

ABSTRAKSI

DWI ARUM KESUMA, Pengaruh *Relationship Marketing* dan *Brand Image* terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Kartu Prabayar 3 (Studi Kasus di Wilayah Kebon Jeruk, Jakarta Barat). (dibimbing oleh R.A. Nurlinda).

Penelitian ini bertujuan untuk mengetahui pengaruh *Relationship Marketing* (X_1) dan *Brand Image* (X_2) terhadap Loyalitas Pelanggan (Y) melalui Kepuasan Pelanggan (Z) pada Kartu Prabayar 3. Metode penelitian yang digunakan pada pengambilan sampel adalah metode purposive sampling dengan jumlah sampel sebanyak 100 responden. Responden penelitian ini adalah pelanggan yang telah menggunakan Kartu Prabayar 3 selama 3 bulan di wilayah Kebon Jeruk, Jakarta Barat. Teknik analisis data yang digunakan dalam penelitian ini adalah Uji Validitas, Uji Reliabilitas, Analisis Jalur dan Uji Determinasi.

Hasil penelitian menunjukkan bahwa *Relationship Marketing* berpengaruh terhadap kepuasan pelanggan, *brand image* berpengaruh terhadap kepuasan pelanggan, *Relationship Marketing* berpengaruh terhadap loyalitas pelanggan, dan *brand image* berpengaruh terhadap loyalitas pelanggan. Selanjutnya *Relationship Marketing* berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan dan *brand image* berpengaruh terhadap loyalitas pelanggan melalui kepuasan pelanggan.

Kata Kunci: *Relationship Marketing*, *Brand Image*, Kepuasan Pelanggan dan Loyalitas Pelanggan.

ABSTRACT

DWI ARUM KESUMA, Effects of Relationship Marketing and Brand Image on Customer Loyalty through Customer Satisfaction Prepaid Cards 3 (A Case Study in Region Kebon Jeruk, West Jakarta). (Advised by R.A. Nurlinda). This research aims to determine the influence of Relationship Marketing (X_1) and Brand Image (X_2) on Customer Loyalty (Y) through the Customer Satisfaction (Z) on Prepaid Cards 3. The method used in the sampling is purposive sampling method with a sample size of 100 respondents. Respondents are customers who have been using Prepaid Cards 3 for 3 months in the area of Kebon Jeruk, West Jakarta. Data analysis techniques used in this study are the tests of Validity, Reliability, Path Analysis and Determination.

The results showed that the Relationship Marketing influence on customer satisfaction, brand image effect on customer satisfaction, Relationship Marketing influence on customer loyalty and brand image effect on customer loyalty. Furthermore Relationship Marketing influence on customer loyalty through customer satisfaction and brand image influence on customer loyalty through customer satisfaction.

Keywords: Relationship Marketing, Brand Image, Customer Satisfaction and Customer Loyalty