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**PENGARUH *MARKETING ETHICS* TERHADAP *CUSTOMER  
LOYALTY* MELALUI *RELATIONSHIP QUALITY***  
(Survei terhadap Pelanggan Komunitas HokBen di Facebook)

**SKRIPSI**

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana  
Pendidikan Program Studi Pendidikan Bisnis



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FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS  
UNIVERSITAS PENDIDIKAN INDONESIA  
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Sebuah skripsi yang diajukan untuk salah satu syarat memperoleh gelar sarjana  
Pendidikan pada Program Studi Pendidikan Bisnis

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(Survei terhadap Pelanggan Komunitas HokBen di Facebook)

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## ABSTRAK

Nisa Amelia Fitriani (2006489) “**Pengaruh *Marketing Ethics* terhadap *Customer Loyalty* melalui *Relationship Quality* (Survei terhadap Pelanggan Komunitas Hokben di Facebook)**” di bawah bimbingan Dr. Bambang Widjajanta, M.M. dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Industri restoran cepat saji di Indonesia semakin berkembang pesat dalam beberapa tahun terakhir. Salah satu pemain utama di industri ini adalah Hokben, restoran Jepang yang menawarkan menu yang beragam dan berkualitas. Untuk dapat bersaing di tengah ketatnya persaingan, Hokben perlu mempertahankan loyalitas pelanggannya. *Customer loyalty* merupakan hal yang penting bagi keberlangsungan bisnis, karena pelanggan yang loyal cenderung melakukan pembelian ulang dan merekomendasikan produk atau jasa kepada orang lain. Beberapa faktor yang dapat mempengaruhi *customer loyalty* adalah *marketing ethics* dan *relationship quality*. Namun, penelitian mengenai faktor-faktor yang memengaruhi *customer loyalty* di restoran Hokben masih terbatas. Oleh karena itu, penelitian ini bertujuan memperoleh gambaran dan menguji pengaruh dari *marketing ethics* terhadap *customer loyalty* melalui *relationship quality* pada pelanggan komunitas Hokben di Facebook. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 1.410 dengan sampel berjumlah 200 responden yang merupakan pelanggan komunitas Hokben di Facebook yang dipilih menggunakan teknik *simple random sampling*. Data diolah secara statistik menggunakan metode *structural equation modelling* (SEM) Hasil penelitian ini menunjukkan bahwa gambaran *marketing ethics* dan *customer loyalty* berada pada kategori cukup tinggi, sedangkan *relationship quality* berada pada kategori tinggi. Selain itu, terdapat pengaruh positif dan signifikan *marketing ethics* terhadap *customer loyalty* melalui *relationship quality*. Temuan ini menunjukkan bahwa penerapan *marketing ethics* dapat membangun *relationship quality* dan mempertahankan *customer loyalty* pelanggan komunitas Hokben.

Kata Kunci: Etika Pemasaran, Kualitas Hubungan, Loyalitas Pelanggan

## ABSTRACT

Nisa Amelia Fitriani (2006489) "***The Influence of Marketing Ethics on Customer Loyalty through Relationship Quality (Survey of Hokben Community Customers on Facebook)***" under the guidance of Dr. Bambang Widjajanta, M.M. and Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

*The fast-food restaurant industry in Indonesia has been growing rapidly in recent years. One of the main players in this industry is Hokben, a Japanese restaurant that offers a diverse and high-quality menu. To be able to compete in the midst of intense competition, Hokben needs to maintain the loyalty of its customers. Customer loyalty is important for business continuity, as loyal customers tend to make repeat purchases and recommend products or services to others. Some factors that can influence customer loyalty are marketing ethics and relationship quality. However, research on the factors that influence customer loyalty in Hokben restaurants is still limited. Therefore, this study aims to obtain a picture and test the influence of marketing ethics on customer loyalty through relationship quality in the Hokben community on Facebook. The research method used is descriptive and verificative with a quantitative approach. The population in this study amounted to 1,410 with a sample of 200 respondents who are members of the Hokben community on Facebook, selected using simple random sampling technique. The data is statistically processed using the structural equation modeling (SEM) method. The results of this study indicate that the description of marketing ethics and customer loyalty is in the quite high category, while the relationship quality is in the high category. In addition, there is a positive and significant influence of marketing ethics on customer loyalty through relationship quality. These findings indicate that the implementation of marketing ethics can build relationship quality and maintain customer loyalty in the Hokben community.*

*Keywords: Marketing Ethics, Relationship Quality, Customer Loyalty*

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