

## ABSTRAK

Judul : Pengaruh Kualitas Pelayanan dan *Relationship Marketing* terhadap Loyalitas Pelanggan melalui *Word Of Mouth* pada PT. Gonet Teknologi Indonesia

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Program Studi : S1 Manajemen

Tujuan dari penelitian ini adalah untuk mengetahui Pengaruh Kualitas Pelayanan, *Relationship Marketing* terhadap Loyalitas Pelanggan melalui *Word Of Mouth* pada PT. Gonet Teknologi Indonesia. Penelitian ini menggunakan metode Uji Validitas, uji Realibilitas dan uji Analisis Jalur, purposive sampling digunakan dalam teknik pengambilan sampel penelitian. Hasil penelitian ini menunjukkan bahwa adanya pengaruh signifikan antara Kualitas Pelayanan, *Relationship Marketing* dan *Word Of Mouth* terhadap Loyalitas Pelanggan.

Kata Kunci : Kualitas Pelayanan, *Relationship Marketing*, *Word Of Mouth*, Loyalitas Pelanggan

## ABSTRACT

Title : *The Effect of Service Quality and Relationship Marketing on Customer Loyalty through Word Of Mouth at PT. Indonesian Technology Gonet*

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The purpose of this study was to determine the Effect of Service Quality, *Relationship Marketing* on Customer Loyalty through *Word Of Mouth* at PT. Indonesian Technology Gonet. This research uses the method of validity test, reliability test and path analysis test, purposive sampling is used in the research sampling technique. The results of this study indicate that there is a significant influence between Service Quality, *Relationship Marketing* and *Word Of Mouth* on Customer Loyalty.

Keywords: *Service Quality, Relationship Marketing, Word Of Mouth, Customer Loyalty*