

¹ Julissa Elizabeth
Reyna-González

² Rosario del Pilar
Benavides

³ Jimmy Augusto
Trujillo Olivo

Relationship Marketing Strategy for Customer Loyalty. Case: MIDAS Chiclayo



Abstract: - The present investigation entitled "Relationship Marketing Strategy for Customer Loyalty at Midas Solutions Center Chiclayo", had the general objective of applying Relationship Marketing strategies for customer loyalty at Midas Solutions Center Chiclayo. For this, a descriptive investigation was carried out with a pre-experimental design where there is only one study sample, since the dependent variable was analyzed as a problem, describing it and generating an attempt to improve from the independent variable, based on this. The design was used as the primary data collection technique, the survey with its respective instrument, to which a Likert scale questionnaire was applied, addressed to a sample of 59 Midas Solutions Center clients, which after their respective analysis could be determined that customer loyalty is determined as inadequate by 57%, so it was proposed to apply strategies based on relationship marketing trying to generate contact with the customer through the development of the stages, which allows it to develop as it is established in each activity. Finally, it is concluded that the relational marketing strategy with customer loyalty is high, since the correlation coefficient yielded 59.3%. This indicator shows that when you improve relationship marketing strategies, it will have a direct impact on customer loyalty.

Keywords: Relationship Marketing Strategy, Customer loyalty.

I. INTRODUCTION

The research was titled "Importance of the Customer Relationship Management (CRM) tool in Latin American companies. A systematic review of the scientific literature in the last ten years". Thus, in a highly competitive market, companies must generate competitive advantages in order to continue growing, and this is where the CRM tool plays a very important role. To know the importance of CRM, the closed databases EBSCOhost, ProQuest and ScienceDirect and the open Scielo and Redalyc databases were investigated for the years 2011-2021 using the keywords "CRM", "Customer Relationship Management" and "Importance" obtaining 30 articles and the objective of determining the importance of the CRM tool in Latin American companies was achieved. The results found indicate that the importance most valued by companies is the ability to establish a long-term relationship with customers, segment them and generate the highest possible profitability for the company. Finally, it was possible to conclude that CRM is very important for companies that wish to establish a lasting relationship with customers, to be able to apply focused strategies for them and maximize profitability.

The general objective of the research was to establish the relationship between digital marketing strategies and the level of customer loyalty of the Green Valley Corporation. The study method developed a mixed research approach, type of applied research, correlational descriptive level, and cross-sectional design. The study population consisted of 51 clients who frequently visit the Green Valley Corporation of Trujillo. To obtain the data, the instrument was applied through a digital survey, consisting of 18 questions on an ordinal scale. The instrument was validated by expert judgment. The data collected was analyzed and processed in the statistical program excel and spss. The results obtained indicate that there is a correlation between digital marketing strategies and customer loyalty of the Green Valley Corporation. In conclusion, the digital marketing strategies used by the Green Valley Corporation according to the survey carried out with its clients; He mentioned that Green Valley has a high level of fan page reach and a high degree of credibility on the website based on interactivity and usage. [1]

Relationship marketing has managed to become a great essential tool for companies with a highly competitive level, in such a way that strategies have been developed that seek a more pleasant experience with the client. This is how we see it in the provision of services such as: good customer service, good comfort, good security when

¹Professor at the Universidad Nacional Hermilio Valdizán, Huánuco, Perú. jreyna@unheval.edu.pe

² RANSAC, Lambayeque, Perú. pilarrosariobenavides@gmail.com

³ Professor at the Universidad Nacional Hermilio Valdizán, Huanuco, Perú. jeco30@gmail.com
Copyright@JES2024on-line:journal.esrgroups.org

providing the service and compliance to the client when receiving the service according to what is established by the company, etc.

Midas Solutions Center is a company in the commercial sector, basically focused on the telephone portability service, providing customer service as packages within it fiber optics, fixed telephone and mobile lines. Last year, in the month of August, between dates 10 and 15, there was exactly a small crisis that generated more attention from the collaborators. Since then, it has grown together with its leader and workers, who continue in said project that have, in order to implement some areas within the company.

In recent years, it has been observed that the lack of control must be managed effectively, generating a relationship between the client and the company, thus achieving the frequency of use of services or the acquisition of products, which we can call loyalty or fidelity to the company.

