



THE EFFECT OF ETHICAL SALES BEHAVIOR ON CUSTOMER TRUST, COMMITMENT, AND LOYALTY

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Abstract

Ethical sales behavior is one of the key factors in company's success. It can be maximized if it is balanced with customer trust, commitment and loyalty. This study aims to explain the influence of ethical sales behavior on customer trust, commitment and loyalty. Data collected by distributing questionnaires to 90 Mcdonald's fast food chain customers in Denpasar City, Indonesia. This study used a non-probability sampling method and Structural Equation Modeling (SEM) to analyzed the data. The results show that ethical sales behavior have a positive and significant effect on both customer trust and commitment, customer trust have positive and significant effect on customer commitment, and ethical sales behavior, customer trust, and commitment do not have a significant effect on customer loyalty. Therefore, this study could be implied theoretically as to enrich the empirical evidence mainly on ethical sales behavior, customer trust, commitment and loyalty. The practical implication of this study is to be able to provide an overview to the management of Mcdonald's in identify and decide the ethical sales behavior and its effect on customer trust, commitment and loyalty.

Keywords: Ethical Sales Behavior, Trust, Commitment, Loyalty

INTRODUCTION

As advances in information technology—a very positive progress, McDonald's customers are now becoming smarter, sophisticated, receiving more information, having many access and also the choices drive the company needs to provide the best service. McDonald's have to present attractively in order to catch the market share and maintain customer loyalty. Today's customers strongly dislike inappropriate and irresponsible social behavior, they will not hesitate to stop dealing with the business (Farah & Newman, 2010). Seeing this, McDonald's have to deal with good ethics because it will impact on business success. Crespo et al. (2011) said that financial institutions have to pay more attention to ethics and relationships towards their customers and stakeholders, this indicate that ethical aspects have a positive relationship with customer loyalty. Fast food consumption routinely causes obesity and increases body weight (Stender et al., 2007; Currie et al., 2010; Anderson et al., 2011, Barre et al., 2013). This is because fast food in most countries still contain high levels of fat that cannot be tolerated, so it not only unfriendly to our body but also unhealthy (Stender et al. 2007). Study found that student are the most often group who came to McDonald's—up to three times a week (Lisnawaty 2008). This can be caused by the proximity of a location (such as a school or home) from the fast food restaurant (Currie et al., 2010). McDonald's, which was originally a place for eating out quickly; on its development influenced by east culture to become an alternative place for family recreation, meet up with friends, and become symbol of social status (Erdiawati 2008).

This study was aimed to explain the effect of ethical sales behavior on customer trust, commitment, and loyalty, the effect of customer trust and commitment on customer loyalty, and also the effect of customer trust on customer commitment of Mcdonald's fast food chain in Denpasar City.

LITERATURE REVIEW

Ethical Sales Behavior

According to Ronald and Ricky (2000: 58) ethics is an acknowledgment of right and wrong, or the belief of good and bad action will affect other things. Individual values, morals and social context determine ethically or unethically behavior. Ronald and Ricky (2000: 58) also said that ethical behavior is a behavior accordance with social norms that are generally accepted and associated with good and right actions. This ethical behavior can determine the quality of individuals in this case is employees which influenced by outside factors then become the principles that are lived in the form of behavior.

Customer Trust

Customer trust refers to all cognitions owned and conclusions made by customers regarding the object, attributes and benefits (Mowen and Minor, 2002). According to Siagian and Cahyono (2014) customer trust is a belief from one of the parties regarding the intent and behavior addressed to the other party, thus customer trust is defined as a customer expectation that the service provider can be trusted or relied upon in fulfilling their promise.

Customer Commitment

Customer commitment refers to a strong desire that grows within an individual to maintain a long relationship with their business partner. Commitment to maintaining the relationships will be built if each party gets the expected value from its business partners. If there is one party that feels aggrieved then there will be no commitment in the long term.

Customer Loyalty

Customer loyalty can be described as the willingness of customers to shop only at certain locations (Utami, 2010: 58). Loyalty is not formed in a short time but through a long learning process and the results of customer all time purchases experience. If what is obtained is in line with expectations, the buying process continues it also means that the loyalty has arise.

