

Service marketing and its influence on consumer loyalty in a B2B company, Piura, Piura, 2022

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Abstract– *The objective of this research was to determine the influence of service marketing on the loyalty (and its dimensions: information, consumers, communication, consumer experience and incentives and privileges) of consumers in a B2B company, Piura, 2022. The methodology had a qualitative approach, basic type, exploratory level, non-experimental design. In addition, an interview guide was applied as an instrument. The participants of the study were 10 workers of the B2B company. The technique applied was the interview. The instrument (interview guide) consisted of 22 items. The results showed that service marketing does have an influence on consumer loyalty in a B2B company, Piura. In addition, it was shown that it is essential to apply 5 dimensions: communication with customers, qualified personnel, experience in carrying out quality projects and services, personalized work adapted to the company's segment, meeting agreed deadlines, guaranteed work and payment facilities. Finally, a discussion with background and final conclusions was issued.*

Keywords-- *Service marketing, loyalty, marketing.*

I. INTRODUCTION

Regarding the problematic reality, it is essential to highlight that the marketing of services is of great utility for the companies that are dedicated to this area, since it is an industry of great importance nowadays for other commercial, agro-industrial, mining, poultry and fishing sectors. The rapid advancements in technology and growing consumer demands have led businesses to automate their operations in order to meet these needs effectively.

The impact of the COVID-19 pandemic revealed the lack of preparedness among many companies, prompting them to adopt service marketing techniques that focused on understanding and catering to consumers' specific requirements [1], [2]. This adaptive approach was crucial in navigating the challenges posed by the pandemic and ensuring customer satisfaction [3], [4].

A B2B company headquartered in Lima, Peru, uses social networks such as Facebook, website, LinkedIn, to make various publications of the services it offers in a didactic way [5]. For its part, the German multinational Siemens uses service marketing through an agreement with Amazon Web Services.

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To offer production equipment that connects with applications according to business needs [6]. Capgemini is at the forefront offering technology and digital transformation services to address the diversity of opportunities and engage companies in its environment, reaching them through platforms and the digital cloud [7].

In search of providing solutions and customer loyalty in Chile, organizations of all sizes and industries adapted to new ways of working, allowing digitalization to consolidate and incorporate technology into their operations [8]. Enerpry is a Chilean company that works to maintain a good relationship with its clients, and they also have the ability to innovate and design as new needs arise in electrical engineering projects and consultancies in industrial installations [9]. In Spain, industrial service companies are in high demand for their services as companies seek to increase efficiency and save costs, and it allows them to focus on their core business functions. Automation can solve problems faster and keep consumers happy. In this way, the service organization also gains the trust and loyalty of its customers [10].

For Gómez [11], the problem statement is to explain the environment and its reality, which makes it relevant. Likewise, it is important to present the context of the research, to describe it, for this it is required to evidence the theories that support the statement of the problem. On the other hand, it must also be specific and clear, with the information obtained and that which will be provided.

In this sense, the general problem of the research was: is there an influence of service marketing on consumer loyalty in a B2B company, Piura, 2022?

And as for the specific problems were: is there an influence of service marketing on consumers' information in a B2B company, Piura, 2022? Is there an influence of service marketing on consumers' internal marketing in a B2B company, Piura, 2022? Is there an influence of service marketing on consumers' communication in a B2B company, Piura, 2022? Is there an influence of service marketing on consumers' experience in a B2B company, Piura, 2022? Is there an influence of service marketing on consumer communication of a B2B company, Piura, 2022? Is there an influence of service marketing on consumer experience of a B2B company, Piura, 2022? Is there an influence of service marketing on consumer incentives and privileges of a B2B company, Piura, 2022?

Additionally, the general objective of the research was: to determine the influence of service marketing on consumer loyalty in a B2B company, Piura, 2022.

And as for the specific objectives, these were: determine the influence on service marketing on consumer information in a B2B company, Piura, 2022; determine the influence on service marketing on consumer internal marketing in a B2B company, Piura, 2022; determine the influence on service marketing on consumer communication in a B2B company, Piura, 2022; determine the influence of service marketing on consumer experience of a B2B company, Piura, 2022; determine the influence of service marketing on consumer incentives and privileges of a B2B company, Piura, 2022.

