Relationship Marketing and Its Influence on Customer Loyalty in A Market in Piura

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Abstract

This research focused on the fulfillment of ODS 8, based on promoting decent work and economic growth, while the mein objective of the study was to evaluate the influence between relational marketing and customer loyalty in a market in the city of Piura 2024. Through a quantitative approach methodology, non-experimental and transversal design with a correlational depth level. A population of 187,926 in habitants was used with a sample of 383 potential clients, to whom a survey was applied. The results allowed to identify that 46.5% of clients gave importance to the development of relational marketing, and 38.1% highlighted the relevance of strengthening loyalty. Likewise, a highly significant relationship between the variables was verified, due to the Spearman's Rho coefficient of 0.638 with a p-value < 0.01 and R2 of 40.7%. It was concluded that stores seeking to increase customer loyalty in Piura should promote customer relationships through relational marketing.

Keywords: *Trust, Commitment, Relationship Marketing, Satisfaction and Loyalty*

INTRODUCTION

In this way, the problem described by the research corresponded to the customer segment of a market in the city of Piura, mainly in the clothing and footwear sector, where a significant reduction in customers was observed, on the one hand due to competition from supermarkets and high-impact commercial stores, as well as the loss of trust and commitment of customers. because most of these positions do not provide guarantees, benefits, incentives and much less have they maintained a dynamic and interactive relationship with the customer during their purchase that has led to a low expectation in terms of the product and mainly of the perceived attention, being a not ideal experience. Consequently, the lack of a better relationship with the customer has had an unfavorable influence on the trend and habitual purchase, even more so in recommending products, looking for other purchase alternatives that meet their needs.

In consideration of justification, it is the way in which the motives, reasons, and necessary means required to demonstrate the conduct of a study are presented, as well as its importance (Avellanada et al., 2022). Therefore, it was justified in a practical way, since the purpose of the study has been to recognize certain shortcomings with relational marketing and customer loyalty in a market in Piura that allowed the formulation of improvement strategies. Thus, it was justified theoretically, because the study presented the contributions of several relevant authors that will allow the characterization and substantiation of the aforementioned variables. Then, it was methodologically justified through the development of the survey and statistical methods through correlation tests to check the level of association and significance of the variables. In addition, it was socially justified, because the main contribution to the scientific community was focused on the results obtained regarding relational marketing and loyalty, as well as contributing to companies in one of the Piura markets in terms of the use of this marketing trend.

In the same way, the following central objective was proposed: To evaluate the influence between relationship marketing and customer loyalty in a market in the city of Piura 2024. Next, the secondary objectives were proposed: (i) To diagnose the influence of trust on customer loyalty in a market in the city of Piura 2024. (ii) To analyze the influence of engagement on customer loyalty in a market in the city of Piura 2024 and (iii) To establish the influence

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of satisfaction on customer loyalty in a market in the city of Piura 2024.

In the same way, the following central hypothesis was formulated: Relationship marketing positively influences customer loyalty in a market in the city of Piura. And the specific hypotheses were also detailed: (i) Trust positively influences customer loyalty in a market in the city of Piura. (ii) Engagement positively influences customer loyalty in a market in the city of Piura and (iii) Satisfaction positively influences customer loyalty in a market in the city of Piura.

LITERATURE REVIEW

With reference to the conceptualization of the relational marketing variable, according to Sainz (2024), he stated that it is the marketing activity based on forging a lasting relationship with the customer through strategies that strengthen their trust and commitment, to achieve greater satisfaction with the product and/or service they acquire within a potential market. Likewise, Suárez (2020), expressed that it is one of the strategies that focuses on maintaining and consolidating relationships with customers in a more lasting way with respect to a certain product through the use of the main channels. Likewise, Susano (2020), mentioned that it is a method that consists of defining a solid relationship with its customers by strengthening the trust of its market segment.

Regarding the main dimensions that corresponded to the measurement of the first variable called relationship marketing, this was determined by trust, commitment and satisfaction, which will be detailed below: In the first dimension, trust, according to Sánchez and Jiménez (2020), mentioned that it is the result obtained from the adequate strengthening of lasting relationships with customers that transmits security in terms of obtaining of a product or service. Likewise, trust is a relevant component within relationship marketing that concerns the connection with customers through certain reasonable criteria during their purchase process. In this way, the promise fulfillment indicator has been identified, which is to offer what a company has really promised its customer. Credibility is a quality that is attributed to the information of a product and/or service. Customer benefits are the value that a given company offers to its customers (Fred, 2023).

