

Relationship Marketing Strategies in Building Long-Term Partnerships Between Contractor And Clients in the Property Sector

Ni Putu Pindia Maharani, Anak Agung Elik Astari², Ni Wayan Ari Sudiartini³

¹Economic and Business Faculty, Mahendradatta University,
putupindia397@gmail.com

² Economic and Business Faculty, Mahendradatta University,
elik.adoenku@gmail.com

³ Economic and Business Faculty, Mahendradatta University,
wayan.ari1987@gmail.com

Article Info

Received December 14, 2025

Revised December 16, 2025

Published December 19, 2025

Keywords : *Communication, Trust, Commitment, Empathy, Long-Term Orientation, Long-Term Partnership*

Abstract

The property industry in Indonesia has experienced rapid growth, requiring contractor companies not only to excel in technical competencies but also to build mutually beneficial long-term relationships with clients. This study aims to analyze the influence of five dimensions of relationship marketing—communication, trust, commitment, empathy, and long-term orientation—on long-term partnerships between contractor companies and clients in the property sector, particularly in Tabanan, Bali. A quantitative method was applied using purposive sampling with 100 respondents. Data were analyzed using multiple linear regression with SPSS. The findings reveal that all five dimensions simultaneously have a positive and significant influence on long-term partnerships (sig. 0.000 < 0.05). Partially, trust is the most dominant variable ($\beta = 0.302$), followed by communication ($\beta = 0.265$), empathy ($\beta = 0.178$), commitment ($\beta = 0.117$), and long-term orientation ($\beta = 0.110$). The Adjusted R^2 value of 0.792 indicates that 79.2% of the variation in long-term partnerships is explained by the model, while 20.8% is influenced by other factors outside the study. It is concluded that optimizing relationship marketing—particularly trust and communication—can strengthen client loyalty and the continuity of cooperation between contractors and clients.

INTRODUCTION

The growth of the property industry in Indonesia has become one of the main drivers of the national economy. According to BPS (2023), the construction sector contributes approximately 10.3% to the national GDP, making it a vital pillar of economic development. Increasing technological demands, quality expectations, and market competition require contractor companies not only to focus on technical project success but also on their ability to build long-term relationships with clients (Adriani et.al.,2025;Kubanov et.al.,2025;Wati et.al).

In this sector, project success is strongly influenced by the quality of relationships between contractors and clients. Traditional marketing approaches that rely on short-term transactions are no longer sufficient. Relationship marketing, which focuses on creating and maintaining high-value relationships through communication, trust, commitment, empathy, and long-term orientation, has become increasingly relevant (Sri Handayani& Syarifudin, 2022 ;).

Globalization and digital transformation have further changed business interaction patterns. Clients now demand transparency, responsiveness, and consistent service quality. As a result, the ability of contractor companies to manage business relationships is no longer merely an additional value but a strategic necessity, (Theron et al., 2013; Sukhawattanakun, 2023) The previous studies (Rickt et al., 2021; Wulandari, 2020; Santoso et al., 2024) highlight that effective relationship marketing enhances customer loyalty and expands business opportunities. However, many contractor companies remain trapped in transactional approaches, resulting in fragile client relationships. Therefore, this study aims to empirically measure the influence of relationship marketing dimensions on long-term partnerships in the property sector, specifically in the context of contractor companies in Tabanan, Bali—an area experiencing market growth yet facing intense competition.

METHODS

This research uses a quantitative method with an explanatory approach, selected to empirically examine the influence of relationship marketing dimensions on long-term partnerships in the property sector

Population and Sample

The population includes clients and managerial-level staff of contractor companies operating in the property sector in Tabanan, Bali. A sample of 100 respondents was selected using purposive sampling based on criteria such as:

- Minimum one-year cooperation experience
- Involvement in medium-to-large construction projects
- Participation in decision-making related to cooperation

Research Instrument

A Likert-scale questionnaire (1–5) was used and tested for validity and reliability. All items were valid ($r_{\text{count}} > r_{\text{table}}$) and reliable (Cronbach's Alpha > 0.7).

Data Analysis Techniques

Multiple linear regression was used to analyze the influence of the five relationship marketing dimensions on long-term partnerships. The F-test assessed simultaneous influence, while the t-test examined partial influence. Adjusted R^2 measured the explanatory power of the model.