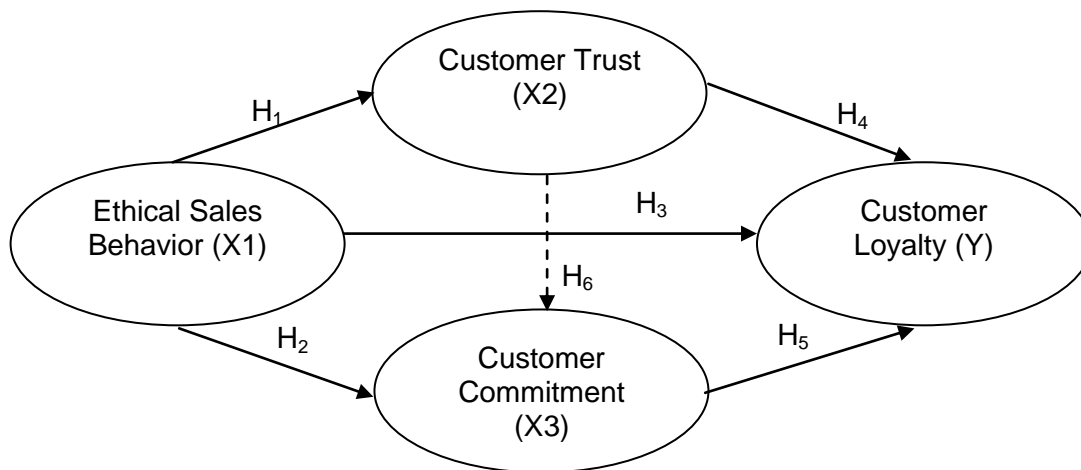


Figure 1. Conceptual Framework

Effect of Ethical Sales Behavior on Customer Trust

Silviani (2013) states that ethical sales behavior significantly influences customer trust. Sutojo (2003) found that there was a positive and significant effect between ethical sales behavior on customer trust. Maharani (2013) in her study show that ethical sales behavior has a positive

effect on customer trust. Holden (2014), Chen and Mau (2013), and Sanzo et al. (2003) show that ethical sales behavior plays a major role in influencing customer trust. In addition, Wray et al. (2012) have stated that ethical sales behavior practices, as perceived by financial service customers, increase customer trust in seller.

H1: Ethical sales behavior has a positive and significant effect on customer trust.

Effect of Ethical Sales Behavior on Customer Commitment

Maharani (2013) found that advertising conducted by Islamic banks have a positive influence on the commitment of sharia bank customers, it is show that ethical sales behavior has a positive effect on customer commitment. The research of Iwanon et al. (2015), and Hansen and Riggle (2009) shows that the relationship between ethical sales behavior and the commitment of buyers to sellers is mediated by the buyer's trust to the seller. Punwatkar and Verghese (2014), and Valentine (2009) shows that ethical behavior of salespeople is very important to encourage customers in building their commitment.

H2: Ethical sales behavior has a positive and significant effect on customer commitment.

Effect of Ethical Sales Behavior on Customer Loyalty

Consumer that satisfied with a product, is not necessarily going to be loyal, but the continuous satisfaction obtained by consumers will lead them into loyalty. Hansen and Riggle (2009) stated that ethical sales behavior positively influences customer loyalty. This means that if ethical sales practice applied simultaneously, customers will be more loyal to the company.

H3: Ethical sales behavior has a positive and significant effect on customer loyalty.

Effect of Customer Trust on Customer Loyalty

Morgan and Hunt (2010) states that trust and commitment are the key to success in building loyalty. Ramadania (2002) show that trust is the base to form commitment, and commitment tend to against preferences that are key to build loyalty. In line with Khotimah (2013) which states that trust has a positive and significant effect to loyalty. Long-term customer loyalty will be achieved if the customer has a high level of trust towards the product or company.

H4: Customer trust has a positive and significant effect on customer loyalty.