In the second dimension, there was commitment, according to Gil (2020), he mentioned that it is the value that customers perceive based on the products offered by a given company, increasing their loyalty through interaction. Likewise, commitment is another relevant element of relationship marketing that is based on establishing a more transcendental relationship with the customer that generates a unique experience during their purchase. In this sense, the emotional bond indicator has been recognized, it is a set of feelings that allow establishing a bond between the company and customers. The customer incentive is a stimulus that allows customers to increase their purchases. Customer identity is the procedure in which the company performs necessary actions to be recognized by the customer at the time of making a purchase (Atinc and Taneja, 2023).

In the third dimension, customer satisfaction was had, according to Travassos and Casaca (2023), they mentioned that it is the level of response that customers have regarding a certain product, in compliance with their main needs. Similarly, customer satisfaction is the basis of relationship marketing, since it is the extent to which the customer manages to meet their requirements and needs through the selection and purchase of a product of interest. Therefore, the customer requirement indicator was determined, which are the conditions and characteristics that the customer requests at the time of making their purchase. The customer's expectation is the set of customer criteria that allows evaluating the relationship with the company. Customer experience is the customer's perception of the experience obtained from the environment, product or service offered by the company (Ferro et al., 2024).

Similarly, in the conceptualization of customer loyalty, for Ahumada et al. (2023), they indicated that it is the ability of a company or organization to increase the loyalty of its main customers through the regularity or frequency of purchase of a product and/or service in the long term. Likewise, Rogers et al. (2020) expressed that it is the customer's emotional relationship with the company, increasing their interaction and frequency of product purchase unlike the competition. Similarly, Gorka (2020) mentioned that it is to achieve happiness in customers through products that allow them to generate benefits so that they can repeat their purchase or consumption again.

As for the first dimension, there was the purchase, according to Esteba and Mondéjar (2022), they indicated that it is the procedure that a certain customer performs to acquire a product or service with respect to their consumption

preferences. In the same way, it is a key piece within customer loyalty, because it is the process to attract customers and build loyalty in terms of certain more valuable attributes. The quality of the product was obtained as an indicator, it is the specification and properties that guarantee the products and/or services. Product variety is the diversification of more product lines offered in a potential market. Product accessibility is the availability of the company's products in accordance with the customer's needs. Product presentation is the procedure carried out by a certain company to visually publicize the most valuable aspects of the product (Grimmer, 2021).

As for the second dimension, service was had, according to Palacios (2022), he mentioned that it is the assistance that a customer receives in a company before, during, and after they acquire a product, increasing their loyalty. It is also the support offered to the customer to resolve certain facts or events that are associated with their purchase process, boosting their loyalty. For this reason, the problem resolution indicator was identified, it is the process of solving any doubt, inconvenience or unforeseen event of the customer. Clarity of service is to simplify and generate fluidity in the customer service procedure. Customer interaction is the link between the company and the customer (Henao, 2021).

Based on the third dimension, loyalty was used, which, according to Torres (2023), is a principle that consists of creating and maintaining communicative ties with consumers, so that they make their purchase again. In the same way, it basically consists of a customer being loyal to a certain product, allowing it to attend as many times as necessary in a company or establishment. In this way, the purchase intention was obtained as an indicator, it is the measure and behavior of the customer to make the decision to make their purchase. The frequency of purchase is the continuity of the customer to make their purchase again. Customer recommendation is the customer's individual action to encourage the purchase of other people in the company (Ding et al., 2024).

METHODOLOGY

Regarding the type of research, it has been applied, according to Aceituno et al. (2020), they mentioned that it is the study that consists of collecting and using scientific knowledge to demonstrate and propose options for improvement in the face of a specific problem. In the research, knowledge of the variables of relational marketing and loyalty was used, which founded the problems associated with customers in a market in the city of Piura. Meanwhile, the approach has been quantitative, for Ruiz and Valenzuela (2022), they indicated that it is the measurement of data that can be quantified numerically in order to verify and demonstrate a problem. In the research, the questionnaire instrument was used to obtain statistically quantifiable data that contrasted the problems associated with marketing. The design has been non-experimental, for Romero et al. (2021), they indicated that it is the study that does not require manipulation or experimentation between the variables, but rather to observe their behavior in a natural way. As for the research, we did not seek to experiment on the variables, but rather to know the situation of the problem in the way they are presented.