One of the problems that Midas Solutions Center presents is that the client does not establish a long-term relationship, having to develop a system that generates a search for information towards the user, for the execution of proposals, which may be more interesting for the future client. and to be able to stimulate demand through appropriate promotional actions that would generate good decision-making for us.

The purpose of solving the problem raised was to evaluate and improve labor, administrative and operational performance, managing to prevent customers from getting a bad impression or stop using our service.

Another problem that Midas Solutions Center presents is that there is no post-sale service where we observe that the relationship with the client is constant after the sale and to be able to have exchange relations that can occur between the organization and its clients, which must be effectively exploited to achieve satisfaction by maintaining long-term relationships, with the aim that day by day new techniques that generate value for the client are increased, providing them with a unique experience that focuses on their needs and desires, achieving loyalty for success in the competitive market.

The problems detected in the company Midas Solutions Center Chiclayo is the undifferentiated service with the competition, not having an exclusive offer in relation to it, because they do not use relationship marketing oriented to potential customers; generating that the clients go to other establishments of the competition, that generate more attractive promotions in the international market.

Thus, taking into account the aforementioned problems, he refers to Moqueda (2015), stating that the incorporation of a customer-focused marketing philosophy is vital in the creation of value and in the development of a competitive, sustainable and definable component that It is based on a perennial concern for trying to ensure that the services satisfy the needs of the clients, guiding them to success through strict quality standards that allow establishing in the provision of their services, to achieve a high level of acceptance.

Offering a high-quality service to the consumer can become an advertising element for sales, as favorable as discounts, promotions, advertising or personal selling. Attracting a new customer generates a cost six times more expensive than keep one. A good relationship with customers is an aspect that worries companies more and more, being the main axis for our business ideas focusing, in an environment where each person finds himself in various situations trying to limit each of his activities to remain in such a competitive and influential market (p.19)

Another problem that Midas Solutions Center presents is that the client goes to other call centers, since there is no customer retention due to the monotony of the service by the company, since this causes the client to hesitate to use our services for what This directly affects us and weakens us directly, preventing us from making sales, and that our income level decreases. Therefore, it is essential to have a better follow-up inside and outside the company to avoid certain problems that would affect us in the development and Growth of the company.

The purpose of this is to implement a valuable service in the sense that our competitors are unaware of what we would use in a more practical and advantageous way for our potential customers.

II. METHODS

Type and research design

According to Hernández, Fernández and Baptista (2014), he deduces that "The descriptive type investigates to determine properties, traits and characteristics of the utmost importance whatever the phenomenon that is analyzed. Describing preferences of a group or population".

According to Tam, Vera and Oliveros (2008), they conclude that "The Applicative type aims to create new methods thanks to the knowledge that is acquired with the inquiry and that are couplable".

Research design

According to Hernández, et al, (2014), It ends with the scope: experimental of the pre-experimental type, which

is based on managing a certain stimulus to a group, to later attribute a measure of one to more variables and control the level of the group in each variable, depending before the stimulus. The research will be of a pre-experimental design, where there is only one study sample.

Study variables

According to Hernandez, et al. (2014), define that: A variable is a measurable or observable value, which serves to interrelate other variables in case of being part of a theory or hypothesis, therefore they are called hypothetical constructions. (p.105)

Independent variable:

Relational marketing

It becomes a strategic medium that today wants to be competitive, whose purpose is to grow the connection we maintain with customers by establishing secure and constant relationships with organizations or people who directly or indirectly would be influential in achieving the objectives of each commercial activity of the company. (Kotler, 2012).

Dependent variable:

Customer loyalty

It is the state or goal that every company intends to achieve in order to increase its sales and thus be able to have a sustainable business, it is also considered an emotional part in which a person feels committed to a good or service that they acquired, feeling satisfied, this will influence to his loyalty. (Warden, 2010).

Population:

According to Hernández, Fernández and Baptista (2014) refer that a population: "It is the universe or set of certain cases that coincide with certain characteristics." (p.174)

All people who purchase our service at Midas Solutions Center, doing a daily count for 4 weeks are considered as a population:

P = 308 clients

Sample:

According to Hernández, (2014) they infer about the sample that: "Specifically, a subgroup of the population. Specifically, it is a subset of components that are part of that set established in its characteristics that is called population. (p.175)

The sample for this investigation will be the clients of Midas Solutions Center, this is equivalent to:

To measure the sample, the formula for finite population was used:

Where:

Z = Confidence Level

N = Population

p = Chance of success

q = Chance of failure

e = Estimated error

Replacing:

$$n = \frac{(308) (1.96)^2 (0.95)(0.05)}{((0.05)^2 (307) + (1.96)^2 (0.95)(0.05))}$$

$$n = \frac{(308)(3.8416)(0.95)(0.05)}{((0.0025)(307) + (3.8416)(0.95)(0.05))}$$

$$n = 56.2016 / 0.949976 = 59$$

Sampling:

For the present investigation, simple random probabilistic sampling has been considered.

