

## ABSTRAK

Nama : Prayudi  
Program Studi : Magister Manajemen  
Judul : Evaluasi Penerapan Pemasaran Relasional  
pada Perusahaan Penerbit Buku di Indonesia.  
Studi kasus: Dastan Books.

Studi ini membahas evaluasi penerapan pemasaran relasional (*relationship marketing*) pada salah satu penerbit novel di Indonesia, yakni Dastan Books. Berdasarkan analisis yang dilakukan, peneliti menemukan bahwa kerangka evaluasi yang dapat digunakan dalam mengevaluasi penerapan *relationship marketing* Dastan Books terdiri atas tiga elemen, yakni komitmen, *database*, dan program. Berdasarkan kerangka evaluasi tersebut penulis mengevaluasi penerapan *relationship marketing* Dastan Books. Hasil evaluasi menunjukkan bahwa penerapan *relationship marketing* Dastan Books memiliki kekurangan di setiap elemen kerangka evaluasi.

Kata Kunci:

Pemasaran relasional, *relationship marketing*, kerangka evaluasi, penerbit, Dastan Books

## ABSTRACT

Name : Prayudi  
Study Program : Magister Manajemen  
Title : Evaluation on Relationship Marketing Implementation  
at a Book Publisher Company in Indonesia.  
Case Study: Dastan Books.

This study discusses the the evaluation on relationship marketing implementation at Dastan Books, one of novel publishers in Indonesia. Based on analysis, the researcher found that evaluation framework that can be used in evaluating Dastan Books' relationship marketing implementation consist of three elements: commitment, database and program. Based on the evaluation framework, the researcher evaluated Dastan Books' relationship marketing implementation. The result shows that Dastan Books' relationship marketing implementation has flaws in every element of evaluation framework.

Key Words:

Relationship marketing, evaluation framework, publisher, Dastan Books