Similarly, a cross-sectional section corresponded, according to Arias and Covinos (2021), who pointed out that it is the study that consists of analyzing certain data of the variables with respect to a predefined period of time. In other words, the research only collected information associated with the problem of the variables detailed in a single current period, since no type of subsequent evaluation was carried out. It also included a causal correlational methodological level, according to Cely et al. (2023), they mentioned that it is the one that consists of measuring the relationship and significance as well as the causality of two or more elements, categories, components or variables in order to demonstrate their association. In the research, the relationship and significance of the variables was evaluated, through a statistical method that allowed the hypotheses to be tested with respect to the variables. For the analysis of the data collected from the application of the questionnaire in a descriptive way, the statistical values with respect to the questions and the levels of the dimensions were reflected, as well as in an inferential way through tables based on the verification of the hypotheses that was carried out by the Kolmogorv-Smirnov normality testwhich reflected the distribution of the data that served to determine the correlation using Spearman's Rho and R^2 that allowed statistically expressing the coefficient of relationship and significance. Similarly, this analysis was carried out using the WIN11 64-bit operating system, as well as the Excel 2020 program and the professional software known as IBM SPSS Statistics in its version 29.

RESULT AND FINDINGS

Table 1 In consideration of specific objective 1, to diagnose the influence of trust on customer loyalty in a market in the city of Piura.

Customer Trust	Scale of alternatives												
	Always(5)		Almost always(4)		Sometimes(3)		Almost never(2)		Never(1)		Total (∑)	
	N	%	N	%	N	%	N	%	N	%	N	%
Q1. The products meet the promised features.	185	48,3	198	51,7	0	0,0	0	0,0	0	0,0	383	100,0
Q2.Se deliver the products in the agreed time.	120	31,3	131	34,2	132	34,5	0	0,0	0	0,0	383	100,0
Q3.La information provided to you about the products is accurate.	128	33,4	128	33,4	127	33,2	0	0,0	0	0,0	383	100,0
Q4.La most stores offer warranties on their products.	108	28,2	112	29,2	129	33,7	34	8,9	0	0,0	383	100,0
Q5. Receive half off your second purchase.	116	30,3	106	27,7	123	32,1	38	9,9	0	0,0	383	100,0
Q6. Enjoy discounts on purchase volume.	116	30,3	113	29,5	115	30,0	39	10,2	0	0,0	383	100,0

The revelation of these results in the stores of a market in the city of Piura showed that the products usually comply with the characteristics detailed by the seller, often the delivery is not made within the established period, this situation has generated some discomfort in consumers during their stay, despite the fact that the information that is usually provided is clear and coherent. On the other hand, consumers considered that to guarantee greater confidence during their purchase, it is necessary to establish guarantees on all the products they offer and it is also necessary that they can receive discounts on all wholesale and retail products.

Table 2 The specific hypothesis 1 was tested, trust positively influences customer loyalty in a market in the city of Piura.

			Confidence	Customer loyalty
Rho de Spearman	Confidence	Correlation	1.000	0.494**
		Mr.	.	0.00
		R2	.	0.244
		N°	383	383
	Customer loyalty	Correlation	0.494**	1.000
		Mr.	0.00	.
		R2	0.244	.
		N°	383	383

** The correlation is significant at the 0.01 level (bilateral).

Table 2 confirmed a moderate and significant positive relationship between the trust dimension and the customer loyalty variable, verified by Spearman's Rho of 0.494 and a p-value of 0.00, as well as an R^2 coefficient that explained that the variability of customer loyalty is being influenced by 24.4% of customer trust. For this reason, the alternative hypothesis was accepted, because trust does positively influence customer loyalty in a market in the city of Piura. These results imply that stores looking to increase customer loyalty in Piura should prioritize building relationships focused on trust.

Table 2 Based on specific objective 2, to analyze the influence of commitment on customer loyalty in a market in the city of Piura.