The inclusion criteria considered were: Clients of the Midas Solutions Company, reported during the month of

August, coming from the country of Spain.

The exclusion criteria considered for the present investigation were excluding the clients of the company not registered during the month of August.

Technique:

The technique that was used for the investigation was the survey, while the survey is a technique that is used to know and distinguish the problem of a certain phenomenon, being a group of items with the purpose of acquiring the information that is granted by the opinions. of customers. (Hernández, Fernández and Baptista, 2010).

Instrument:

The instrument used was the questionnaire.

TECHNIQUE	INSTRUMENT
Survey: Primary data collection technique which was applied directly to the sample in order to be able to analyze the loyalty variable	Questionnaire: Instrument structured by means of questions and indicators which present a Likert-type scale, allowing its interpretation in a more adequate way.

Source: self made.

Validity

According to Hernandez, et al. (2014) indicate that validity is: "The degree to which a medium certainly measures the variable that it is seeking to measure." (p.200)

The means of data acquisition was validated under the opinion of experts on the research topic, as well as under the opinion of experts.

The experts who participated in the validation of the instrument are detailed below:

Table 1. Expert validation

Expert	Validation Criteria		
	Regular	Well	Very good
Expert 1: Reyna González Julissa		✓	
Expert 2: Celis Sirlopu Vilma Cristina		✓	

Source: Elaboration of the authors.

Thus, taking into account the validation criteria, it was obtained that 100% of the experts consider that the validation criteria is GOOD.

Reliability

According to Hernandez, et al. (2014) deduce that reliability is: "The degree to which a medium provides coherent and consistent results." (p.200)

The reliability stage was examined according to the Conbrach's alpha coefficient.

Table 2. Cronbach's Alpha Coefficients

Values	Interpretation
Alpha coefficient >.9	it's excellent
Alpha coefficient >.8	it's good
Alpha coefficient >.7	It is acceptable
Alpha coefficient >.6	is questionable
Alpha coefficient >.5	is poor
Coefficient <.alpha 5	It is unacceptable

Source: Hernandez, et al. (2010)

Table 3. Reliability Analysis

reliability statistics	
Cronbach's Alpha	No. of elements
,890	59

Source: Elaboration of the authors.

The reliability analysis of the instrument that made it possible to measure loyalty at first (pretest) obtained a Cronbach's alpha value of 0.890, which means that the reliability is good.

reliability statistics	
Cronbach's Alpha	No. of elements
.942	59

Source: Elaboration of the authors.

The reliability analysis of the instrument that allowed to measure loyalty in a second moment (post-test) obtained a Cronbach's alpha value of 0.942, which means that the reliability is excellent.

Therefore, it is concluded that the instrument used to measure loyalty is reliable for research.

III. RESULTS

According to the specific objectives set, the results obtained are demonstrated, which are detailed below:

Identify the level of customer loyalty at Midas Solutions Center Chiclayo through the pre-test.

Table 5: Loyalty Level

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	low	3. 4	57.0	57.0	57.0
	half	16	27.0	27.0	84.0
	high	9	16.0	16.0	100.0
	Total	59	100.0	100.0	

Source: Loyalty questionnaire database.

Figure 2: Level of Loyalty



Source: self-made

Analysis:

Taking into account the results obtained in Table 1 and Figure 1, the level of loyalty is described, findings found through the application of the instrument before applying the strategy, for which it is observed that the level of customer loyalty in The Midas Solutions Company, presents a low level in 57% of the total respondents, as well as 27% is at a medium level of loyalty and 16% with a high level. It is important to mention in this part that for customers to feel loyal and for the company to achieve a high level of customer loyalty, it is important to first achieve customer satisfaction and then move on to achieving loyalty.