Effect of Customer Commitment on Customer Loyalty

Pritchard et al. (1999) and Fullerton (2003), show that customer commitment has a positive effect on customer loyalty. The results of the Asakdiyah (2011) study show that the variables of service quality, customer satisfaction, and customer commitment influence the loyalty of

supermarket customers. This research was conducted on customers who shop at Pamela Supermarket Yogyakarta with a multiple regression analysis. Rini (2007), and Henning et al., (2012) revealed that customer commitment has a positive and significant effect on customer loyalty. The underlying logic is that customer loyalties are achieved if the customer really has a strong commitment towards maintaining a long-term relationship with the company.

H5: Customer commitment has a positive and significant effect on customer loyalty.

Effect of Customer Trust on Customer Commitment

Trust is also widely studied in the social exchange literature. For example, in the world of service marketing, the effectiveness of marketing services depends on trust management because consumers specifically have to buy the product first before they can really feel or enjoy the service (Berry and Parasuraman, 2015). This finding is in line with Fardila's (2012) who stated that trust has a positive and significant effect on commitment. Asakdiyah (2011) show that trust, commitment and its interaction affect customer loyalty at supermarkets.

H6: Customer trust has a positive and significant effect on customer commitment.

RESEARCH METHOD

This research uses quantitative data types and is in the form of associative causality study. The variables used in this study are ethical sales behavior, customer trust, commitment, and loyalty.

The sampling method is non-probability sampling which is purposive sampling method. Data collected by distributing questionnaires to 90 students at the Faculty of Economics and Business, Udayana University—as one of the most often group who visit McDonald's which also have eaten in McDonalds fast food chain in Denpasar.

The questionnaire was adopted from already published sources and combine to meet the specification of the data needed. Ethical sales behavior variables on the questionnaire consist of 4 indicators which were adopted by Valentine (2017), Jannah (2016), and Iwanom et al. (2015). Consumer trust consist of 5 indicators taken by Endang (2015), Bua (2014), and McKnight et al.(2012). Consumer commitment based on 4 indicators adopted by Supriadin (2018) and Ramadania (2012), Consumer loyalty consist of 4 indicators which was taken from Supriaddin (2018), Griffin (2015), and Gordon (2012). The result was measured using a Likert scale. Inferential statistical data analysis techniques applied with variant-based SEM or SEM-PLS.

ANALYSIS AND RESULTS

Table 1.Characteristics of Respondents

No.	Characteristics	Category	Numbers (people)	Percentage (%)
1	Age	a. 17-24	71	79
		b. 25-39	19	21
		c. >40	0	0
		Total	90	100
2	Gender	a. Male	22	24
		b. Female	68	76
		Total	90	100
3	Occupation	a. Student	47	52
		b. Entrepreneur	6	7
		c. Private employee	28	31
		d. Civil servant	2	2
		e. Other	7	8
		Total	90	100
4	Education	a. Bachelor	37	41
		b. Master	53	59
		Total	90	100
5	Registered student	a. Yes	90	100
		b. No	0	0
		Total	90	100
6	McDonalds chain Branch	a. Ramayana Mall	16	18
		b. <i>McDonalds</i> Nangka	29	32
		c. <i>McDonalds</i> Teuku Umar	6	7
		d. <i>McDonalds</i> Sestetan	13	14
		e. <i>McDonalds</i> Kebo Iwa	17	19
		f. <i>McDonalds</i> Sanur	9	10
		Total	90	100

Table 1 shows age range from 17-24 as much 79 percent, 25-39 around 21 percent, and 40 years above 40 is 0 percent. Female is as much as 76 percent, while male as much as 24 percent. Based on the level of employment, students amounted to 52, entrepreneurship around 7 percent, private employees as much 31 percent, civil servants around 2 percent, and others as much as 8 percent. Then bachelor students around 41 percent, and master students by 59

percent. Those students must be registered for this semester and it as much as 100 percent. The frequently visited McDonalds branch is McDonalds Nangka by 32 percent, then McDonalds Kebo Iwa 19 percent, Ramayana Mall 18 percent, McDonalds Sanur 10 percent, McDonalds Seseetan 14 percent, and McDonalds Teuku Umar 7 percent.

