ABSTRACT

EFFECT OF RELATIONSHIP MARKETING TO CUSTOMER LOYALTY IN MANDIRI BANK
Teluk Betung KCU Bandar Lampung

by

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Relationship marketing is becoming an important topic in business activities. Human thought and then realized, warm relationships can break the ice. The relationship must be based on principles of sincerity and mutual support, not just transactional relationships that false and solely for work orders or cost benefit calculations. Competition for customers in Indonesia is very strict. A large number of banks in making the community more freely choose the best bank to meet his satisfaction.

The study objective was to determine whether the relationship marketing has an influence on customer loyalty Bank Mandiri KCU Teluk Betung Bandar Lampung. This type of research is a type of research that is descriptive research. The samples in this case using accidental sampling technique that takes a sample every customer who fit the criteria and found when investigators conducting research at Bank Mandiri KCU Teluk Betung Bandar Lampung. The number of samples in this study was 100 respondents. Data collection techniques in this study researchers used questionnaires, the data source is the customer's bank.

From the results of simultaneous testing is known that the first hypothesis was proposed that relationship marketing variables consisting of financial benefits, social benefits, and structural ties together significant effect on increasing customer loyalty in Bank Mandiri KCU Teluk Betung Bandar Lampung. Of the partial test results indicate that the benefits of financial variables showed partial dominant effect than social benefit variables and structural ties.

Instead, Bank Mandiri KCU Teluk Betung Bandar Lampung can maintain and even improve the provision of financial benefits to a more favorable outcome, gifts, facilities free of charge, and more often hold a prize draw for customers.

Keywords: Relationship Marketing, Loyalty