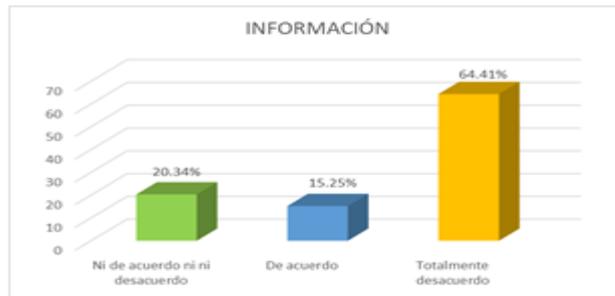
The results obtained from 100% of the respondents are shown below, taking into account the analysis of the level of loyalty by dimensions:

Table 6: Does the Midas Solutions Center company adequately inform you about the desired services?

		Frequency	Percentage	valid percentage	Accumulat percentage
Valid	neither agree nor disagree	12	20.34	20.34	20.34
	OK	9	15.25	15.25	35.59
	strongly disagree	38	64.41	64.41	100.0
	Total	59	100.0	100.0	

Source: Loyalty questionnaire database

Figure 3: Information Dimension



Source: self-made

Analysis:

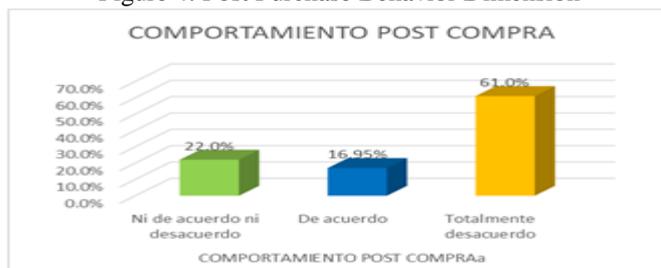
In the information dimension, it can be seen that of 100% of the respondents, 64.41% totally disagree with the information dimension of the loyalty variable, results obtained during the application of the pre-test. At the same time, it is shown that 15.25% agree with respect to the information dimension, which implies that it is important in every organization to stay informed, because it is the fundamental axis to achieve the objectives set and certainly achieve customer loyalty.

Table 7: Do you agree with recommending a friend or family member to the company Midas Solutions Center?

Source: Loyalty questionnaire database.

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	neither agree nor disagree	13	22.0	22.0	22.0
	OK	10	17.0	17.0	39.0
	strongly disagree	36	61.0	61.0	100.0
	Total	59	100.0	100.0	

Figure 4: Post Purchase Behavior Dimension



Source: Table 3

Analysis:

The analysis carried out regarding the post-purchase behavior dimension, it was obtained that of the total number of respondents, a significant 61% totally disagree with respect to recommending this service, 16.95% agree with respect to the post-purchase dimension and a 22% neither agree nor disagree in this regard, according to what was analyzed it is important to mention that the follow-up that is done to the customer after the first purchase contributes to customer loyalty because each purchase implies a commitment that companies consolidate together They give prestige and make a difference.

Table 8: Does the company solve your complaints or problems in a completely new and efficient way?

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	Disagreement	3	4	57.10	57.10
	Neither Agree or Disagree	12	20.41	20.41	77.51
	OK	8	12.76	12.76	90.27
	Totally agree	6	9.69	9.69	99.96
Total		59	100.0	100.0	

Source: Loyalty questionnaire database.

Figure 5: Dimension Shopping experience



Source: self-made

Analysis:

According to the analysis carried out on the purchasing experience dimension of loyalty, focusing on evaluating the application during the pre-test, it was found that according to the analyzed dimension of the total number of respondents, 57.1% of the clients disagreed in this regard, 12.76% . agreed and a scant 9.69% fully agreed, however it was observed that a significant 20.41% neither agreed nor disagreed. It is important to indicate that the shopping experience is the way in which the customer lived their moment of purchase from the physical space where they are located to the contact with the seller.

Table 9: Are the discounts offered by the company Midas Solutions center the most appropriate and motivate you to continue with the service?

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	Disagreement	32	54.2	54.2	54.2
	Neither Agree or Disagree	18	30.5	30.5	84.70
	OK	5	8.5	8.5	93.20
	Totally agree	4	6.8	6.8	100.00
Total		59	100.0	100.0	

Source: Loyalty questionnaire database.

Figure 6: Dimension Benefits



Source: self-made

Analysis:

Taking into account the benefits dimension, it was obtained that 54.2% of the total respondents disagree with the discounts offered by the company because they group it with an additional package to the service we want, a significant 30.5% are not even in agreement. agreement or disagreement and a scarce 8.5% said they agreed on the benefits received, for the above it is shown that the company needs to expand its benefits aimed at customers, since this will allow them to feel satisfied and therefore achieve loyalty.