In addition, this research does not have a hypothesis. This is because, according to Guzmán [12], he refers that "qualitative research does not carry out hypothesis testing because it is done in the process of the study, where improvements will be made as data are collected".

II. LITERATURE REVIEW

A. Previous works

In Ecuador, the authors De la Llana and Valenzuela [13], presented a study entitled "Service marketing strategies for customer loyalty of the company Aje, located in the City of Guayaquil". In the database. "Google scholar". The research approach was mixed, qualitative and quantitative, used as a method for data collection interview applied to three key subjects specialized in marketing with 12 questions, also conducted a sample of 384 customers and concluded that service marketing should be implemented in order to build customer loyalty, the company has experience in its field, what is sought is to have greater acceptance by customers.

Similarly, in Guayaquil (Ecuador), the author Jara [14], presented a study entitled "Service Marketing for Customer Loyalty in the Horeca Channel of the Alpina Ecuador Dairy Products Company in the City of Guayaquil". Published in the repository of the "Universidad Laica Vicente Rocafuerte de Guayaquil". The research approach was quantitative, with respect to the sample of 383 participants did not perform statistical test, however, used as a technique the survey and the instrument used the structured questionnaire with 11 questions whose purpose was to understand the decrease of loyalty in consumers through Horeca of the Alpina company. Finally, he concluded that the channel used by the company presents situations that can be a threat because there is a lack of policies to recognize the wishes of consumers. In addition to poor customer service, this causes the organization to lose customers. If this happens, consumers look for new suppliers and Alpina has to stop operating.

In Lima (Peru), the author Alzamora [15], presented her research entitled "The marketing mix and customer loyalty in FIEMEC S.A.C., Ventanilla, year 2019". Published in the repository of the "Universidad César Vallejo" and the approach with which he worked was quantitative, also the study had as a

sample 50 frequent customers. It was also supported by statistics using Spearman's rho and obtained $p=0.001$; $r=0.460$. The study was able to confirm that there is a positive relationship between both variables of this study.

In Tarapoto, (Peru), Ramos [16], presented a study entitled. "Digital marketing and its relationship with customer loyalty of Ferreteria MYT EIRL, Yurimaguas, 2022". In the database. "Google scholar". The research approach was quantitative, it also took as samples 260 customers of the hardware store MYT EIRL. On the other hand, it had as an instrument the questionnaire. The statistical test was Spearman's rho, and the result was obtained as $p=0.000$, $r=0.752$. And it is concluded that "digital marketing" and "loyalty" have a positive relationship, since this is one of the reasons why customers return to the Hardware MYT EIRL.

B. Theories related to the subject

Albrecht and Zemke's service marketing triangle proposes a model for organizations whose purpose is to keep in touch with their customers directly and relate triangularly through external, internal and interactive marketing. On the other hand, it also has strategies in the services offered by the company, with a close relationship and cooperation of its suppliers to finally reach its customers [17].

- a) *Internal marketing*: According to Fernández [18], is aimed at the company's qualified collaborators in order to generate a good working and communicative environment among the company's areas for the fulfillment of agreements. Similarly, all members of the company contribute so that they can have a mutual understanding of the target market and fulfill their desires.
- b) *Interactive marketing*: For Hidalgo [19], it focuses on the use of technology such as the development of web pages, Facebook, which makes it possible to be in constant interaction with users. Currently, it is a widely used tool, since all companies keep their customers informed of their projects or services already completed, they can also be aware if they met all consumer expectations.
- c) *External marketing*: The author Hidalgo [19] details that: is who promotes the company explaining the services it offers, also seeks to capture them through ads on LinkedIn with transparent information for the customer. It also allows the company to expose its proposals on the improvements they will have at the time of carrying out projects or improvements that consumers want to make in their organizations.
- d) *Company*: is always in constant change and learning about new knowledge through its internal customers, who are responsible for communicating the organization's commitment and alliances with suppliers to reach the end consumer [20], [21].
- e) *Suppliers*: will help to meet and satisfy the needs and interests that the company has with its customers,

since they are the basis for establishing a relationship with them, in addition to supplying raw materials, essential materials to meet market requirements [22].

