ABSTRACT

THE EFFECT OF RELATIONSHIP MARKETING DIMENSION ON CUSTOMER RETENTION AT PT ASTRA INTERNATIONAL TBK. TOYOTA (AUTO 2000) LAMPUNG

By

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Relationship marketing has become one of the important strategy for a company to retain consumer and build good and long lasting relationship with consumers. Relationship marketing formed by the existence of several dimensions, such as trust, commitment, equity and empathy and is one of marketing strategies utilized to compete in global business. Therefore, the objective of this research is to analyze whether the dimensions of trust, commitment, equity and empathy has effect on consumer retention. By applying descriptive research design, PT. Astra International Tbk. Toyota (Auto 2000) Lampung as object research, multiple regression analysis, and the result showed that the relationship marketing dimension (trust, commitment, equity and empathy) affect consumer retention. The research suggestion for management of PT. Astra International Tbk. Toyota (Auto 2000) Lampung is to improve commitment variable in terms of quality of service regarding to body repair services and spare part service, in order to keep consumer satisfaction and retention.

Keywords: relationship marketing, trust, commitment, equity, empathy, customer retention