Ethical Considerations

Respondents were informed of the study's purpose, confidentiality was ensured, participation was voluntary, and data were used solely for academic purposes.

RESULTS AND DISCUSSION

- Respondent Profile: Majority aged 31–40, managerial-level positions, and partnerships exceeding three years.
- Validity & Reliability Tests: All items valid and reliable.
- Regression Results:
 - Communication ($\beta = 0.265$, sig. 0.000)
 - Trust ($\beta = 0.302$, sig. 0.000)
 - Commitment ($\beta = 0.117$, sig. 0.003)
 - Empathy ($\beta = 0.178$, sig. 0.001)
 - Long-term orientation ($\beta = 0.110$, sig. 0.004)
- F-test: Significant simultaneous effect (sig. 0.000 $<$ 0.05).
- Adjusted R^2 : 0.792.

DISCUSSION

The results confirm that all five relationship marketing dimensions significantly influence long-term partnerships. Trust is the dominant factor, indicating that reputation and integrity are crucial in maintaining ongoing cooperation. Clients who trust contractors are more likely to engage in repeat projects and provide referrals, consistent with Wulandini (2020).

Effective communication prevents misunderstandings, reduces conflict risk, and enhances transparency, particularly important in the complex construction industry. This aligns with Pasusuk et al. (2023), who emphasize structured communication in strengthening partnerships. Empathy enables contractors to better understand client needs—not only technical but also emotional dimensions, such as security and confidence in project execution. This fosters more personal and stronger working relationships.

Commitment reflects a contractor's dedication to long-term cooperation through consistent service, punctuality, and professionalism. This supports the Commitment-Trust Theory (Amelia, 2022; Halim et al., 2022; Nurihayanti, 2022;). Long-term orientation, although less dominant, remains essential for strategic business development and sustainable value creation through innovation and cost efficiency.

CONCLUSION

Optimizing relationship marketing—especially trust and communication—strengthens long-term partnerships between contractors and clients. Trust is the most dominant variable, emphasizing the importance of contractor integrity and performance consistency. Empathy, commitment, and long-term orientation collectively contribute to sustainable cooperation.

The model explains 79.2% of the variation in long-term partnership, leaving room for further research that includes variables such as technological innovation, project quality, government regulations, and market conditions.

Theoretically, this study reinforces the Commitment-Trust Theory, while practically, it highlights the need for contractor companies to shift from transactional to relational marketing to ensure business sustainability and competitive advantage.

REFERENCES

- Andriani, B., Sutrisna, E., & Kuswati, R. (2025). PERAN RELATIONSHIP MARKETING DALAM MENINGKATKAN LOYALITAS PASIEN YANG DIMEDIASI OLEH KEPUASAN PASIEN: STUDI PADA RUMAH SAKIT PKU MUHAMMADIYAH. *Jurnal Manajemen Terapan Dan Keuangan (Mankeu) Vol.*, 14(01), 165–184.
- Amelia, R., & Safaruddin, S. (2022). PENGARUH PROGRAM KEMITRAAN BINA LINGKUNGAN PT.SEMEN BATURAJA (Persero) Tbk DALAM MENGEMBANGKAN USAHA MIKRO KECIL MENENGAH. *Jurnal Pengabdian Masyarakat Sabangka*, 1(06), 217–225. <https://doi.org/10.62668/sabangka.v1i06.338>
- Anggraeni, D., & Kartika, C. (2022). Pengaruh Service Marketing, Relationship Marketing, Communication Marketing Terhadap Customer Satisfaction. *Journal Of Islamic Management*, 2(1).
- Kristanti, D., Kardini, N. L., Sucandrawati, N. L. K. A. S., Alaslan, A., Harto, B., Hidayati, M., ... & Astari, A. A. E. *ETIKA BISNIS*
- Halim, N., Manullang, R. R., & Panjaitan, F. (2022). Analisis Pengaruh Relationship Marketing Strategy Tokopedia.Com Terhadap Kepuasan Pelanggan Pada Masa Pandemi Covid-19 (Studi Kasus Pada Perguruan Tinggi Bisnis Ekonomi Di Provinsi Bangka Belitung). *Jurnal Ilmiah Progresif Manajemen Bisnis (Jipmb), Stie-Ibek*, 9(2), 204–213. www.stie-ibek.ac.id
- Imam Pamungkas Walton, & Nurmandi, A. (2021). Strategi Bertahan Umkm Di Tengah Pandemi Covid-19. *GOVERNABILITAS (Jurnal Ilmu Pemerintahan Semesta)*, 2(2), 154–168. <https://doi.org/10.47431/governabilitas.v2i2.117>
- Kubanov, R., Kopchuk, I., Zhovkva, O., & Makatora, D. (2025). Relationship marketing as an innovative and applied concept for the development of an architectural and construction company. Herald of Khmelnytskyi National University. *Economic sciences*. - 2025. - № 3. - Tom 1. - C. 26-34
[https://doi.org/10.31891/2307-5740-2025-342-3\(1\)-3](https://doi.org/10.31891/2307-5740-2025-342-3(1)-3)
- Ni Putu Ayu Trefi Cahaya Wati, Wayan Ardani, I Gusti Ayu Diah Werdhi Srikandi WS, & Anak Agung Elik Astari. (2025). MEDIATING ROLE OF BRAND LOVE ON THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT INNOVATION ON TOURIST REVISIT INTENTION. *International Journal of Accounting, Management, Economics and Social Sciences (IJAMESC)*, 3(6), 1904–1918. <https://doi.org/10.61990/ijamesc.v3i6.628>
- Nurihayanti, O. (2022). Pola Kemitraan Ayam Ras Pedaging Pola Kemitraan Ayam Ras Pedaging dan Pengaruh Karakteristik Peternak, Pendapatan serta Pelayanan Perusahaan terhadap Loyalitas Kerjasama (Studi di PT. Semesta