- f) *Clients*: Perez [23]: in the company have a fundamental role, given that it allows the companies to obtain information and, in this way, can project to continue expanding in the coverage of the provision of its services and the development of projects.

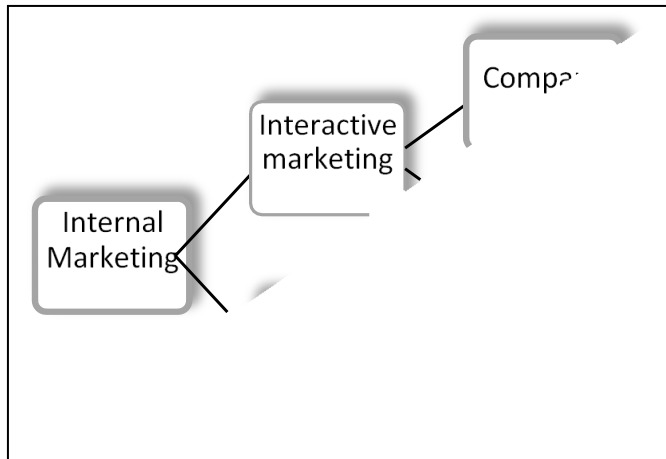


Fig. 1 Service marketing triangle

Customer loyalty cited by Silva et al. [24], indicates that several implementation works were executed such as; loyalty plans and programs, which are didactically explained through the loyalty clover. Companies seek to engage their customers, making them aware of their culture through mission-driven service quality implementations. The strategy associated with the center of the clover consists of five petals, which aim to build customer loyalty in order to attract them as potential consumers in the organization and its dimensions are information, internal marketing, communication, customer experience and incentives and privileges.

- a) *Information*: about customers that the company handles in a privileged way and uses it correctly to meet their needs.
- b) *Internal marketing*: it is based on the work and involves all the members that are part of the company, who are trained on the services provided by the company, they are in constant learning and professional development.
- c) *Communication*: this occurs when the company manages to interact with its consumers in an effective way, this is due to a constant work they have internally as a company.
- d) *Customer experience*: is the attention received by the company through its collaborators, seeking satisfaction and giving added value in the services offered.
- e) *Incentives and privileges*: they are one of the most used methods to be able to build consumer loyalty with adequate prices or information, also the company's

collaborators must be motivated to achieve the target market's preference, according to Yang et al. [25].

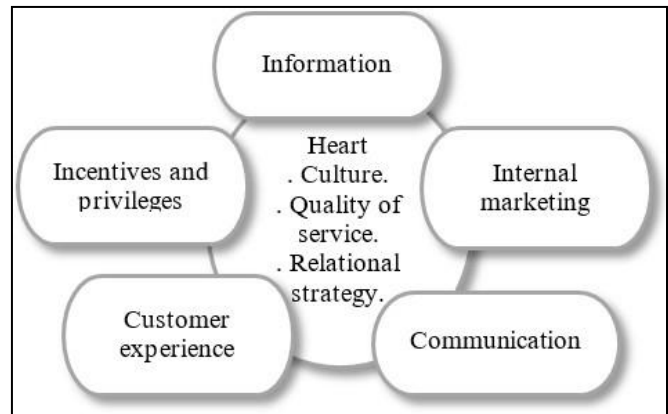


Fig. 2 Loyalty clover

III. METHODOLOGY

Type and design of research

The approach was qualitative. Considering Cruz et al. [26], this research approach is characterized, because the qualitative researcher observes reality within its natural environment, without making any changes when it happens, when seeking to understand or decipher, without making alterations, according to what the concept implies for individuals. This research presents a qualitative approach because it relied on the exploration and selection of a wide variety of materials that can describe situations, everyday meanings and problems in the lives of individuals. This research proposed as general objective "to determine the influence on service marketing on consumer loyalty in a B2B company, Piura, 2022".

The basic type. From the position of Alvarez [27], this type of research aimed to gather new knowledge in a systematic way through studies already conducted, which will allow increasing the information of a specific reality. In addition, Vara [28], expresses that it depends a lot on the researcher's skill, since nowadays scientific researches have more value when they have necessary contributions to solve obstacles and facilitate new knowledge.