Table 2. Instrument Validity Test

No.	Variable	Indicators	Pearson correlation	Information
1	Ethical Sales Behavior(X1)	(X1.1)	0,671	Valid
		(X1.2)	0,789	Valid
		(X1.3)	0,862	Valid
		(X1.4)	0,762	Valid
2	Customer Trust (X2)	(X2.1)	0,402	Valid
		(X2.2)	0,820	Valid
		(X2.3)	0,652	Valid
		(X2.4)	0,712	Valid
		(X2.5)	0,601	Valid
3	Customer Commitment (X3)	(X3.1)	0,520	Valid
		(X3.2)	0,820	Valid
		(X3.3)	0,708	Valid
		(X3.4)	0,790	Valid
		(X3.5)	0,834	Valid
4	Customer Loyalty(Y)	(Y.1)	0,725	Valid
		(Y.2)	0,806	Valid
		(Y.3)	0,713	Valid
		(Y.4)	0,822	Valid

All the indicators shown in Table 2 already meet the requirements of validity which the correlation coefficient is more than 0.3 therefore all the indicators are valid.

Table 3. Instrument Reliability Test

No	Variabel	Alpha Cronbach	Information
1	Ethical Sales Behavior(X1)	0,771	Reliable
2	Customer Trust(X2)	0,647	Reliable
3	Customer Commitment(X3)	0,783	Reliable
4	Customer Loyalty(Y)	0,764	Reliable

The entire items on the variables ethical sales behavior, customer trust, commitment and loyalty seen in Table 3 have been tested to meet the reliability requirements, the Alpha Cronbach correlation coefficient of all the items has exceeded 0.6, therefore it could be stated that all of them are reliable.

Table 4. Factor Loading

Variables	Factor Loading	P Value	Information
X1.1 <- Ethical Sales Behavior (X1)	0,736	0,000	Valid
X1.2 <- Ethical Sales Behavior (X1)	0,742	0,000	Valid
X1.3 <- Ethical Sales Behavior (X1)	0,710	0,000	Valid
X2.1 <- Customer Trust (X2)	0,726	0,000	Valid
X2.2 <- Customer Trust(X2)	0,734	0,000	Valid
X2.3 <- Customer Trust(X2)	0,788	0,000	Valid
X2.4 <- Customer Trust(X2)	0,598	0,000	Valid
X2.5 <- Customer Trust(X2)	0,747	0,000	Valid
X3.2 <- Customer Commitment (X3)	0,849	0,000	Valid
X3.3 <- Customer Commitment(X3)	0,883	0,000	Valid
X3.4 <- Customer Commitment(X3)	0,884	0,000	Valid
Y.1 <- Customer Loyalty (Y1)	0,603	0,000	Valid
Y.2 <- Customer Loyalty(Y1)	0,590	0,000	Valid
Y.3 <- Customer Loyalty(Y1)	0,814	0,000	Valid

Table 4 shows that the factor loading of ethical sales behavior, customer trust, commitment and loyalty variables is valid with p value of each indicator are less than 0.001.

Aside from the factor loading value, convergent validity also can be seen from Average Variance Extracted (AVE). The AVE value must above the 0,50. Table 5 shows one item with value below 0.5 that is Customer Loyalty (Y). Therefore, there is a convergent validity problem in the model tested so that the construct in this research model needs to be modified.

Table 5. Average Variance Extracted (AVE)

Variable	AVE
Ethical Sales Behavior (X1)	0,532
Customer Trust (X2)	0,520
Customer Commitment(X3)	0,761
Customer Loyalty(Y)	0,458

Table 6 shows that the square root value of AVE is greater than the correlation coefficients of each constructs. Thus, it can be conclude that the data has good discriminant validity.

Table 6. Discriminant Validity

Variable	Ethical Sales Behavior (X1)	Customer Trust (X2)	Customer Commitment (X3)	Customer Loyalty (X4)
Ethical Sales Behavior (X1)	0,730			
Customer Trust (X2)	0,614	0,721		
Customer Commitment (X3)	0,625	0,642	0,872	
Customer Loyalty (Y)	0,296	0,351	0,359	0,677

Ensuring that there are no problems with measurement, the final step in evaluating the outer model is to test the unidimensionality of the model. Both composite reliability and Alpha Cronbach tests with the cut-off point value is 0.7 as shown in Table 7.

