Relationship-based marketing and its influence on customer loyalty in a commercial company, Bellavista, 2022

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Abstract– The objective of this research was to determine the influence of relationship-based marketing on customer loyalty (and its dimensions: loyalty heart, information, internal marketing, communication, customer experience management and incentives and privileges) of a commercial company, Bellavista, 2022. The methodology had a quantitative approach, applied type, explanatory and descriptive level, non-experimental and cross-sectional design. The population consisted of 100 consumers of the company (finite). The study sample consisted of 80 customers. The technique applied was the survey. The instrument consisted of 18 items, which was submitted to 3 expert judges (Aiken's V coefficient of 1.00). The reliability results were 0.923 Cronbach's alpha overall and 0.830 Guttman's two halves. It was concluded that relationship-based marketing significantly influences customer loyalty of a commercial company, Bellavista 2022 (sig.=0.000; r²=0. 3398) as well as in its dimensions heart of loyalty, information, internal marketing, communication, customer experience management and incentives and privileges (sig.=0.000, r²=0.3588; sig.=0.008, r²=0.0852; sig.=0.000, r²=0.1451; sig.=0.000, r²=0.2926; sig.=0.000, r²=0.3080; sig.=0.000, r²=0.2735) respectively. The study conclusively established that relationship-based marketing significantly influences various aspects of customer loyalty and internal operations within the commercial company Bellavista in 2022, as supported by statistical analysis.

Keywords: Relationship-based marketing, customer loyalty, marketing.

I. INTRODUCTION

It is now crucial for companies to implement relationship-based marketing. Simply selling to customers is no longer sufficient; instead, companies must focus on winning them over both during and after the sale. This involves utilizing factors that foster connections and maintaining constant contact with customers. By doing so, customers will recognize the company for the added value offered through not just a commercial relationship, but a deeper bond.

Companies are advised to develop programs that enhance their commercial relationships with customers. The worldwide pandemic has resulted in many companies losing connections with some customers. During the COVID-19 confinement, as sales were affected, some companies neglected to maintain constant communication or foster relationships with their customers. It is known that during those times, many ventures had to change the way they conducted business [1], [2], [3].

To prevent such situations in the future and to rebuild lost ties, it is crucial for companies to implement initiatives that strengthen customer relationships. These programs will help companies stay engaged with their customers even during challenging times, fostering loyalty and ensuring continued success.

According to Rosendo and Laguna [4], for the progress of productive ties in companies, factors such as trust, commitment, customer satisfaction and the interaction generated during a relationship must be taken into account.

In recent years, due to the challenges posed by COVID-19, companies have had to allocate their capital to different aspects, including the development of relationship-based marketing. In this context, the Journal TIC pymes [5] highlights the efforts of Cheetah Digital, a part of CM Group and a leader in relationship marketing strategies. They launched the 'Constellation' report, which presents the keys to a simple, cost-effective, and efficient marketing approach. This enables companies to better engage with their customers and establish new connections through effective strategies that foster customer engagement and commitment to purchase.

One successful example of relationship-based marketing comes from Mr. Pablo Artaza, the Director of Origination and Marketing at Conti Paraguay. He considers relationship marketing as one of the pillars for the company's long-term success in the market. The main factors he emphasizes include delivering quality goods or services, being innovative and adaptable to meet the evolving needs of customers, and being aware of market realities at all times (Diario 5 días [6]). These testimonials showcase the significance of relationship-based marketing in navigating challenging times and maintaining a competitive edge in the market.

According to Arroyo, [7], presented the list of the 10 best practices of relationship marketing according to the study presented by the company Mediapost and the marketing association of Spain where relationship marketing is summarized as a business strategy that seeks to create beneficial, sustainable or close relationships with consumers in order to create emotional ties with the brand, which will help its development and recognition of companies in the market.