RESULTS AFTER APPLYING THE STRATEGY

Taking into account the specific objectives, the following is shown below:

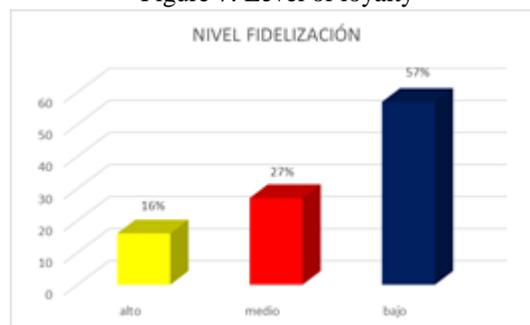
Identify the level of customer loyalty at Midas Solutions Center Chiclayo through the pre-test.

Table 10: Loyalty Level

		Frequency	Percentage valid	valid percentage	Accumulated percentage
Valid	high	9	16.0	16.0	16.0
	half	16	27.0	27.0	43.0
	low	3. 4	57.0	57.0	100.0
	Total	59	100.0	100.0	

Source: Loyalty questionnaire database

Figure 7: Level of loyalty



Source: self-made

Analysis:

Taking into account the results obtained, the level of loyalty is described, findings found through the application of the instrument before applying the strategy, for which it is observed that the level of customer loyalty in the Midas Solutions Center Company, presents a low level in 57% of the total respondents, as well as 27% are at a medium level of loyalty and 16% with a high level, it is important to mention in this part, that for customers to feel loyal and For the company to achieve a high level of customer loyalty, it is important to first achieve customer satisfaction and then move on to achieving loyalty.

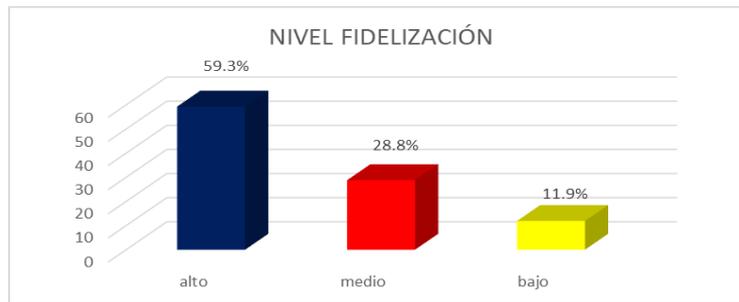
Identify the level of customer loyalty at Midas Solutions Center Chiclayo through the post test.

Table 11: Loyalty Level

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	high	35	59.3	59.3	59.3
	half	17	28.8	28.8	88.1
	low	7	11.9	11.9	100.0
	Total	59	100.0	100.0	

Source: Loyalty questionnaire database.

Figure 8: Level of Loyalty



Source: self-made

Analysis:

Taking into account the results obtained after applying the formulated strategies, the level of loyalty is described, which was achieved through the techniques that we use with our clients in order to obtain better results, for which it is observed that the level of loyalty of customers in the Midas Solutions Center Company, present a high level in 59.3% of the total respondents, as well as 28.8% are at a medium level of loyalty and 11.9% with a low level, it is important to mention that it was achieved Said strategy proposed with the help of all our collaborators who are an indispensable part of our organization because they are the ones who interact with each of our users to achieve said loyalty of our clients.

Design and validate the Relationship Marketing strategy for customer loyalty at Midas Solutions Center Chiclayo through a pre-test.

Table 12: Questionnaire for Workers

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	high	6	10.8	10.8	10.8
	half	eleven	18.5	18.5	29.3
	low	42	70.7	70.7	100.0
	Total	59	100.0	100.0	

Source: worker questionnaire database.

Figure 9: Questionnaire for Workers



Source: self-made.

Analysis:

Taking into account the results obtained, it was evidenced that the level of Relationship Marketing in the Midas Solutions Center Company, presents a high level in 10.8% having a notion of what relationship marketing is, as well as 18.5% is at a medium level. and 70.7% with a low level where they have no notion of what this term means, it is important to mention that in order to achieve this strategy, an awareness workshop will be held to make it known what relational marketing is and that it will contribute to our collaborators, since they are an important part of achieving the success of our organization.

