketing

TABLE III
COEFFICIENTS OF THE GENERAL HYPOTHESIS [a]

Model	Unstandarized coefficients		Standarized coefficients	T-value	Significance
	B.	Dev. mistake	Beta		
(Constant)	8,751	2,768		3,161	,002
Relational marketing	,740	,077	.582	9,555	,000
Total					

[a] Dependent variable: Customer retention

The global significance level, considering a confidence level of 5%, and contrasting it with the probability value (F Statistic), corresponds to 0.000, being less than 0.05 of significance, therefore, the model is globally significant, which shows that it is possible to explain the behaviour of the customer retention variable from relationship marketing.

Likewise, there is a significant relationship between the variables under study, which is contrasted with the correlation coefficient of 0.582. The goodness of fit of the model is contrasted from the R squared statistic that corresponds to 0.339, which means that it is explanatory in 33.9%, in other words, the relationship between the independent variable of the specified model, account for a significant percentage of the behaviour of the dependent variable, in this case customer retention.

TABLE IV
LEVELS OF CONTRIBUTION TO THE STUDY MODEL

Dimension	R	R square	Next. ANOVA
Customer expectations	0.339	0.115	0,000
Quality of service	0.503	0.253	0,000
Customer loyalty	0.520	0.270	0.000
Customer satisfaction	0.520	0.270	0.000

Regarding the customer expectations dimension, the model is globally significant, which shows that it is possible to explain the behavior of the Expectations dimension from Relationship Marketing. Likewise, there is a significant relationship between the dimension and the variable under study, which is contrasted with the correlation coefficient of 0.339. The goodness of fit of the model is contrasted from the R squared statistic that corresponds to 0.115, which means that it is 11.5% explanatory, in other words, the relationship between the independent variable of the specified model, accounts for a percentage significant behavior of the dependent dimension, in this case Expectations.

In the quality-of-service dimension, the model is globally significant, which shows that it is possible to explain the behavior of the quality-of-service dimension from relationship marketing. Likewise, there is a significant relationship between the dimension and the variable under study, which is contrasted with the correlation coefficient of 0.503. The goodness of fit of the model is contrasted from the R squared statistic that corresponds to 0.253, which means that it is explanatory in 25.3%, in other words, the relationship between the independent variable of the specified model, accounts for a percentage significant behavior of the dependent dimension, in this case Quality of service.

For the loyalty dimension, the model is globally significant, which shows that it is possible to explain the behavior of the loyalty dimension from relationship marketing. Likewise, there is a significant relationship between the dimension and the variable under study, which is contrasted with the correlation coefficient of 0.520. The goodness of fit of the model is contrasted from the R squared statistic that corresponds to 0.270, which means that it is 27% explanatory, in other words, the relationship between the independent variable of the specified model, accounts for a percentage significant behavior of the dependent dimension, in this case Loyalty.

Finally, in the satisfaction dimension, the model is globally significant, which shows that it is possible to explain the behavior of the Satisfaction dimension from Relationship Marketing. Likewise, there is a significant relationship between the dimension and the variable under study, which is contrasted with the correlation coefficient of 0.350. The goodness of fit of the model is contrasted from the R squared statistic that corresponds to 0.123, which means that it is explanatory in 12.3%, in other words, the relationship between the independent variable of the specified model, accounts for a percentage significant behavior of the dependent dimension, in this case Satisfaction.

II. DISCUSSION AND CONCLUSIONS
A. Discussion

According to the results presented in this research, it was found that there is a significant relationship between Relationship Marketing and Customer Retention of the company Superpet, Metropolitan Lima 2021 (Significance = 0.000 < 0.05; R = 0.582), with a power significant explanatory of 33.9% (R squared = 0.339). That is, applying relationship marketing strategies is beneficial to ensure the continuity of customers. However, it was evidenced that the company still has relevant aspects to improve, because it is only partially

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5

applying the factors of communication, trust, loyalty and commitment, being unfavorable to retain all of its customers.

These results are similar to those obtained by[14], at the Guva SAC company, San Martín de Porres, 2020. In this research, the same non-experimental cross-sectional design was applied, but at a descriptive correlational level. In the results, it was found that relationship marketing has a positive mean correlation with customer retention (significance level=0.00<0.05; Spearman's Rho = 0.576).

On the other hand, according to the results presented in this investigation, it was evidenced that 49.44% of the clients state that the Superpet company almost always has all the products of their choice, while 0.56% state that they never have all the products of your choice. Likewise, it was evidenced that 31.67% of the clients state that the Superpet company only sometimes offers them exclusive discounts, 18.89% state that the company always offers them exclusive discounts, while 11.11% state that the company never gives them exclusive discounts. Therefore, it was verified that there is a relationship between the Expectations dimension and the Relational Marketing variable in the clients of the Superpet company, Metropolitan Lima 2021 (Significance = 0.000 < 0.05; R = 0.339), with an explanatory power of 11.5% (R squared = 0.115). This shows that the company is not properly managing the variety of its products, nor is it applying reward strategies for its customers, causing the company to not meet or exceed its customers' expectations.