In Callao, a commercial company, the importance of developing relationship-based marketing strategies was raised due to the blow it suffered in its sales as a result of COVID-19, since it lost commercial contact with different customers in its portfolio, so they see the need to apply this marketing strategy to be able to relate again with the customers it lost and thus create loyalty bonds with them through a commercial interaction that goes beyond the sales cycle.

For Arias [8], the problem statement is defined by the problems of the study as situations in which people can observe and solve the problems necessary to discover them in an orderly and precise manner using theoretical and empirical criteria.

In this sense, the general problem addressed by the research was: is there an influence of relationship-based marketing on customer loyalty in a commercial company, Bellavista 2022?

And as for the specific problems were: is there influence of relationship-based marketing in the heart of the loyalty of a commercial enterprise, Bellavista, 2022? Is there influence of relationship-based marketing in the information of a commercial enterprise, Bellavista, 2022? Is there influence of relationship-based marketing in the internal marketing of a commercial enterprise, Bellavista, 2022? Is there influence of relationship-based marketing on the communication of a commercial enterprise, Bellavista, 2022? Is there influence of relationship-based marketing on the customer experience management of a commercial enterprise, Bellavista, 2022? Is there influence of relationship-based marketing on the incentives and privileges of a commercial enterprise, Bellavista, 2022?

II. LITERATURE REVIEW

A. Previous works

In Ecuador, Miranda et al. [9] presented a study entitled "Relationship marketing, a strategy to build customer loyalty through social networks: Melisa La Serranita case". The approach of the study was quantitative, and manipulated as a sample 250 customers with gender equity and ages from 15 to 54 years belonging to the Bolivar Province, Ecuador. It is concluded that relationship marketing has an impact on customer loyalty of Melisa La Serranita, which has a positive reception among customers by using traditional means of communication and in line with trends such as social networks. In Ecuador, García [10] presented his study entitled "Relationship marketing to increase customer loyalty within the company Alpesystem". The approach of the study was qualitative and it was concluded that relationship marketing has its beginnings based on the need to find mechanisms to develop a relationship with customers, because through time and globalization it is more difficult to find new customers.

In Cajamarca (Peru), Arias [11] presented his study called "Relationship marketing and customer loyalty in the company "Barra Libre Discoteck" San Ignacio - Cajamarca". The approach of the study was quantitative, and used 45 customers as a sample. The statistical test was Spearman's Rho, which

obtained a result of p=0.000, r = 0, 977. Finally, there is a highly significant correlation between the variable's relationship marketing and customer loyalty, which means that the better the relationship marketing strategies, the better the customer loyalty of the Barra Libre Discoteck.

In Trujillo (Peru), Capristan [12] presented his research entitled "Relationship marketing and customer loyalty of the company LFC Business and Service S.A.C., Trujillo - 2022". The approach of the study was quantitative, using 52 clients of the company as a sample. The statistical test was Spearman's rho, and the results obtained were p=0.000 and r= 0.662. The research concludes that there is a correlation between the relationship marketing variable and the customer loyalty variable.

B. Theories related to the subject

Relationship-based marketing refers to strategies and activities that companies employ to improve communication with potential customers to guide them through the buying process and continue to generate loyalty throughout the life cycle of the existing customer.

Grönroos [13], defines it as the process of finding, establishing, retaining, strengthening and, where appropriate, terminating relationships with consumers and other relevant agents to benefit and achieve the purposes of all parties involved. This is achieved through commitment and mutual respect. To this end, it proposes the following dimensions:

a) *Direct contact with customers*: Business relationships are established on a notion of trust in cooperation with known customers. Therefore, companies have to get to know their customers much better than they do today.

b) *Database development*: For companies to expand and improve their understanding of customers and thus maintain long-term relationships, companies need to develop databases of classified customer information, and this should not be an obstacle at this point.

c) *Creating a customer-oriented service system*: A company needs to create a customer delivery method that fully manages human talent at the operational level. Their attitude and education is the key to fully address the "critical moment", the awareness of the quality of such services and finally the time which must be properly managed as waiting time will lead to customer satisfaction so the cost is high.