The exploratory level. From Niño [29] point of view, he states that its purpose is to give a generic visualization of the research and its purpose is to offer an overview of what is being carried out tentatively or closely. It presents an exploratory level, because it allows distinguishing difficulties through literature reviews. The authors Naupas et al. [30]; argue that "conflicts can also be recognized through previous and subsequent research".

The design was non-experimental. According to Salinas and Cárdenas [31], they state that there is no control of the categories, because they only focus on making observations of the natural environment with the purpose of making descriptions about the object of study and it presents a non-

experimental design, because this research was based on previous works and events.

Study Scenario: the scenario of the present research was developed with the collaborators of a B2B company located in Piura. The company provides engineering and automation services, which consists of improving the operating systems of other companies in the commercial, agroindustrial, mining, poultry, and fishing sectors. The company has the appropriate personnel to perform the activities that are required in the sector. Over the years, it has been gaining experience and attracting more and more customers for being a company that offers guaranteed services and always seeks to have a lasting relationship with its customers.

Participants: in this research, 10 members of the B2B company were considered, for data collection, key subjects were selected within the company who have information and also constant communication with internal and external customers.

The instrument used was the interview guide. As argued by Salas and Cárdenas [32], questions are asked for the collection of data that are essential and allow fulfilling the objective within the research process, as well as allowing the objective to

be known. Sautu et al. [33] argue that the interview guide requires items that allow obtaining information without influencing the answers of the interviewees, so there are 22 items in this research.

Data collection techniques and instruments: for Hernández and Duana [34], they indicate that data collection techniques are governed according to processes and activities so that the researcher can obtain relevant information and provide answers to the research questions. On the other hand, Hernández and Duana [34], point out that qualitative research uses the interview and the interview guide, they also work with existing information, which allows researchers to rely on topics that are related to their research, which is why the technique will be applied: interview and the instrument: interview guide.

IV. RESULTS

After conducting the interviews, the responses were classified into "positive," "neutral," or "negative" categories. Finally, Table I shows these responses for each item:

TABLE I
RESPONSE TO EACH ITEM (CATEGORIZED AS "POSITIVE," "NEUTRAL," OR "NEGATIVE")

CATEGORY	SUB CATEGORY	INDICATOR	ITEM	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	INTERVIEWEE	
				1	2	3	4	5	6	7	8	9	10	
Services Marketing	Internal Marketing	Qualified employees	1.- The company's employees have extensive experience in activities in the industrial services sector.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	
		Fulfillment of agreements	2.- The employees are aware of the deadlines the company has to comply with the agreements.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Negative
	Interactive Marketing	Facebook account	3.- The company's Facebook account explains in detail the services they offer.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Negative
		Website page	4.- The website allows to request the company's services.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Negative
	External Marketing	LinkedIn account	5.- On LinkedIn I can learn about the company's services and the profile of its employees.	Positive	Negative	Positive	Positive	Positive	Positive	Positive	Positive	Negative	Negative	Positive
		Transparency of information	6.- The company has transparency in the information of its services.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	Company	Service information	7.- The company has all the engineering services I am looking for.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
		Project information	8.- The projects I carry out allow me to make a decision and hire their services.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	Suppliers	National suppliers	9.- I want to automate processes in my company and for this I need machines of national brands.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Negative
		International suppliers	10.- I hired the service company because it has exported materials that I need.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	Customers	Local customers	11.- The company has availability in the services I need in Piura.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
		National customers	12.- The company offers its services nationwide.	Positive	Positive	Positive	Positive	Negative	Positive	Positive	Positive	Positive	Positive	Negative
Consumer Loyalty	Information	Public information	13.- There is published information on projects carried out.	Positive	Positive	Positive	Positive	Negative	Positive	Positive	Positive	Positive	Positive	
		Insider information	14.- I can access meetings and know personalized and exclusive information.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	

Internal marketing	Constant learning	15.- The information I receive from the company representatives is always updated according to the technological changes.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	Professional growth of the employee	16.- The workers grow professionally in the company.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Communication	internal communication	17.- If I request information from the project managers or workers they provide it to me.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	External communication	18.- The work done by the service company exceeded my expectations.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Customer experience	Satisfied customers	19.- I feel confident and I can request information about the progress of the work I hired from the company.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	Customer congratulations	20.- The work done by the service company complied with what was requested and has details that other companies do not deserve my congratulations.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
Incentives and privileges	Prices according to the market	21.- The prices of the services are according to the market.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive
	Truthful communication and information	22.- The service performed was as I was informed before its execution.	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive	Positive

Specific Objective 1. Determine the influence of service marketing on consumer information of a B2B company, Piura, 2022.