These results are similar to those obtained by [9], in which the expectations of the clients regarding the quality of the product or service provided by the marketer Coronel Touma CORCORTO SA were identified. In this investigation, the mixed approach and a non-probabilistic sampling were applied. The results showed that only 10% of their clients received post-sale attention, this being an alarming result, since 100% of the clients stated that they wanted to receive these services.

On the other hand, according to the results presented in this investigation, it was verified that there is a relationship between the Quality-of-service dimension and the Relational Marketing variable in the clients of the company Superpet, Metropolitan Lima 2021 (Significance = 0.000 < 0.05; R = 0.503), with an explanatory power of 25.3% (R squared = 0.253). That is, applying relationship marketing strategies is beneficial to ensure the quality of service provided to customers. However, it was evidenced that the company still has relevant aspects to improve, because it is only partially applying the actions related to the guidance provided to customers in their purchases and in the waiting time at the time of processing. your orders.

These results are similar to those obtained by[13], in the Fogón Mediterráneo chicken shop, Ancón 2020. In this research, the same non-experimental cross-sectional design and causal explanatory level were applied. In the results, it was verified that there is a relationship between the Quality-of-service dimension and the Relational Marketing variable

(Significance = 0.000 < 0.05; Spearman's Rho = 0.805), with an explanatory power of 66.9% (R squared = 0.669).

On the other hand, according to the results presented in this investigation, it was verified that there is a relationship between the Loyalty dimension and the Relational Marketing variable in the clients of the company Superpet, Metropolitan Lima 2021 (Significance = 0.000 < 0.05; R = 0.520), with an explanatory power of 27% (R squared = 0.270). That is, applying relationship marketing strategies is beneficial to retain customers. However, it was evidenced that the company still has relevant aspects to improve, because some customers state that they do not identify with the company, do not buy frequently and do not recommend the company.

These results are similar to those obtained by [10], in the company Laboratorios Biosana SAC, Lima 2017. In this research, the same non-experimental cross-sectional design was applied, but of a correlational type. In the results it was found that relationship marketing has a high, direct and positive correlation with customer loyalty (Significance = 0.00 < 0.05; Spearman's Rho = 0.911).

Also, it is similar to another study carried out by[eleven], to the clients of the company Chancafe Q, Tarapoto, 2018. In this research, the same non-experimental and cross-sectional design was applied, but of a descriptive - correlational type. In the results it was verified that relational Marketing has a significant correlation with customer loyalty (Significance = 0.00<0.05; Spearman's Rho = 0.841).

On the other hand, according to the results presented in this investigation, it was verified that there is a relationship between the Satisfaction dimension and the Relational Marketing variable in the clients of the company Superpet, Metropolitan Lima 2021 (Significance = 0.000 < 0.05; R = 0.350), with an explanatory power of 12.3% (R squared = 0.123). That is, applying relationship marketing strategies is beneficial to satisfy customers. However, it was evidenced that the company still has relevant aspects to improve, because some customers state that the company is not flexible and does not provide them with a good post-sale experience.

These results are similar to those obtained by [14], at the Guva SAC company, San Martín de Porres, 2020. In this research, the same non-experimental cross-sectional design was applied, but at a descriptive correlational level. In the results it was found that relationship marketing has a positive mean correlation with customer satisfaction (Significance = 0.00 < 0.05; Spearman's Rho = 0.612).

B. Conclusions

It was identified that relational Marketing influences 33.9% in the retention of clients of the company Superpet, Metropolitan Lima 2021, identified through regression analysis, with a significance level of 0.000 and a correlation coefficient of 0.582, which indicates that applying relationship marketing strategies is beneficial to ensure the continuity of customers.

It was explained that relational Marketing influences 11.5% of the expectations of the clients of the company

Superpet, Metropolitan Lima 2021, explained through regression analysis, with a significance level of 0.000 and a correlation coefficient of 0.339, which indicates that applying relationship marketing strategies is beneficial to meet and exceed customer expectations.

It was determined that relational Marketing influences 25.3% of the quality of service provided to the clients of the company Superpet, Metropolitan Lima 2021, determined through regression analysis, with a significance level of 0.000 and a coefficient of correlation of 0.503, which indicates that applying relationship marketing strategies is beneficial to ensure the quality of service provided to customers.

It was explained that relational Marketing influences 27% of the customer loyalty of the company Superpet, Metropolitan Lima 2021, explained through regression analysis, with a significance level of 0.000 and a correlation coefficient of 0.520, which indicates that applying relationship marketing strategies is beneficial for customer loyalty.

It was determined that relational Marketing influences 12.3% in the Satisfaction of the clients of the company Superpet, Metropolitan Lima 2021, determined through regression analysis, with a significance level of 0.000 and a correlation coefficient of 0.350, which indicates that applying relationship marketing strategies is beneficial to satisfy customers.

It is recommended to carry out a more in-depth multivariate study considering other variables that continue to explain the phenomenon studied in this research from a more holistic and comprehensive perspective, such as, for example, personalization, added value, flexibility, dynamism, etc.

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