Customer engagement	Scale of alternatives												
	Always(5)		Almost always(4)		Sometimes(3)		Almost never(2)		Never(1)		Total (∑)	
	N	%	N	%	N	%	N	%	N	%	N	%
Q7.Se is attracted by the wide variety of products.	120	31,3	123	32,1	140	36,6	0	0,0	0	0,0	383	100,0
Q8.Se feel confident with the products you purchase.	204	53,3	179	46,7	0	0,0	0	0,0	0	0,0	383	100,0
Q9. You would love to receive a gift for your purchase.	383	100,0	0	0,0	0	0,0	0	0,0	0	0,0	383	100,0

	N	%	N	%	N	%	N	%	N	%	N	%
Q10. It adds value to small gifts for their purchase.	0	0,0	209	54,6	174	45,4	0	0,0	0	0,0	383	100,0
Q11. The shops in this market are your first choice of purchase.	190	49,6	193	50,4	0	0,0	0	0,0	0	0,0	383	100,0

The presentation of these results in the stores of a market in the city of Piura showed that consumer engagement was closely associated with the need for a greater variety of products, although they feel very safe in making their purchase in these stores due to the ease of purchase. They also value the possibility of receiving gifts that encourage their purchase, since it is these details that intensify their purchase frequency, making these stores their first choice unlike other stores that are located in their surroundings.

Table 3 Specific hypothesis 2 was tested, engagement positively influences customer loyalty in a market in the city of Piura.

			Commitment	Customer loyalty
Rho de Spearman	Commitment	Correlation	1.000	0.475**
		Mr.	.	0.00
		R2	.	0.226
		N°	383	383
	Customer loyalty	Correlation	0.475**	1.000
		Mr.	0.00	.
		R2	0.174	.
		N°	383	383

** The correlation is significant at the 0.01 level (bilateral).

Table 4 showed a moderate and significant positive relationship between the commitment dimension and the customer loyalty variable, verified by Spearman's Rho of 0.475 and a p-value of 0.00, as well as the R^2 coefficient to explain that the variability of customer loyalty is being influenced by 22.6% of customer engagement. For this reason, the alternative hypothesis was accepted, since commitment does positively influence customer loyalty in a market in the city of Piura. These results imply that stores looking to increase customer loyalty in Piura should strengthen customer engagement.

Table 4 Based on specific objective 3, to establish the influence of satisfaction on customer loyalty in a market in the city of Piura.

Customer satisfaction	Scale of alternatives											
	Always(5)		Almost always(4)		Sometimes(3)		Almost never(2)		Never(1)		Total (∑)	
	N	%	N	%	N	%	N	%	N	%	N	%
Q12. You usually need more product models.	132	34,5	112	29,2	139	36,3	0	0,0	0	0,0	383	100,0
Q13. The shops in this market listen to your requests.	135	35,2	127	33,2	121	31,6	0	0,0	0	0,0	383	100,0
Q14. The prices of the products fit your budget.	113	29,5	125	32,6	110	28,7	35	9,1	0	0,0	383	100,0
Q15.La attention you receive is good during your purchase.	189	49,3	194	50,7	0	0,0	0	0,0	0	0,0	383	100,0
Q16. Enjoy your experience during your checkout process.	117	30,5	142	37,1	124	32,4	0	0,0	0	0,0	383	100,0

The manifestation of these results in the stores of a market in the city of Piura showed that consumer satisfaction is directly linked to the possibility of being offered more models of products in which they can select according to their tastes and preferences, they also appreciate that they are listened to and that the prices of the products usually adjust to their budget because there are different prices according to their preferences. the characteristics of the products, perceiving a personalized attention that has contributed to enjoying their shopping experience even more.

Table 5 Specific hypothesis 3 was tested, satisfaction positively influences customer loyalty in a market in the city of Piura.

			Satisfaction	Customer loyalty
Rho de Spearman	Satisfaction	Correlation	1.000	0.722**
		Mr.	.	0.00
		R2	.	0.596
		N°	383	383

Customer loyalty	Correlation	0.722**	1.000	
	Mr.	0.00	.	
	R2	0.596	.	
	N°	383	383	

** The correlation is significant at the 0.01 level (bilateral).

Table 6 confirmed a high and significant positive relationship between the satisfaction dimension and the customer loyalty variable, demonstrated by Spearman's Rho of 0.722 and a p-value of 0.00, likewise, the R^2 coefficient explained that the variability of customer loyalty is being influenced by 59.6% of customer satisfaction. For this reason, the alternative hypothesis was accepted, since satisfaction does positively influence customer loyalty in a market in the city of Piura. These results imply that stores looking to increase customer loyalty in Piura should strengthen customer satisfaction.

Table 6 In consideration of the general objective, to evaluate the influence between relationship marketing and customer loyalty in a market in the city of Piura.

