

ABSTRAK

JOHAN CHEYNU BRATA, penelitian mengenai pengaruh *relationship marketing* terhadap *customer loyalty* yang dimediasi oleh *customer satisfaction* pada studi kasus Distributor Lenovo Indonesia PT.Visiland Dharma Sarana. (Pembimbing : Lia Amalia).

Penelitian ini merupakan penelitian lapangan (*field research*), dan rancangan *cross sectional study* yang bersifat kuantitatif. Dimana pada penelitian ini, digunakan kuesioner dengan menggunakan alat ukur yang dirancang berdasarkan skala Likert. Data yang diperoleh kemudian akan di uji validitas dan reliabilitasnya sebelum diolah lebih lanjut dengan menggunakan analisis jalur (*path analysis*).

Penelitian ini bertujuan untuk menguji pengaruh *relationship marketing* pada *customer loyalty* dengan dimediasi oleh *customer satisfaction*. Sampel yang digunakan dalam penelitian ini sebanyak 70 responden, metode pengambilan sampel dengan *probability sampling* dengan menggunakan *simple random sampling*. Hasil penelitian ini menunjukkan bahwa variabel *relationship marketing* yang terdiri dari *trust*, komunikasi, dan Emphati berpengaruh positif terhadap *customer satisfaction* tetapi *relationship marketing* tidak berpengaruh terhadap *customer loyalty*. *Relationship marketing* berpengaruh terhadap *customer loyalty* yang dimediasi oleh *customer satisfaction*. Oleh karena itu, strategi *relationship marketing* yang dijalankan harus mampu memberikan *satisfaction* pada konsumen, karena *customer satisfaction* memediasi *relationship marketing* dalam menciptakan *customer loyalty*.

Kata kunci :

Relationship Marketing, Customer Satisfaction, dan Cutomer Loyalty

ABSTRACT

JOHAN CHEYNU BRATA, *research of relationship marketing and customer satisfaction on customer loyalty in Distributor Lenovo Indonesia PT.Visiland Dharma Sarana. (Supervisor : Lia Amalia).*

This study is conducted through field an quantitative cross sectional research. The questionnaire used in this study are using measuring instruments that were designed based on likert scale. The obtained data will then be tested for validity and reliability before it is processed further using path analysis.

This study aims to examine the effect of relationship marketing has been run impact on customer loyalty with customer satisfaction as a mediating . The sample used in this study as many as 70 respondents, the sampling method with probability sampling by using simple random sampling. The results of this study indicate that the relationship marketing consists of trust, communication, and Empathy positively influence to customer satisfaction but relationship marketing is not influence on customer loyalty. Relationship marketing influence on customer loyalty as a mediating customer satisfaction. Therefore, relationship marketing strategy that is executed should be able to give satisfaction to consumers, because customers satisfaction mediates the relationship marketing in creating customer loyalty.

Keywords :

Relationship Marketing, Customer Satisfaction, and Cutomer Loyalty