

Analisis dampak pemasaran relasional terhadap loyalitas pelanggan dalam perspektif nasabah: studi kasus Bank Mandiri Cabang Bintaro Jaya = Analysis the impact of relationship marketing on customer loyalty in customer perspective: case study Bank Mandiri Bintaro Jaya branch

Bayu Auguste Bartholdi, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20355091&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis dampak Pemasaran Relasional terhadap Loyalitas Pelanggan. Jenis Penelitian ini adalah penelitian kuantitatif dengan desain penelitian causal. Untuk menganalisis dampak dari pemasaran relasional terhadap loyalitas pelanggan digunakan Analisis regresi berganda yang bertujuan untuk menguji kelima konstruk utama (trust, commitment, bonding, communication dan satisfaction) terhadap loyalitas pelanggan. Hasil penelitian menunjukkan bahwa secara simultan kelima variabel tersebut berpengaruh terhadap customer loyalty, dan secara parsial dari kelima variabel (trust, commitment, bonding, communication dan satisfaction) ada empat variabel yang berpengaruh terhadap loyalitas pelanggan, yaitu trust, commitment, bonding, dan satisfaction.

.....

The purpose of this study is to examine the Influence of Relationship Marketing on Customer Loyalty. This research is quantitative research with causal research design. Multiple regression analysis assessed the impact on relationship marketing of five key constructs (trust, commitment, bonding, communication and satisfaction) on customer loyalty. The results showed that all five variables (trust, commitment, bonding, communication and satisfaction) simultaneously affected customer loyalty, and partially of these five variables (trust, commitment, bonding, communication and satisfaction) there are four variables (trust, commitment, bonding, and satisfaction) affected customer loyalty.