Variables	Scale of alternatives										
	Always(5)		Almost always(4)		Sometimes(3)		Almost never(2)		Never(1)		Total (∑)
	N	%	N	%	N	%	N	%	N	%	N	%
V1. Relationship marketing	126	32,9	178	46,5	79	20,6	0	0,0	0	0,0	383	100,0
V2. Customer loyalty	146	38,1	119	31,1	118	30,8	0	0,0	0	0,0	383	100,0

The revelation of these results in the stores of a market in the city of Piura, showed that consumers value both the quality of the products and the information provided by the sellers, however the non-compliance with delivery times generates great dissatisfaction, even more so part of the consumers demand discounts, gifts, variety of models and availability of more products that can encourage their purchases that has resulted in a firm position of consumers when expressing that these stores are their first purchase option that has been evidenced during their shopping experience.

Table 7 The general hypothesis was carried out, that relationship marketing positively influences customer loyalty in a market in the city of Piura.

			Relationship marketing	Customer loyalty
Rho de Spearman	Relationship marketing	Correlation	1.000	0.638**
		Mr.	.	0.00
		R2	.	0.407
		N°	383	383
	Customer loyalty	Correlation	0.638**	1.000
		Gis.	0.00	.
		R2	0.407	.
		N°	383	383

** The correlation is significant at the 0.01 level (bilateral).

Table 8 showed a high and significant positive relationship between the relational marketing variables and customer loyalty, verified by Spearman's Rho of 0.638 and a p-value of 0.01, as well as the R^2 coefficient to explain that the variability of customer loyalty is being influenced by 40.7% of relationship marketing. For this reason, the alternative hypothesis was accepted, because relationship marketing does positively influence customer loyalty in a market in the city of Piura. These results imply that stores looking to increase customer loyalty in Piura should promote customer relationships through relationship marketing.

DISCUSSION OF RESULTS

With reference to the findings regarding the first objective, to diagnose the influence of trust on customer loyalty in a market in the city of Piura. Among the main findings, it was shown that if there is a significant moderate positive relationship between trust and customer loyalty, verified by Spearman's Rho of 0.494 and a p-value lower than 0.01, likewise, the coefficient of determination of R^2 allowed to explain that the variability of customer loyalty is being influenced by 24.4% of customer trust. These results imply that stores looking to increase customer loyalty in Piura should prioritize building relationships focused on trust.

On the other hand, these results are similar to the findings obtained by Kurniadi and Saeed (2023), which showed a positive relationship between trust and the use of platforms, due to the R^2 of 56.6%, that is, the trust obtained from consumers is largely explained by the degree of satisfaction in the use of commercial platforms. However, it maintains a certain similarity with the contribution of Borishade et al. (2022), they found that there is a positive relationship between trust and customer loyalty due to the R^2 of 18.9% and p-value < 0.05, since to increase customer trust, customer loyalty must be strengthened through relationship marketing. These results obtained in the study have been supported by the theoretical contribution of Sánchez and Jiménez (2020), who mention that trust is the result of strengthening lasting relationships with customers that transmits security in terms of obtaining a product or service. Likewise, trust is a relevant component within relationship marketing that concerns the connection with customers through certain reasonable criteria during their purchase process.

Based on the second objective, to analyze the influence of commitment on customer loyalty in a market in the city of Piura. Among the main findings, it was shown that if there is a moderate and significant positive relationship between customer engagement and loyalty, proven by Spearman's Rho of 0.475 and a p-value of less than 0.01, likewise, the coefficient of determination of R^2 allowed to explain that the variability of customer loyalty is being influenced by 22.6% of customer engagement. These results imply that stores looking to increase customer loyalty in Piura should strengthen customer engagement.

In another section, these results are related to the contribution of Rocha et al. (2022), who demonstrated a moderate and significant relationship between commitment to purchase intent, due to Spearman's Rho of 0.426 and p-value < 0.05, since customer engagement on the brand will generate greater purchase intention. It is also similar to the contribution of Arditto et al. (2020), who discovered a positive relationship between engagement and customer perception, due to Chi^2 < 0.05. This has led to evidence that customer perception has been influenced by customer engagement. These results obtained in the study have been supported by the theoretical contribution of Gil (2020), who mentions that engagement is the value that customers perceive in terms of the products offered, increasing their loyalty through interaction. Likewise, commitment is another relevant element of relationship marketing that is based on establishing a more transcendental relationship with the customer that generates a unique experience during their purchase.

