

SUMMARY

PENGARUH RELATIONSHIP MARKETING, KUALITAS PELAYANAN DAN KEPUASAN TERHADAP LOYALITAS PELANGGAN: STUDI KASUS PADA PERUSAHAAN B2B

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Subject : STRATEGI PEMASARAN

Subject Alt : MARKETING STRATEGY

Keyword : LOYALITY; RELATIONSHIP MARKETING; SATISFACTION

Description :

Loyalitas pelanggan sangat penting dalam sebuah perusahaan untuk mempertahankan pelanggan, loyalitas pelanggan bermamfaat untuk mengurangi pesaing antar kompetitor dan mengurangi biaya pemasaran. Loyalitas pelanggan dapat dipengaruhi oleh relationship marketing, kualitas pelayanan, dan kepuasan pelanggan. Penulisan ini bertujuan untuk; Untuk mengetahui bagaimana pengaruh relationship marketing, kualitas pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan PT Alam Neur Nusapermai. Penelitian ini menggunakan kuesioner yang didistribusikan ke 145 pelanggan PT Alam Neur Nusapermai, data diolah menggunakan SPSS 23 dan AMOS 23. Data yang digunakan yaitu data sekunder dan data primer dan analisis data menggunakan metode SEM. Hasilnya menunjukkan bahwa relationship marketing tidak berpengaruh terhadap kepuasan pelanggan, kualitas pelayanan berpengaruh terhadap kepuasan pelanggan, tetapi kepuasan tidak berpengaruh terhadap loyalitas pelanggan, relationship marketing tidak berpengaruh terhadap loyalitas pelanggan dan kualitas pelayanan tidak berpengaruh terhadap loyalitas pelanggan.

Kata kunci: Relationship marketing, kualitas pelayanan, kepuasan, loyalitas pelanggan.

Description Alt:

Customer loyalty is very important in a company to retain customers, customer loyalty function to reduce competition between competitors and reduce marketing costs. Customer loyalty can be affected by relationship marketing, service quality, and customer satisfaction. Writing aims to find out how the influence of relationship marketing, service quality and customer satisfaction toward customer loyalty PT Alam Neur Nusapermai. This study used a questionnaire which was distributed to 145 customers of PT Nusapermai Neur, Nature of the data processed using SPSS 23 and AMOS 23. The data used are secondary data and primary data and data analysis using the method of SEM. Result indicates that relationship marketing does not affect customer satisfaction, quality services to customer satisfaction, but satisfaction does not influence toward customer loyalty, relationship marketing does not have an effect on customer loyalty and service quality does not affect customer loyalty.

Keywords: relationship marketing, service quality, customer satisfaction, customer loyalty.

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