The variable of customer loyalty in economics, especially in marketing, is considered as the use of a set of strategies aimed at establishing and preserving a bond of perpetual true relationships between organizations and consumers.

Alcaide [14] proposed the design called the Loyalty Cloverleaf, which defines customer loyalty through the matrix related to organizational culture, service characteristics, marketing tactics and a chain of consequences. Therefore, information management, internal marketing, communication, experience management and motivation are taken into account to conquer and deploy a lasting relationship of the consumer

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with the company. To this end, the following dimensions will be developed to determine customer loyalty to companies:

The heart of loyalty: consider the principle of loyalty as the part on which tactics are built to build the loyalty of the consumers of a given product or service.

a) *Information*: based on the components mentioned in the core of loyalty, it is important to provide reliable data to those responsible for loyalty in order to make arrangements and deploy action plans.

b) *Internal marketing*: describes a set of methods designed to create bonds with employees, customers and the company.

c) *Communication*: the model proposed by Alcaide sees communication as a bidirectional unit from the company to the consumer and vice versa, from which the company obtains the capacity to change customer behavior.

d) *Customer experience management*: Consists of managing the customer experience when interacting with the company to enhance the brand and increase brand profitability.

e) *Incentives and privileges*: The company is obliged to share with the customer the economic benefit obtained from its storage; because the customer portfolios it builds loyalty are those that bring the greatest benefits to the company.

III. Methodology

The approach used was quantitative. According to Ñaupas et al. [15], this research approach is based on the collection and study of data in order to answer the research questions and test the validity of previously formulated hypotheses based on the measurement of variables and research instruments using descriptive statistics. The data collected for this study were analyzed using statistical methods to solve the research problem.

The type was applied. According to Ñaupas et al. [15], this research prototype represents a formulation of problems and hypotheses that help solve everyday difficulties of obtaining in society. This study was applied based on a problem and a hypothesis.

The level used was explanatory. According to Salinas and Cárdenas [16], the purpose of this level of study is to establish the category of real association between the variables presented. This level was used in this research because it was necessary to find the influence of relationship-based marketing on the loyalty of the consumers of a commercial company.

The level was descriptive. According to Salinas and Cárdenas [19], the purpose of this level of research is to gather information in an autonomous and collaborative manner on the variables presented in the study. In this thesis the descriptive level was used because the variables will be studied separately.

The design employed was non-experimental. According to Hernández et al. [17], this study design does not have a scope of variables and only focuses on looking at them at different times, which represents a scarcity of components that can

intervene one variable and explain its consequence in another. This study presented a non-experimental design since the events were analyzed as they occurred in a natural environment.

The cross section was transversal. According to Salinas and Cárdenas [16], this type of study is responsible for recovering data in the blink of an eye. Its task is to detail the connections between variables at precise moments, and to this extent different groups can be considered. This cutoff was used in the study because momentary surveys were used to associate the variables shown.

Arias [18], defines the population as a finite or infinite group of components with equal particularities whose results will be broad. It is determined by the question and the objectives of the study.

The population was composed of the consumers of an industrial company, who had a commercial relationship between September 1 and December 31, 2022.

According to Cruz et al. [19], a finite population is characterized by the fact that the exact number of people to be studied is known.

The population amounted to 100 clients, who make up the company's client portfolio according to the report generated as of December 31, 2022.

According to Tamayo and Tamayo [20], the sample is a group of operations carried out to study the distribution of certain characteristics in the universe as a whole or collectively, based on the observation of a small part of the population under consideration. For this research, the sample was 80 customers. It was achieved through the probabilistic procedure.

According to Castro [21], probability sampling indicates that all members of the population can make up the sample. And simple random sampling is described as the most common way of obtaining a sample. This means that every element that belongs to the population has the same possibilities of being chosen. If this requirement is not met, the sample is considered defective. To ensure that the sample is not biased, it should be drawn using a table of random numbers.

