

AN ANALYSIS ON THE EFFECT OF CUSTOMER RELATIONSHIP PRONENESS AND CUSTOMER RELATIONSHIP ORIENTATION ON “RELATIONSHIP QUALITY-RELATIONSHIP OUTCOMES” OF CARDHOLDERS IN STORE LOYALTY PROGRAM

Nor Asiah Omar¹
Maisarah Ahmad¹
Norzalita Abd Aziz¹
Muhamad Azrin Nazri²

¹Universiti Kebangsaan Malaysia

²Asia Pacific University of Technology and Innovation, Technology Park Malaysia

Abstract

Loyalty programs have increasingly attracted interest in both academic marketing research and practice. One major factor which has been increasingly discussed is loyalty. In this study we examine the influence of cardholder relationship proneness (CRP) and cardholder relationship orientation (CRO) on relationship quality (satisfaction and commitment) and relationship outcomes (program loyalty and store loyalty) of cardholder of store loyalty programs in the department and superstore. Data were collected via drop-off and collect technique from 400 cardholders of store loyalty program in Klang Valley, Malaysia. Structural modelling techniques were applied to analyse the data. The results indicated that both CRP and CRO are related to relationship quality. The finding confirms the role of commitment and program loyalty as an important

determinant of store loyalty. However, program satisfaction is not related to store loyalty. The study underlines the principal importance of loyalty to the program (program loyalty) in the store loyalty program.

Keywords: Store loyalty program, relationship proneness, relationship orientation, satisfaction, commitment and loyalty

Introduction

Most of the literature in relationship marketing theory has had its focus on the firm's perspective rather than on the customer's perspective. Likewise, much theoretical work for understanding relational exchange has been shaped by conceptualizations of exchange mechanism involving inter-organisational partners (e.g., industrial/channel) (Berry, 1995; Morgan & Hunt, 1994; Sheth & Parvatiyar, 1995).