- Mitra Sejahtera, Kabupaten Tulungagung). *Manajemen Agribisnis: Jurnal Agribisnis*, 22(2), 176. <https://doi.org/10.32503/agribisnis.v22i2.2670>
- Pasuhuk, M. N., Soegoto, A. S., & Raintung, M. C. (2022). Pengaruh Diskon Harga, Lifestyle Dan Relationship Marketing Terhadap Keputusan Pembelian Konsumen Pada Mobil Merek Toyota Calya Di Pt. Hasjrat Abadi Cabang Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(4), 1663–1674.
- Puspitasari, M. (2022). KERJASAMA DALAM LEMBAGA PENDIDIKAN BERDASARKAN TAFSIR AL-QUR'AN SURAT AL-MAIDAH AYAT 2. *LEARNING: Jurnal Inovasi Penelitian Pendidikan Dan Pembelajaran*, 2(3), 209–221.
- Ricky Purnama Sanjaya, Zulkarnain, Z., & Samsir, S. (2021). Pengaruh Customer Relationship Marketing Terhadap Kepuasan Dan Loyalitas Merchant Partner Grab Food di Kota Pekanbaru. *Jurnal Akuntansi Dan Ekonomika*, 11(1), 44–52. <https://doi.org/10.37859/jae.v11i1.2548>
- Santoso, R. P., Irawati, W., & Laili, C. N. (2024). Literature Review: Implementasi Strategi Relationship Marketing Dalam Meningkatkan Kinerja Manajemen Pemasaran. *BIMA: Journal of Business and Innovation Management*, 6(3), 409–416. <https://doi.org/10.33752/bima.v6i3.6739>
- Sri Handayani, L., & Syarifudin, A. (2022). the Effect of Service Quality, Price and Relationship Marketing on Consumer Satisfaction on Gojek Transportation Service. *Dimensi*, 11, 298–313. <https://www.journal.unrika.ac.id/index.php/jurnaldms>
- Sukhawatthanakun, K. (2023). Effective long-term relationship management strategies to enhance value co-creation among business partners. *Journal for International Business and Entrepreneurship Development*, 15(2), 263-294. <https://doi.org/10.1504/JIBED.2023.132878>
- Theron, E., Terblanche, N. S., & Boshoff, C. (2013). Building long-term marketing relationships: New perspectives on B2B financial services. *South African Journal of Business Management*, 44(4), 33-46. <https://hdl.handle.net/10520/EJC146689>
- Wulandini, P. A. (2020). Pengaruh Relationship Marketing Terhadap Customer Retention Orientation Dan Dampaknya Pada Relationship Outcome Nasabah Jatim Prioritas Cabang Hr Muhammad Surabaya. *IDEI: Jurnal Ekonomi & Bisnis*, 1(1), 19–31. <https://doi.org/10.38076/ideijeb.v1i1.8>