In the present study, simple random probability sampling was used.

The technique used was the survey. As indicated by Baena [22], the technique is a method that makes it possible to collect specific information about a certain group of people in a clear and consistent manner.

The instrument used was the questionnaire. As mentioned by Hernández et al. [17], it is a set of questions of one or more variables trying to measure the relationship between them in a given sample.

The questionnaire was composed of 18 items, of which 6 items measured the relationship-based marketing variable and 12 items measured the customer loyalty variable. The Cronbach's alpha coefficient calculated was higher than 0.8 for both variables, indicating that the instrument is reliable.

As for reliability, the instruments were subjected to expert judgment and were considered applicable by three reviewing experts

IV. Results

The results of the measurement of the levels of the variables

are shown below:

TABLE I
MEASUREMENT OF VARIABLE LEVELS (IN UNITS)

Levels	Variable: Relationship-based marketing	Variable: Customer loyalty
High [3.6666 - 5.0000]	51	56
Medium [2.3333 - 3.6666 [	14	20
Low [1.0000 - 2.3333 [	15	4

TABLE II
MEASUREMENT OF THE LEVELS OF THE VARIABLES (IN PERCENTAGES)

Levels	Variable: Relationship-based marketing	Variable: Customer loyalty
High [3.6666 - 5.0000]	63.75%	70.00%
Medium [2.3333 - 3.6666 [	17.50%	25.00%
Low [1.0000 - 2.3333 [	18.75%	5.00%

According to Tables 1 and 2, the variable "relationship-based marketing" was at the high level for the vast majority of the sample (51 customers, 63.75%), medium level had 14 customers (17.50%) and low level had 15 customers (18.75%).

On the other hand, Tables 1 and 2 also show that the variable "customer loyalty" had 56 customers in the sample with a high-level consideration (70.00%), 20 in medium level (25.00%) and 4 in low level (5.00%).

General hypothesis:

There is significant influence of relationship-based marketing on customer loyalty in a commercial enterprise, Bellavista, 2022.

TABLE III
SPEARMAN'S RHO STATISTIC FOR THE GENERAL HYPOTHESIS

			V1: Relationship-based marketing	V2: Customer loyalty
Rho de Spearman	V1: Relationship-based marketing	Correlation coefficient	1.000	0,583
		Sig. (bilateral)		0.000
		N	80	80
	V2: Customer loyalty	Correlation coefficient	0,583	1.000
		Sig. (bilateral)	0.000	
		N	80	80

With respect to Table 3, the computed double asymptotic significance for Spearman's rho test was 0.000. This result, being less than 0.05 allows the researcher to admit the alternative hypothesis, consequently, there is a significant

influence of relationship-based marketing on customer loyalty in a commercial company, Bellavista, 2022.

TABLE IV
CALCULATION OF THE R^2 FOR THE GENERAL HYPOTHESIS

Correlation coefficient (r)	Coefficient of determination (r^2)
0,583	0.3398

In Table 4, the r^2 computed was 0.3398. Therefore, it is approved to institute a guide revealing the influence of the independent variable "relationship-based marketing" on the dependent variable "customer loyalty" in 33.98% of cases.

TABLE V
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR THE GENERAL HYPOTHESIS

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	2.027	0.186		10.872	0.000
	V1_ Relationship-based marketing	0.490	0.051	0.739	9.680	0.000

With respect to Table 5, the B values for the constant and for the independent variable were 2.027 and 0.490. Based on this information it is feasible to set up an equation that exposes how the independent variable "relationship-based marketing" influences the dependent variable "customer loyalty".

$$Customer\ loyalty = 2.027 + (relationship\ based\ marketing * 0.490)$$

Specific Hypothesis 1:

There is significant influence of relationship-based marketing at the heart of loyalty in a commercial enterprise, Bellavista, 2022.

