

**PENGARUH *RELATIONSHIP QUALITY* DAN *QUALITY OF CHANNEL INTEGRATION* TERHADAP *CUSTOMER ENGAGEMENT***

**(Studi pada Pelanggan Ortuseight)**

**TESIS**

**Diajukan untuk Memenuhi Syarat Memperoleh Gelar Magister pada  
Program Studi Manajemen**



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Sebuah tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Magister Manajemen pada Program studi Magister Manajemen

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(Studi pada Pelanggan Ortuseight)**

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### PERNYATAAN KEASLIAN ISI TESIS

Dengan ini menyatakan bahwa tesis dengan judul “Pengaruh *Relationship Quality* dan *Quality of Channel Integration* terhadap *Customer Engagement* (Studi pada Pelanggan Ortuseight)” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini atau ada klaim dari pihak lain terhadap keaslian tesis ini.

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## ABSTRAK

Hifzhil Rahman (2208244), **Pengaruh *Relationship Quality* dan *Quality of Channel Integration* terhadap *Customer Engagement*** (Studi pada Pelanggan Ortuseight) dibawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P dan Dr. Bambang Widjajanta, M.M.

Kebutuhan akan berolahraga dimasyarakat yang terus berkembang pesat, menjadikan industri yang bergerak dibidang produk olahraga bersaing ketat untuk melebarkan dan mempertahankan pasarnya. Persaingan industri dibidang *apparel* olahraga yang kompetitif ditunjukkan dari berbagai macam pilihan produk yang tersedia di pasar baik dari dalam negeri maupun luar negeri. Perusahaan harus terus melakukan pelayanan kepada pelanggannya lebih baik daripada pesaing-pesaingnya, dan memperkuat hubungan dengan pelanggannya agar pelanggan tidak berlari ke perusahaan lain dan tercapainya kesuksesan *customer engagement*. Penelitian ini bertujuan untuk mengetahui Pengaruh *Relationship Quality* dan *Quality of Channel Integration* terhadap *Customer Engagement*. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah *customer engagement* (Y), *relationship quality* (X1) dan *quality of channel integration* (X2) sebagai variabel bebas. Populasi dalam penelitian ini adalah anggota Forum Jual Beli Sepatu Ortuseight Bandung yang tergabung dalam sosial media Facebook. Pengambilan sampel dalam penelitian ini menggunakan metode *purposive sampling* (pengambilan sampel dengan menentukan kriteria-kriteria tertentu) dengan menggunakan teknik non-probability sampling terhadap 388 anggota Forum Jual Beli Sepatu Ortuseight. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan alat bantu program IBM SPSS AMOS versi 26.0 for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *relationship quality* dan *quality of channel integration* berada pada kategori baik, dan *customer engagement* berada pada kategori tinggi. *Relationship quality* dan *quality of channel integration* memiliki pengaruh yang positif terhadap *customer engagement*. Berdasarkan hasil penelitian ini, disarankan dalam segi *customer engagement* perusahaan perlu meningkatkan antusias pelanggan dengan memberikan pelayanan dan produk yang unggul, merespon umpan balik dari pelanggan dan membangun hubungan yang personal dengan pelanggan. Pada segi *relationship quality* perusahaan perlu menjaga konsistensi pelayanan dan produknya dan membuat pelanggan aman dan nyaman saat melakukan transaksi. Pada segi *quality of channel integration* perusahaan perlu meningkatkan interaksi dengan pelanggan sehingga terciptanya hubungan yang kuat dengan pelanggan.

**Kata kunci:** *Relationship Quality*, *Quality of Channel Integration*, dan *Customer Engagement*

## ABSTRACT

Hifzhil Rahman (2208244), **The influence of Relationship Quality and Quality of Channel Integration on Customer Engagement** (Study on Ortuseight Customers) under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P and Dr. Bambang Widjajanta, M.M.

The need for sports in the community continues to grow rapidly, making industries engaged in sports products compete fiercely to expand and maintain their market. Industrial competition in the field of competitive sports apparel is shown by the wide selection of products available in the market both domestically and abroad. Companies must continue to provide services to their customers better than their competitors, and strengthen relationships with their customers so that customers do not run to other companies and achieve customer engagement success. This study aims to determine the effect of Relationship Quality and Quality of Channel Integration on Customer Engagement. The type of research used is descriptive verification, namely by describing and explaining the variables studied and then drawing conclusions. The dependent variable in this study is customer engagement (Y), relationship quality (X1) and quality of channel integration (X2) as independent variables. The population in this study were members of the Bandung Ortuseight Shoe Buying and Selling Forum who were members of the Facebook social media. Sampling in this study using purposive sampling method (sampling by determining certain criteria) using non-probability sampling techniques of 388 members of the Ortuseight Shoe Buying and Selling Forum. The analysis technique used is Structural Equation Modeling (SEM) analysis with the help of the IBM SPSS AMOS version 26.0 for Windows program. The findings of this study indicate that the description of relationship quality and quality of channel integration is in the good category, and customer engagement is in the high category. Relationship quality and quality of channel integration have a positive influence on customer engagement. Based on the results of this study, it is suggested that in terms of customer engagement, companies need to increase customer enthusiasm by providing superior services and products, responding to customer feedback and building personal relationships with customers. In terms of relationship quality, companies need to maintain consistency in their services and products and make customers safe and comfortable when making transactions. In terms of quality of channel integration, companies need to increase interaction with customers so that a strong relationship with customers is created.

**Keywords:** *Relationship Quality, Quality of Channel Integration, Customer Engagement*



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