According to the responses obtained from the interviewees, it was determined that the marketing of services does have an influence on the information provided to consumers, since they can access the official pages of the B2B company, where they will find all the organizations that were represented and can also contact the representatives to request advice on services.

The company also publishes detailed explanations of its projects and services on its social networks such as Facebook, Webs, Zoom and Google Meet, in addition to meetings with clients. For this purpose, the general manager, the project planner and the technical manager participate in this process. Simulations are shown through 3D presentations of the projects prior to commissioning.

Finally, they invite the customers to come to the offices. It is suggested to the B2B company; to have constant interactions, making publications of its activities, that it has in execution process, since it will strengthen the existing information, in addition it is fundamental to use the strategies of the marketing of services, to capture the clients that did not know the services that they offer.

Specific Objective 2. Determine the influence of service marketing with internal marketing on the consumers of a B2B company, Piura, 2022.

According to the assessment of the interviewees, it was determined that service marketing does have an influence on consumers, since they belong to a B2B sector, they are responsible for making improvements in technology and engineering in companies, they work hand in hand with customers throughout the process of their activities.

For this reason, the company is committed to the growth of its internal staff, providing them with facilities so that they can study and work with flexible schedules to successfully complete their professional careers, they can also perform pre-professional practices, for this they enable them in the projects or services to be carried out.

Also, the company pays courses to its employees in order to enhance personal and professional development, improving the development and performance of their talents, who are qualified and meet all the requirements of the sector to which they belong.

Specific Objective 3. Determine the influence of service marketing on the communication of consumers of a B2B company, Piura, 2022.

According to the information obtained by the participants, service marketing has an influence on communication, as it is crucial during the entire bidding process that the company goes through so that it can provide its services. Then, they sign the contract and also initiate the activities requested by consumers.

The B2B company reaffirms its commitment in the execution of the projects and services in which it works, because of this it keeps in touch with its clients through e-mails, technical visits in plant by the company's specialists. According to the finalized item, the inspections make a detailed report to the general manager, who will then provide all the information to customers on the progress and improvements that are being made.

Specific Objective 4. Determine the influence of service marketing on the consumer experience of a B2B company, Piura, 2022.

V. DISCUSSION AND CONCLUSIONS

A. Discussion

The research developed by De la Llana and Valenzuela [13] was carried out in Ecuador; this study was conducted in Peru and has similar realities. In addition, De la Llana and Valenzuela [13] focused on the variables "service marketing" and "loyalty". While the present thesis was developed in 2023 and explored two categories: "service marketing" and "loyalty", although it is true that the studies were conducted in Ecuador and Peru, it is essential to emphasize that De la Llana and Valenzuela [13] conducted the study in the company Aje. This thesis had a B2B company as the focus of study, with respect to the approach, it is important to clarify that there are differences De la Llana and Valenzuela [13], had a mixed approach, qualitative and quantitative, while this research was developed with a qualitative approach, therefore, they complement each other in the approaches. Likewise, the present thesis interviewed 10 workers of the B2B company, De la Llana and Valenzuela [13], had 3 marketing specialist interviewees, also De la Llana and Valenzuela [13], conducted a sample of 384 customers, it does not have statistical test, in the present thesis a sample was not conducted by the approach, however, interviews were conducted with 22 items, while De la Llana and Valenzuela [13] conducted 12 questions. Finally, De la Llana and Valenzuela [13] concluded that service marketing should be implemented in order to build customer loyalty, the company has experience in its field, what is sought is to have greater acceptance by customers. In this thesis, the link established with customers as a service provider company at the time of selling and implementing projects and services was evidenced, and it was also possible to understand the importance of service marketing in the loyalty of consumers in a B2B company, Piura, 2022.