Design and validate the Relationship Marketing strategy for customer loyalty at Midas Solutions Center Chiclayo through a post test.

Table 13: Questionnaire for Workers

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	high	42	70.4	70.4	70.4
	half	10	17.5	17.5	87.9
	low	7	11.8	11.8	99.7
Total	59	100.0	100.0		

Source: worker questionnaire database

Figure 9: Questionnaire for Workers



Source: self-made

Analysis:

Taking into account the results obtained after having applied the strategy, it was evidenced that the level of Relationship Marketing in the Midas Solutions Center Company, presents a high level in 70.4% having a notion of what relationship marketing is, after having applied the strategy, as well as 17.5% are at a medium level and 11.8% with a low level where it is important to mention that in order to achieve said strategy, an awareness workshop was applied to make known what relational marketing is and that it will contribute to our collaborators, since they are an important part of achieving the success of our organization.

Customer Satisfaction at Midas Solutions Center Chiclayo through the pre-test

Table 14: Level of Satisfaction

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	high	9	15.3	15.3	15.3
	half	17	28.8	28.8	44.1
	low	33	55.9	55.9	100.0
	Total	59	100.0	100.0	

Source: Satisfaction survey database

Figure 10: Level of Satisfaction



Source: self-made

Analysis:

Taking into account the results obtained, the level of satisfaction is described, findings found through the application of the instrument, for which it is observed that the level of customer satisfaction in the Midas Solutions Center Chiclayo Company, presents a high level of a 15.3% of the total respondents, as well as 28.8% are at a medium level of satisfaction and 55.9% with a high level, it is important to mention that although customer satisfaction helps us to know how the service exceeds expectations of consumers is because it must be a fixed objective for each business that allows us to make appropriate decisions and undertake the actions that have the greatest impact on the client's desire and return to achieving its profitability.

Customer Satisfaction at Midas Solutions Center Chiclayo through the post test.

Table 15: Level of Satisfaction

		Frequency	Percentage	valid percentage	Accumulated percentage
Valid	high	35	59.3	59.3	59.3
	half	16	27.1	27.1	86.4
	low	8	13.6	13.6	100.0
	Total	59	100.0	100.0	

Source: Satisfaction survey database

Figure 11: Level of Satisfaction



Source: self-made

Analysis:

Taking into account the results obtained after applying the formulated strategies, the level of satisfaction is described, which was achieved through the online survey that was applied to our clients in order to achieve positive results since this allows each company to know their own strengths and weaknesses on which improvement strategies were outlined, for which it is observed that the level of customer satisfaction in the Midas Solutions Center Company, presents a high level in 59.3% of the total respondents, as well as 27.1 % is at a medium level of loyalty and 13.6% with a low level, It is important to mention that this proposed strategy was achieved with the help of all our collaborators who are an indispensable part of our organization because they are the ones who interact with each of our users to achieve said satisfaction of our clients.

IV. DISCUSSION**General objective**

With respect to identifying the level of customer loyalty in Midas Solutions Center Chiclayo, it was evidenced through the results obtained, where the company is located at a low level of 57%, before the strategy was applied, which implies that the clients did not have a high level of loyalty, the results after applying the strategy by means of a meeting minute where we would establish that the companies seek the loyalty of the Clients as a means to improve the results, allowing to identify and publicize what the client wants and seeks to increase its level of profitability.

In turn, Ramírez and Rosales (2015), in his research, "Proposal for a relationship marketing plan to improve loyalty" maintains that marketing strategies are essential to satisfy the needs of customers and then take them to a higher level that allows them to remain within the market with the purpose of a scientific investigation carried out jointly that seeks to invigorate the sales force giving value to the client, and in this way the organizations will be able to meet the expectations of the client to maintain the interrelationship and achieve a long-term relationship. term, that is why through this tool to achieve the objective of increasing the relationships established between the company's staff and customers.

Specific objective 1

With regard to identifying the level of customer loyalty in Midas Solutions center Chiclayo, it is one of the most important actions that the strategies highlight for companies, since they allow a study and analysis of the needs to be carried out in order to establish a good relationship with the company reaching its loyalty, achieving its strengthening by which they would become very competitive in different markets.

Pinel in (2013) "plans that creating value for the customer helps to pay all the respective attention to the consumer, acquiring more knowledge that allows them to apply new techniques to be able to retain the customer." (p. 33)

These results are related to the investigation to make a diagnosis of the most suitable strategies to create a long and lasting relationship with the client, creating value within a framework of knowledge showing relationships with clients and the value of the company.

