

## The Influence of Brand's Origin on Relationship Marketing Effectiveness

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<b>Abstract</b>	<p>Relationship retention is a key feature in relationship marketing theory. Meanwhile, the origin of the brand is one important element in transactional marketing theory. This study attempts to examine the variable capabilities of transactional marketing theory to give effect to the social exchange in relationship marketing. The origin of brands and relational marketing activities (communication and competence) are hypothesized to have an effect on consumer confidence, which in turn affects the marketing effectiveness of relationships. The sample is 200 students at a state university in Indonesia. The product categories studied are smartphones. The results of the analysis indicate that the origin of the brand has no significant effect on the marketing effectiveness of relationships and beliefs, while traditional variables of relationship marketing such as sales and communication skills have a significant effect on process and outcome variables. Previous research has also found that relationship marketing has no significant effect when the model is built on the basis of transactional marketing. Therefore, the results of this study complement each other with the results of previous research and asserted that marketing activities in the current era of global competition both require transactional marketing and relational marketing.</p>
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