TABLE VI
SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 1

			V1: Relationship-based marketing	V2: Heart of Loyalty
Rho de Spearman	V1: Relationship-based marketing	Correlation coefficient	1.000	0,599
		Sig. (bilateral)		0.000
		N	80	80
	V2: Heart of Loyalty	Correlation coefficient	0,599	1.000
		Sig. (bilateral)	0.000	
		N	80	80

With respect to Table 6, the computed double asymptotic significance for Spearman's rho test was 0.000. This result,

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being less than 0.05 allows the researcher to consider the alternative hypothesis as valid, consequently, there is a significant influence of relationship-based marketing in the heart of the loyalty of a commercial company, Bellavista, 2022.

TABLE VII
CALCULATION OF THE R^2 FOR SPECIFIC HYPOTHESIS 1

Correlation coefficient (r)	Coefficient of determination (r^2)
0,599	0.3588

In Table 7, the computed r^2 was 0.3588. Therefore, it is approved to install a model revealing the influence of the independent variable "relationship-based marketing" on dimension 1 of our dependent variable "loyalty heart" in 35.88% of cases.

TABLE VIII
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR SPECIFIC HYPOTHESIS 1

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	1.470	0.256		5.735	0.000
	V1_ Relationship-based marketing	0.642	0.070	0.722	9.223	0.000

With respect to Table 8, the B values for the constant and for the independent variable were 1.470 and 0.642. Based on this finding, it is feasible to set up an equation that shows how the independent variable "relationship-based marketing" influences dimension 1 of the dependent variable "heart of loyalty".

$$Heart\ of\ Loyalty = 1.470 + (relationship\ based\ marketing * 0.642)$$

Specific hypothesis 2:
There is significant influence of relationship-based marketing on the information of a commercial enterprise,

Bellavista 2022.

TABLE XI

SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 2

			V1: Relationship-based marketing	V2: Information
Rho de Spearman	V1: Relationship-based marketing	Correlation coefficient	1.000	0,292
		Sig. (bilateral)		0.008
		N	80	80
	V2: Information	Correlation coefficient	0,292	1.000
		Sig. (bilateral)	0.008	
		N	80	80

With respect to Table 9, the computed double asymptotic significance for Spearman's rho test was 0.008. This result, being less than 0.05 allows the researcher to accept the alternative hypothesis, consequently, there is a significant influence of relationship-based marketing in the information of a commercial company, Bellavista, 2022.

TABLE X
CALCULATION OF THE R^2 FOR SPECIFIC HYPOTHESIS 2

Correlation coefficient (r)	Coefficient of determination (r^2)
0,292	0.0852

In Table 10, the r^2 computed was 0.0852. Therefore, it is approved to install a model revealing the influence of the independent variable "relationship-based marketing" on dimension 2 of our dependent variable "information" in 8.52% of cases.

TABLE XI
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR SPECIFIC HYPOTHESIS 2

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	2.607	0.328		7.940	0.000
	V1_ Relationship-based marketing	0.360	0.089	0.415	4.032	0.000

With respect to Table 11, the B values for the constant and for the independent variable were 2.607 and 0.360. Based on this research it is feasible to set up an equation that exposes how the independent variable "relationship-based marketing" influences dimension 2 of the dependent variable "information".

$$Information = 2.607 + (relationship\ based\ marketing * 0.360)$$

Specific Hypothesis 3:

There is significant influence of relationship-based marketing on internal marketing in a commercial company,

Bellavista, 2022.

TABLE XII
SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 3

			V1: Relationship-based marketing	V2: Internal marketing
Rho de Spearman	V1: Relationship-based marketing	Correlation coefficient	1.000	0,381
		Sig. (bilateral)		0.000
		N	80	80
		Correlation coefficient	0,381	1.000

V2: Internal marketing	Sig. (bilateral)	0.000	
	N	80	80

With respect to Table 12, the computed double asymptotic significance for Spearman's rho test was 0.000. This result, being less than 0.05 allows the researcher to consider the alternative hypothesis as valid, consequently, there is a significant influence of relationship-based marketing in the internal marketing of a commercial company, Bellavista, 2022.