Similarly, the study conducted by Jara [14], was conducted in Ecuador, on the other hand, this research was conducted in Peru, also they have similarities in their realities. Jara [14], worked with variables on "Service Marketing" and "Loyalty". As for the present thesis was developed in 2023 and explored two categories: "service marketing" and "loyalty", both works were conducted in the countries of Ecuador and Peru, it is necessary to highlight that Jara [14], conducted his study on the Horeca Channel of the Alpina Dairy Products Company. While this research was based on a B2B company, for the approaches it is essential to clarify that they have differences because Jara [14] had as quantitative approach, while the present research has qualitative approach, Jara [14] conducted a sample of 383 participants and was not statistically supported. However, the technique used was the survey and the instrument used was the structured questionnaire with 11 questions. In the present thesis, the technique used was the interview and the instrument was the interview guide, which consisted of 22 items and was carried out with 10 members of the company B2B, Piura. Jara [14] sought to know the decrease in consumer loyalty through Horeca of the Alpina company. While in this research it sought to know the elements considered important and that have

The evaluated participants indicated that the marketing of services has an influence on the experience of consumers, for this reason they perform customized work and adapted to the segment of the companies, complying with all the requirements for a good performance and execution of the agreements agreed between the supplier and its customers.

They perform quality work, also comply with the established deadlines, also perform signaling the level of risk in the facilities so that customers have present in their risk map and avoid any adversity at the end of their engineering activities and process optimization. The B2B company asks the project manager to leave two specialists in charge of the project to carry out tests for a period of two days, at no additional charge to the clients.

Specific Objective 5. Determine the influence of service marketing on incentives and privileges for consumers of a B2B company, Piura, 2022.

From the results obtained by the participants, it was possible to verify that the marketing of services in the B2B company has influence, since it does have incentives and privileges for consumers, in addition to having materials and tools in stock from national and international manufacturers, since it is indispensable in its activities.

Finally, as a supplier company, it has experience carrying out quality projects in engineering and services, which is why its work is guaranteed for one year. Likewise, customers have payment facilities, since they have the option of requesting invoices on credit for a period of 30 days and can be extended up to 2 months.

General objective. To determine the influence of service marketing on customer loyalty in a B2B company, Piura, 2022.

Through interviews, it was possible to understand which are the elements considered important and that do have influence on the marketing of services applied by the B2B company so that consumers are loyal, which are: communication with customers, qualified personnel, experience carrying out projects and quality services, personalized work and adapted to the segment of companies, compliance with agreed deadlines, guaranteed work and payment facilities.

The interview provided important data on the study objective of service marketing in consumer loyalty in a B2B company, Piura, 2022. It was evidenced the link it has with customers as a service provider company at the time of selling and executing projects and services. Therefore, it is necessary to take advantage of the elements described above, in addition to increasing interactions through publications of its activities, which are in progress, as it will strengthen the existing information. For this, it is important to use service marketing strategies, since it will attract customers who were unaware of the services they offer.

influence on the marketing of services applied by the B2B company. Jara [14] concluded that the channel used by the company presents situations that can be a threat because there is a lack of policies to recognize the desires of consumers. In addition to poor customer service, this causes the organization to lose customers. If this happens, consumers will look for new suppliers, which would lead Alpina to stop operating. In this thesis, the link established with customers as a service provider when selling and executing projects and services was evidenced, and it was also possible to understand the importance of service marketing in customer loyalty in a B2B company, Piura, 2022.

The study conducted by Alzamora [15], had as variables "marketing mix" and "loyalty". On the other hand, the present research developed in 2023 examined two categories: "service marketing" and "loyalty". While it is true that both works were carried out in Lima, it is necessary to clarify that the present thesis had as geographical focus Piura, where the B2B company is located, on the other hand Alzamora [15] his research was in FIEMEC S.A.C., Ventanilla. For the approaches it is essential to clarify that they have differences because, Alzamora [15], in his research, has a quantitative approach, and his study has a sample to 50 frequent customers. While the present research has a qualitative approach and worked with 10 participants collaborators of the company. Alzamora [15], relied on statistics using Spearman's rho and obtained $p=0.001$; $r=0.460$. In the study he was able to confirm that there is a positive relationship between both variables. And for the present thesis the technique was applied: interview and the instrument: interview guide consisting of 22 items, which allowed to demonstrate the link established with customers as a service provider company when selling and implementing projects and services, in addition it was possible to understand the importance of marketing services in the loyalty of consumers in a B2B company, Piura, 2022.