Based on specific objective 3, to establish the influence of satisfaction on customer loyalty in a market in the city of Piura. Among the main findings, it was shown that if there is a moderate and significant positive relationship between trust and customer loyalty, proven by Spearman's Rho of 0.722 and a p-value lower than 0.01, likewise, the coefficient of determination of R^2 allowed to explain that the variability of customer loyalty is being influenced by 59.6% of customer satisfaction. These results imply that stores looking to increase customer loyalty in Piura must strengthen customer satisfaction.

In another section, the study is associated with the contribution of Kurniadi and Saeed (2023), they found a positive relationship between customer satisfaction and trust, due to the R^2 method of 56.6%. since the trust obtained from consumers is largely explained by the degree of satisfaction. Similarly, similar to the contribution of Rocha et al. (2022), they obtained a moderate and significant relationship between satisfaction and copra intention, due to Spearman's Rho of 0.503 and p-value < 0.00. These results obtained in the study have been supported by the theoretical contribution of Travassos and Casaca (2023), who indicated that satisfaction is the level of response that customers have with respect to a certain product, in compliance with their main needs.

In consideration of the general objective, to evaluate the influence between relationship marketing and customer loyalty in a market in the city of Piura. Among the main findings, it was indicated that if there is a moderate and significant positive relationship between relationship marketing and customer loyalty, demonstrated by Spearman's Rho of 0.638 and a p-value less than 0.01, likewise, the coefficient of determination of R^2 allowed to explain that the variability of customer loyalty is being influenced by 40.7% of relationship marketing. These results imply that stores looking to increase customer loyalty in Piura should promote customer relationships through relationship marketing.

As for the results collected, they are somewhat similar to the study by Miranda et al. (2024), which obtained a positive relationship between relationship marketing and customer loyalty due to Spearman's Rho of 0.639 and p-value < 0.05. For this reason, companies must strengthen relationship marketing activities to achieve better

customer loyalty, because there is a direct and positive association. Similarly, it maintains a certain closeness to the findings of Ribeiro et al. (2023), which obtained a modernly significant relationship between relationship marketing and customer loyalty. Thus, increasing customer loyalty is due to the application of more relationship marketing strategies to strengthen customer satisfaction.

Likewise, it is similar to the study by Yabar et al. (2022) evaluated customer loyalty as 84.4% high, with a significant relationship between service quality and customer loyalty, due to Pearson's R equal to 0.685** and p-value of < 0.05. Therefore, in order to increase the level of customer loyalty, it is necessary to strengthen the level of quality of service. The findings of Forero and Neme (2021) are also related, they found that price and quality are positively related to customer loyalty, due to Pearson's R equal to 0.310 and 0.039 with a p-value equal to .000 < .010. Thus, in order to strengthen consumer loyalty, emotional value must be promoted through a good price and quality of the financial product.

In addition, these results obtained in the study have been supported by the theoretical contribution of Sainz (2024), who pointed out that relationship marketing is the activity that aims to establish a lasting relationship with customers through strategies that strengthen their trust and commitment, to achieve greater customer satisfaction. Likewise, Ahumada et al. (2023) mention that loyalty is the ability of a given company to increase the degree of loyalty of its customers through the regularity or frequency of purchase of a product and/or service in the long term.

CONCLUSION

In the first specified objective, based on the influence of trust on loyalty, a moderate and significant relationship was revealed, according to Spearman's Rho of 0.494 and a p-value lower than 0.01 with a coefficient of determination of R^2 of 24.4%, because in a market in the city of Piura to increase customer loyalty, relationship building focused on trust should be prioritized. In the second specified objective, based on the influence of commitment on loyalty, a moderate and significant relationship was evidenced, according to Spearman's Rho of 0.475 and a p-value of less than 0.01 with a coefficient of determination of R^2 of 22.6%, since in a market in the city of Piura to increase loyalty, customer commitment should be strengthened.

In the third specified objective focused on the influence of satisfaction on loyalty, a highly significant relationship was reflected, according to Spearman's Rho of 0.722 and a p-value lower than 0.01 with a coefficient of determination of R^2 of 59.6%, because in a market in the city of Piura to increase customer loyalty they should strengthen the degree of satisfaction. In the general objective based on the influence of the relationship marketing on loyalty, a highly significant relationship was demonstrated, according to Spearman's Rho of 638 and a p-value less than 0.01 with a coefficient of determination of R^2 of 40.7%. because in a market in the city of Piura to increase loyalty they should strengthen relationships with customers through relationship marketing.

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