TABLE XIII
CALCULATION OF THE R^2 FOR SPECIFIC HYPOTHESIS 3

Correlation coefficient (r)	Coefficient of determination (r^2)
0,381	0.1451

In Table 13, the computed r^2 was 0.1451. This approves establishing a model that reveals the influence of the independent variable "relationship-based marketing" on dimension 3 of our dependent variable "internal marketing" in 14.51% of cases.

TABLE XIV
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR SPECIFIC HYPOTHESIS 3

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	2.597	0.304		8.547	0.000
	V1_ Relationship-based marketing	0.328	0.083	0.411	3.980	0.000

With respect to Table 14, the B values for the constant and for the independent variable were 2.597 and 0.328. Based on this data, it is feasible to establish an equation that shows how the independent variable "relationship-based marketing" influences dimension 3 of the dependent variable "internal marketing".

$Internal\ marketing = 2.597 + (relationship\ based\ marketing * 0.328)$

Specific Hypothesis 4:
There is significant influence of relationship-based marketing in the communication of a commercial enterprise, Bellavista, 2022.

TABLE XV
SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 4

			V1: Relationship-based marketing	V2: Communication
Rho de Spearman	V1: Relationship-based marketing	Correlation coefficient	1.000	0,541
		Sig. (bilateral)		0.000
		N	80	80
V2: Communication	Correlation coefficient	0,541	1.000	
	Sig. (bilateral)	0.000		
	N	80	80	

With respect to Table 15, the computed double asymptotic significance for Spearman's rho test was 0.000. This result, being less than 0.05 allows the researcher to admit the alternative hypothesis, consequently, there is a significant influence of relationship-based marketing in the communication of a commercial company, Bellavista, 2022.

TABLE XVI
CALCULATION OF THE R^2 FOR SPECIFIC HYPOTHESIS 4

Correlation coefficient (r)	Coefficient of determination (r^2)
0,541	0.2926

In Table 16, the r^2 computed was 0.2926. Therefore, it is approved to install a model that reveals the influence of the independent variable "relationship-based marketing" on dimension 4 of our dependent variable "communication" in 29.26% of cases.

TABLE XVII
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR SPECIFIC HYPOTHESIS 4

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	1.638	0.294		5.574	0.000
	V1_ Relationship-based marketing	0.579	0.080	0.634	7.248	0.000

With respect to Table 17, the B values for the constant and for the independent variable were 1.638 and 0.579. Based on this inquiry, it is feasible to establish an equation that shows how the independent variable "relationship-based marketing" influences dimension 4 of the dependent variable "communication".

$Communication = 1.638 + (relationship\ based\ marketing * 0.579)$

Specific Hypothesis 5:

There is significant influence of relationship-based marketing on customer experience management of a commercial enterprise, Bellavista, 2022.

TABLE XVIII
SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 5

			V1: Relationship-based marketing	V2: Experience Management
Rho de	V1: Relationshi	Correlation coefficient	1.000	0,555

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Spear man	p-based marketing	Sig. (bilateral)		0.000
		N	80	80
	V2: Experience Manageme nt	Correlation coefficient	0,555	1.000
		Sig. (bilateral)	0.000	
		N	80	80

With respect to Table 18, the computed double asymptotic significance for Spearman's rho test was 0.000. This result, being less than 0.05 allows the researcher to consider the alternative hypothesis as valid, consequently, there is a significant influence of relationship-based marketing in the experience management of a commercial company, Bellavista, 2022.

TABLE XIX
CALCULATION OF THE R^2 FOR SPECIFIC HYPOTHESIS 5

Correlation coefficient (r)	Coefficient of determination (r^2)
0,555	0.3080

In Table 19, the r^2 computed was 0.3080. Therefore, it is approved to institute a model revealing the influence of the independent variable "relationship-based marketing" on dimension 5 of our dependent variable "experience management" in 30.80% of cases.