Table 7. Composite Reliability and Cronbach's Alpha Coefficient

Variables	Composite Reliability	Cronbach's Alpha
Ethical Sales Behavior (X1)	0,773	0,561
Customer Trust (X2)	0,843	0,768
Customer Commitment (X3)	0,905	0,843
Customer Loyalty (Y)	0,713	0,435

Table 7 shows that the composite reliability coefficient of all variables are above the criterion limit of 0.6 so that there are no composite reliability problems. While, there is one item (Loyalty, Y) below 0.5 in Cronbach's Alpha so there may be unidimensionality problem in the model formed.

Inner Model Evaluation aims to determine the goodness of fit model with the R-Square (R^2) method. It is shows the strengths and weaknesses of the effect caused by variations in exogenous variables on endogenous variables.

Table 8. R^2 of Endogenous Variables

Variables	R-Square Value	Inference
Ethical Sales Behavior(X1)	-	-
Customer Trust (X2)	0,377	Moderate
Customer Commitment (X3)	0,497	Moderate
Customer Loyalty (Y)	0,155	Moderate

Table 8 shows that the R-Square (R^2) value of the entire variables is less than 0.50 which included in the moderate criterion, it can be said that the model formed is considered to be quite weak.

Q-Square (Predictive Relevance) measures how well the observed value generated by the estimation model and its parameters. Q-Square value >0 indicates the model has good predictive relevance. The Q-Square (Predictive Relevance) value can be calculated as follows:

$$Q2 = 1 - (1 - R^2_1) (1 - R^2_2)(1 - R^2_3)$$

$$Q2 = 1 - (1 - 0,377) (1 - 0,497)(1 - 0,155)$$

$$Q2 = 1 - (0,623) (0,503)(0,845)$$

$$Q2 = 1 - (0,263)$$

$$Q2 = 0,73 \text{ or } 73\%$$

Calculation of Q-Square (Predictive Relevance) amounted 0,73 means that 73 percent customer loyalty variables are explained by customer trust, commitment and loyalty variables while the remaining 27 percent explained by variables that are not included in the model. The calculations of R^2 and Q^2 can be continued with the hypothesis testing.

Table 9. Path Coefficients

Hypothesis	Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Value
H1	X1 -X2	0,614	0,624	0,070	8,772	0,000
H2	X1 -X3	0,370	0,367	0,086	4,274	0,000
H3	X1 -Y	0,053	0,051	0,160	0,332	0,740
H4	X2 -Y	0,186	0,195	0,142	1,306	0,192
H5	X3 -Y	0,207	0,228	0,168	1,235	0,217
H6	X2 -X3	0,415	0,423	0,105	3,969	0,000

Table 9 shows the effect of H1, H2, and H6 are positive and significant by comparing P-values less than alpha 0.05. While H3, H4, and H5 are not significant based on P-Value greater than alpha 0, 05.

Table 10. Indirect Effects

Hypothesis	Information	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (O/STDEV)	P Value
H1	X1 - X2	-	-	-	-	-
H2	X1 - X3	0,255	0,265	0,075	3,378	0,001
H3	X1 – Y	0,243	0,264	0,100	2,431	0,015
H4	X2 – Y	0,086	0,102	0,083	1,038	0,300
H5	X3 – Y	-	-	-	-	-
H6	X2 - X3	-	-	-	-	-

Table 10 shows the significance of the indirect relationship between the ethical variables of sales behavior on customer trust, commitment and loyalty. The effect of H1, H2, and H6 are significant with P values ($0,000 < 0,05$), whereas H3, H4, and H5 are not significant with P values ($0,000 < 0,05$).

The hypothesis test shows the statistical analysis of the relationships between the studied variables. The hypothesis test as shown in Table 11.

Table 11. Path Coefficient and Hypothesis Test

Hypothesis	Information	Path	P-Value
H1	X1 - X2	0,614	0,000
H2	X1 - X3	0,370	0,000
H3	X1 – Y	0,053	0,740
H4	X2 – Y	0,186	0,192
H5	X3 – Y	0,207	0,217
H6	X2 - X3	0,415	0,000

Table 11 shows that the effect of between ethical sales behavior (X1) and customer trust (X2), ethical sales behavior (X1) and customer commitment (X3), and customer trust (X2) towards customer commitment (X3) is positive and significant by comparing P-Values smaller than alpha 0.05, while the effect of ethical sales behavior variable (X1) to customer loyalty (Y), customer trust (X2) to customer loyalty (Y), and customer commitment (X3) to customer loyalty (Y) are not significant based P-Values is greater than alpha 0.05.

