

## 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**