The present work presented by Ramos [16] focused on the study of the variables "digital marketing" and "loyalty", while this work was developed in 2023 and focused on two categories "service marketing" and "loyalty". While it is true that both theses were conducted in Peru, it is necessary to clarify that Ramos' thesis [16] was developed in Tarapoto, while this work had Piura as the geographical focus of study. The two studies also differ in their approaches. The research of Ramos [16] has a quantitative approach, while this thesis has a qualitative approach, Ramos [16] conducted a sample of 260 customers of the hardware store MYT EIRL. While this research had as participants 10 workers of the B2B company. On the other hand, Ramos [16] was supported statistically where he had as a result $p=0.000$, $r=0.752$; concluding that they have a positive relationship, since this is one of the reasons why customers return to the Hardware MYT EIRL. And in this thesis, it was evidenced the link they establish with customers as a service provider company when selling and executing projects and services, in addition it was possible to understand the importance of marketing services in the loyalty of consumers in a B2B company, Piura, 2022.

B. Conclusions

For Bermudez et al. [35], they emphasize that the conclusions depend on the author's evaluation, in addition to being based on previous works read and the results obtained during the research. Likewise, it has to resume the question of the general problem and the specific objectives. Consequently, the conclusions are:

1. According to the general objective, the influence of service marketing on the loyalty of consumers in a B2B company, Piura, 2022, was determined. The link they establish with customers as a service provider company when selling and executing projects and services was evidenced, and the importance of service marketing in customer loyalty was also understood.

2. Next, with the specific objective 1, to determine the influence of service marketing on consumer information of a B2B company, Piura, 2022. It was possible to identify that service marketing does have an influence on information to consumers, since they have access to the official pages, they will find all the organizations that were represented, in addition to detailed explanatory publications on the work done. They also have meetings where simulations are carried out through 3D presentations of the projects before their implementation.

3. Followed by the specific objective 2, to determine the influence of service marketing with the internal marketing of the consumers of a B2B company, Piura, 2022. It was determined that the company is committed to the growth of its internal staff, and is flexible with schedules so that they can continue their studies or courses and are paid by the company. In addition, they enable them in projects or services when the staff requests to perform their pre-professional internships.

4. In addition, the specific objective 3, is to determine the influence on service marketing in the communication of consumers of a B2B company, Piura, 2022. According to the information obtained by the participants, service marketing has an influence on communication, since it is crucial during all processes, from the bids that the company goes through to the signing of the contract, then when the activities requested by the consumers begin. Likewise, reaffirming its commitment, it resumes contact with its customers through e-mails, technical visits in plant by specialists, according to the finalized item, the inspections make a detailed report to the general manager, who subsequently will provide all the information to customers on the progress and improvements that are being executed.

5. Then, the specific objective 4, to determine the influence of service marketing on the consumer experience of a B2B company, Piura, 2022. The evaluated participants indicated that service marketing has an influence on the consumer experience, for this reason their work is personalized and adapted to the segment of the companies, meeting all the requirements of the agreements agreed between the supplier and its customers. In addition, they comply with the established deadlines, they signal the risk level at the end of the agreement,

two specialists carry out tests during a period of two days, without additional charges.

6. Finally, the specific objective 5, to determine the influence of service marketing on the incentives and privileges of consumers of a B2B company, Piura, 2022. From the results obtained by the participants, it was possible to verify that service marketing has influence, since it does have incentives and privileges for consumers, in addition to agreements with suppliers and stock, materials and tools from national and international manufacturers, their work is guaranteed for one year. Likewise, customers have payment facilities by requesting invoices on credit for a period of 30 days and can be extended up to 2 months.

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