TABLE XX
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR SPECIFIC HYPOTHESIS 5

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	1.737	0.286		6.066	0.000
	V1_ Relationship-based marketing	0.565	0.078	0.635	7.259	0.000

With respect to Table 20, the B values for the constant and for the independent variable were 1.737 and 0.565. Based on this finding it is feasible to set up a procedure that exposes how the independent variable "relationship-based marketing" influences dimension 5 of the dependent variable "experience management".

Experience management
$$= 1.737 + (relationship\ based\ marketing * 0.565)$$

Specific Hypothesis 6:
There is significant influence of relationship-based marketing on incentives and privileges in a commercial enterprise, Bellavista, 2022.

TABLE XXI
SPEARMAN'S RHO STATISTIC FOR SPECIFIC HYPOTHESIS 6

			V1: Relationship-based marketing	V2: Incentives and Privileges
Rho de Spear man	V1: Relationshi p-based marketing	Correlation coefficient	1.000	0,523
		Sig. (bilateral)		0.000
		N	80	80
	V2: Incentives and Privileges	Correlation coefficient	0,523	1.000
		Sig. (bilateral)	0.000	
		N	80	80

With respect to Table 21, the computed double asymptotic significance for Spearman's rho test was 0.000. This result, being less than 0.05 allows the researcher to admit the alternative hypothesis, consequently, there is a significant influence of relationship-based marketing on the incentives and privileges of a commercial company, Bellavista, 2022.

TABLE XXII
CALCULATION OF THE R^2 FOR SPECIFIC HYPOTHESIS 6

Correlation coefficient (r)	Coefficient of determination (r^2)
0,523	0.2735

In Table 22, the r2 computed was 0.2735. Therefore, it is approved to install a model that reveals the influence of the independent variable "relationship-based marketing" on dimension 6 of our dependent variable "incentives and privileges" in 27.35% of cases.

TABLE XXIII
CALCULATION OF UNSTANDARDIZED COEFFICIENTS FOR SPECIFIC HYPOTHESIS 6

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Desv Error	Beta		
1	(Constant)	2.110	0.295		7.144	0.000
	V1_ Relationship-based marketing	0.467	0.080	0.550	5.821	0.000

With respect to Table 23, the B values for the constant and for the independent variable were 2.110 and 0.467. Based on this data it is feasible to set up an equation that exposes how the independent variable "relationship-based marketing" influences dimension 6 of the dependent variable "incentives and privileges".

Incentives and privileges
$$= 2.110 + (relationship\ based\ marketing * 0.467)$$

V. DISCUSSION AND CONCLUSIONS

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A. Discussion

The study presented by Miranda et al. [9] was oriented to the study of only the variable "relationship marketing", while the present study was developed in 2023 and explored the variables "relationship-based marketing" and "consumer loyalty". The work of Miranda et al. [9] was carried out in Ecuador and the present study was developed in Peru. In addition, both studies were quantitative in approach, in both investigations they relied on statistics, Miranda et al. [9] used Spearman's rho test and this study used linear regression. Regarding the sample, Miranda et al. [9] had 250 consumers, while the present study used a sample of 80 consumers. Finally, Miranda et al. [9] concluded in their research that relationship marketing is important to form communication maneuvers that include meaningful information, which is disseminated in an effective way through social networks as a means of consumer loyalty, while this study presented Spearman's rho statistical test in which it showed that relationship-based marketing significantly influences customer loyalty of a commercial company, Bellavista, 2022. (p. = 0.000; r^2 = 0.3398).

