

ABSTRAK

Relationship marketing dan kualitas layanan merupakan faktor penentu pada kepuasan dan loyalitas pelanggan, dan kinerja pemasaran sering dilihat dari bagaimana penerapan *relationship marketing* dan kualitas layanan yang diimplementasikan oleh suatu perusahaan untuk menjaga loyalitas para pelanggannya.

Penelitian ini bertujuan untuk menguji pengaruh *relationship marketing* dan kualitas layanan terhadap loyalitas pelanggan. *Relationship marketing* diukur dengan komitmen, kepercayaan, penangan konflik, dan komunikasi, sedangkan kualitas layanan diukur dengan bukti langsung, keandalan, daya tanggap, jaminan, dan empati.

Jenis penelitian ini adalah penelitian kuantitatif. Sampel dalam penelitian ini diperoleh dengan *accidental sampling*, yaitu penentuan sampel berdasarkan kebetulan yaitu siapa saja yang berada ditempat penelitian yang dianggap cocok sebagai sumber data. Dengan menggunakan *accidental sampling* tersebut didapatkan 100 responden. Metode analisis ini menggunakan analisis linear berganda dengan menggunakan alat bantu SPSS (*Statistical Product and Service Solution*). Uji asumsi klasik yang digunakan telah memenuhi kriteria yang ditentukan.

Hasil penelitian ini menunjukkan bahwa variabel *relationship marketing* dan kualitas layanan berpengaruh signifikan terhadap loyalitas pelanggan.

Kata Kunci: *Relationship marketing*, kualitas layanan, loyalitas pelanggan.

ABSTRACT

Relationship Marketing and service quality are some important factors on the customer's satisfaction and loyalty. While, the marketing performance can be examined from how the implementation of relationship marketing and service quality are applied; in order to maintain their customer's loyalty.

This research aimed to examine the effect of relationship marketing and service quality on the customer's loyalty. Moreover, relationship marketing was measured by commitment, trust, conflict adjustment, and communication. Besides, service quality was measured by direct evidence, reliability, awareness, guarantee, and empathy.

The research was quantitative. Furthermore, the data collection technique used accidental sampling. This kind of sampling collected the sample accidentally, as the researcher met everyone who was in the location and fulfilled the criteria as its data source. In line with, there were 100 respondents as sample. In addition, the data analysis technique multiple linear regression with SPSS (Statistical Product and Service Solution). Meanwhile, from the classical assumption test, it showed the model had fulfilled the criteria.

The research result concluded relationship marketing and service quality had significant effect on the customer's loyalty.

Keywords: Relationship Marketing, Service Quality, Customer's Loyalty