Specific objective 2

With regard to designing and validating the relational marketing strategy for customer loyalty, on which it is based to carry out a follow-up that allows establishing the main shortcomings that all companies have when transmitting a good service to their target audience. these cooperatives that seek to bring customers a personalized treatment, attention to their concerns, claims and suggestions.

This diagnosis allows us to develop a scheme where the strategies are embodied in order to achieve customer loyalty, obtaining loyal customers who know what relational marketing is, since they could be given through training in order to maintain stable relationships. with customers influencing a new focal point that is to attract and retain customers with the aim of generating value over time.

Specific objective 3

Regarding the implementation of customer loyalty strategies at Midas Solutions Center Chiclayo, this tool being a feasible type of business adding a great creative capacity to stand out from the competition, the passion for the authentic, revealing new business opportunities to interact a direct way towards consumers beyond the post-sale, this will let the client know that he as a person is more important than the service that is provided to achieve the expansion of the client portfolio.

V. CONCLUSIONS

In the proposal based on relationship marketing strategy, it was possible to identify the level of customer loyalty in Midas Solutions Center through the instrument applied to customers, where loyalty presented a low level, so it could be determined how inadequate in a 57%, which implies that customers are not at a high level of loyalty, due to the lack of strategies or improvements in the business.

The level of relational marketing was determined in the proposals that were made to the senior management at Midas Solutions Center Chiclayo, where it was identified that the appropriate strategy for a better level of customer loyalty is to apply related techniques in favor of customers so that they feel motivated and that they use our service again and thus allowing them to obtain positive results in their application for the fulfillment of the indicated goals.

It was possible to measure the relationship between relational Marketing and customer loyalty at Midas Solutions Center Chiclayo, the correlation between the study variables is equivalent to a high positive correlation, having applied the proposals, it was possible to measure that our clients did achieve the desired objective by the organization and a recognition system such as prizes for using our services.

The relational marketing strategy in customer loyalty was analyzed, having found a high correlation, it is concluded that the H_1 hypothesis is accepted and the null hypothesis is rejected.

REFERENCES

- [1] Aliaga Salas, L.A., & Loayza Riera, E.A. (2021). Digital marketing strategies and customer loyalty level of the Green Valley Trujillo Corporation. Antenor Orrego Private University - UPAO.
- [2] Checasaca-Julca, J. R., Sánchez-Cabeza, L. K., Malpartida-Gutiérrez, J. N., & Chocobar-Reyes, E. J. (2022). Importance of the Customer Relationship Management (CRM) tool in Latin American companies. A systematic review of the scientific literature in the last ten years. UCSA Scientific Journal, 9(3), 97–119. <https://doi.org/10.18004/ucsa/2409-8752/2022.009.03.097>
- [3] Exebio, E. (2016). “Positioning strategy and its influence on brand communication – Case: Ron Santa Teresa”
- [4] Hernández R. & Fernández C. and Baptista P. (2014). Research Methodology (Fourth Edition) McGraw – Hill: Mexico.
- [5] Hernández, R., Fernández, C. and Baptista, M. (2010). Investigation methodology; Mexico City, Mexico: Printed in Mexico.
- [7] Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. Journal of Relationship Marketing, 21(1), 1–26. <https://doi.org/10.1080/15332667.2020.1840904>
- [8] Kotler P. (2012). Fundamentals of Marketing. Bogota: Editorial Pearson-Education.
- [9] Hernández R. Fernández C. and Baptista P. (2010). Investigation methodology. Mexico: Editorial McGraw-Hill Interamericana.

- [10] Pinel O. (2013). The Marketing of Services and its Impact on the Profitability of the Ambato Cultural Foundation, (Thesis prior to obtaining the Academic Degree of Master in Marketing), Technical University of Ambato, Ambato: Ecuador.
- [11] Ramírez, C. & Rosales, D. (2015). Proposal of a relational marketing plan to improve customer loyalty of Centrocoop – Huaraz branch. (Bachelor Thesis). Santiago Antúnez de Mayolo National University, Huaraz.[19] Rosales (2007). Consumer behavior: In search of competitive advantages, Malaga: Editorial Eumed.Net.
- [12] Tam, Vera and Oliveros (2008). Types, Methods and strategies of scientific investigation. Volume (5), No. 10, p. 154.