The study conducted by García [10] was carried out in Ecuador, and this study was conducted in Peru, both in South America, so they present similar realities. The analysis of this background allowed knowing that García [10] studied the variables "relationship marketing" and "consumer loyalty", while this study had similar variables, which were "relationship-based marketing" and "customer loyalty". Regarding the research approach it is worth mentioning that there were differences, since the study by García [10] had a qualitative and quantitative approach, while this study had only a quantitative approach. The sample used by García [10], was 79 consumers of the company Alpesystem and the present study had as a sample 80 consumers of a commercial company. Finally, the study by García [10] concluded that the objective of relationship marketing is to implement strategies to relate with customers in order to generate a greater purchase intentionon their part, on the other hand, our study used the Spearman's rho statistical test in which it was concluded that relationship marketing significantly influences customer loyalty in a commercial company, Bellavista, 2022. (p. = 0.000; r^2 = 0.3398).

The inquiry given by Arias [11] grouped the variables "relationship marketing" and "user loyalty", variables similar to the present study, although it is true that both studies originated in Peru, it is worth mentioning that Arias [11] research was in Cajamarca and this study was developed in Callao. In addition, both investigations are quantitative, they were based on statistics: Arias [11] applied the Spearman's rho test and in this investigation linear regression was used. The sample used by Arias [11] was 45 consumers of the company "Barra Libre Discoteck", and this study had 80 consumers of a commercial company. The data found from the general hypothesis test of Arias [11] include the values of (p = 0.000, r = 0.977); and in this study it reached as a result of the general hypothesis (p. = 0.000; r2 = 0.3398).

The study done by Capristan [12], had as variables "relationship marketing" and "consumer loyalty" as well as the current study. Capristan's study [12] was developed in Trujillo, while the present study was developed in Callao, i.e., both studies are Peruvian. The studies had a quantitative approach, employing statistics Capristan [12] used Spearman's rho test and this study used linear regression. The sample for the Capristan [12] study was 52 consumers of the company LFC Business and Services S.A.C., and for this study it was 80 consumers of a commercial company. The results for Capristan's study [12] according to his general hypothesis test were the values of (p = 0.000, r = 0.662); and in this research he had as a result of the general hypothesis (p. = 0.000; r2 = 0.3398).

B. Conclusions

Siche [23], mentions that the conclusions are built through the data obtained in the study.

The conclusions of this study are described below.

1. The general objective of this study was to determine the influence of relationship-based marketing on customer loyalty in a commercial company, Bellavista, 2022; to achieve this, a general hypothesis was proposed and validated through the Spearman's rho statistical test (p = 0.000 and r2= 0.3398), obtaining as a result that relationship-based marketing significantly influences customer loyalty.

2. It was determined that relationship-based marketing significantly influences the heart of customer loyalty of a commercial company, Bellavista, 2022; because our first specific hypothesis was validated by means of Spearman's rho statistical test (p = 0.000 and r2= 0.3588).

3. Our second specific objective was to determine the influence of relationship-based marketing on the information of a commercial company, Bellavista, 2022; therefore, our second specific hypothesis was validated by means of the Spearman's rho statistical test (p = 0.008 and r2= 0.0852), with the result that there is indeed a significant influence.

4. For our third specific objective, we decided to determine the influence of relationship-based marketing in the internal marketing of a commercial company, Bellavista, 2022; achieving a positive result through the study of our third specific hypothesis, which was validated through the Spearman's rho statistical test (p = 0.000 and r2= 0.1451).

5. It was determined that there is a positive influence of relationship-based marketing in the communication of a commercial company, Bellavista, 2022; since the hypothesis raised for our fourth objective was validated through the Spearman's rho statistical test (p = 0.000 and r2= 0.2926).

6. Relationship-based marketing was found to significantly influence customer experience

management in a commercial company, Bellavista, 2022; as it was validated by Spearman's rho statistical test (p = 0.000 and r2= 0.3080).

7. It was evidenced that relationship-based marketing significantly influences incentives and privileges of a commercial company, Bellavista, 2022; as our sixth specific hypothesis was validated by means of Spearman's rho statistical test obtaining the following values (p = 0.000 and r2= 0.2735).

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