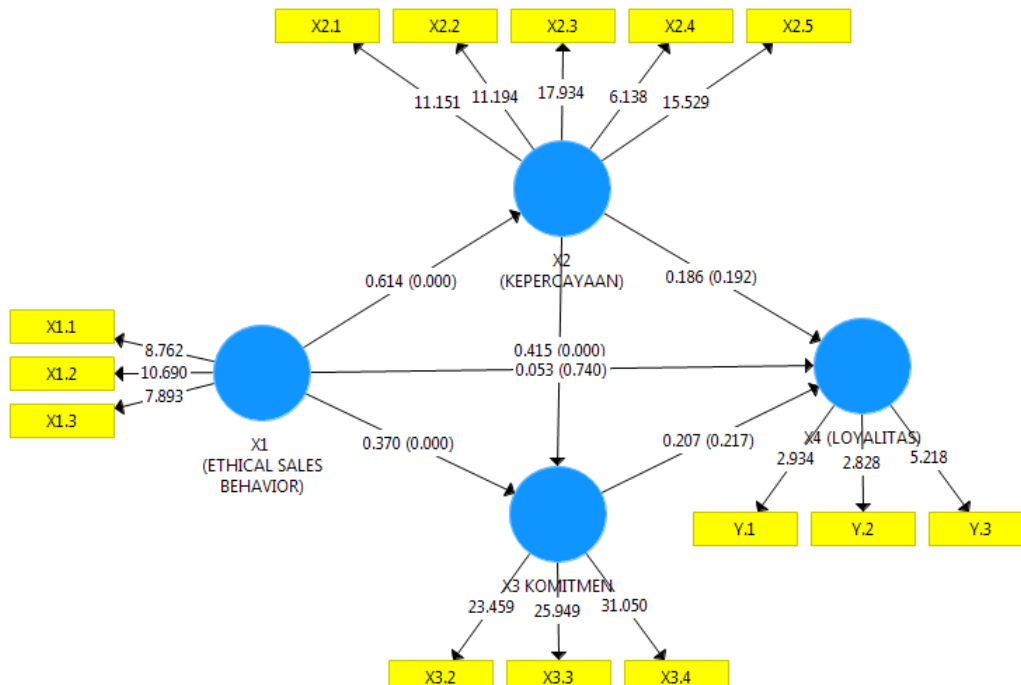


Figure 2. Path Analysis SEM-PLS Diagram

CONCLUSION AND SUGGESTION S

Based on the empirical results, conclusions have been obtained as follows: First, ethical sales behavior has a positive and significant effect on customer trust, it applied by McDonald's employees when they do their job and generate a positive impact on customer trust. Second, ethical sales behavior has a positive and significant effect on customer commitment, such as work ethics in McDonald's gives a positive impact on customer commitment towards the company. Third, ethical sales behavior does not have a significant effect on loyalty variables, means that there are problems with ethical sales behavior that has a negative impact on customer loyalty. Fourth, customer trust has a positive and significant effect on the customer commitment, which can be interpreted as the trust stronger built by the company the commitment will also follow as well. Fifth, customer trust does not have a significant effect on the customer loyalty, it is mean if the customers do not trust the seller or they have low level of belief to the company it will also effect on low customer loyalty. Last, customer commitment does not have a significant effect on customer loyalty variables, it is mean that customers are unable to maintain commitments and do not fulfill consumer rights such as providing clear information about product conditions, and unable to properly record customer orders, so it may caused customer to be less loyal to the company.

Suggestions to McDonalds management in Denpasar are to encourage their employees to always keep the ethics of good sales behavior, maintain a close relationship with customers, emphasize the employees that unethical sales behavior such as lying, forcing sales, or exaggerating information about a product is not acceptable. Further researchers can improve the existing limitations in this study by increasing the number of samples to get a comprehensive result, it would be better if the interview method is added in collecting the and were expected to develop research by adding other variables that matter such as brand image, buying interest, marketing mix, or satisfaction.

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