

ABSTRAK

Muhammad Hadiman (0901128), “Pengaruh Kinerja *Relationship Marketing Melalui Membership Program Terhadap Loyalitas Pelanggan (Survey Pada Pengguna Jasa Lapangan Futsal Yang Menjadi Member di Queen Futsal Bandung)*”. Dibawah bimbingan Dr. Vanessa Gaffar, SE.AK.MBA dan Heny Hendrayati, S.IP.MM.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh Kinerja *Relationship Marketing Melalui Membership Program* terhadap Loyalitas Pelanggan Queen Futsal Bandung. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Dengan menggunakan teknik *sampling purposive* dihasilkan jumlah sampel sebanyak 37 orang. Hasil pengolahan data telah memenuhi uji validitas, reliabilitas dan asumsi regresi.

Variabel yang diteliti adalah Kinerja *Relationship Marketing Melalui Membership Program (X)* yang terdiri dari *Bonding, Empathy, Tangibility, Reciprocity* dan *Trust* serta Loyalitas Pelanggan (Y). Hasil uji hipotesis menunjukkan bahwa Kinerja *Relationship Marketing Melalui Membership Program* berpengaruh terhadap Loyalitas Pelanggan.

Hasil penelitian menunjukkan bahwa Kinerja *Relationship Marketing Melalui Membership Program* yang dilakukan Queen Futsal Bandung cukup baik, terutama dalam hal timbal balik (*reciprocity*). Tingkat Loyalitas Pelanggan yang ditunjukkan *member* cukup tinggi, sehingga diharapkan agar Queen Futsal Bandung dapat meningkatkan kepuasan *member*-nya serta meyakinkan mereka untuk menggunakan fasilitas lain agar melakukan perpanjangan masa penyewaan yang nantinya berujung pada peningkatan loyalitas pelanggan.

Muhammad Hadiman, 2013

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Kata kunci: *Bonding, Empathy, Loyalitas Pelanggan, Reciprocity, Relationship Marketing, Tangibility, Trust*

ABSTRACT

Muhammad Hadiman (0901128), "The Influence of Relationship Marketing Performance Through Membership Program to Customer Loyalty (Survey to Futsal Field Service Users Who Become a Member in Queen Futsal Bandung)". Under guidance Dr. Vanessa Gaffar, SE.AK.MBA and Heny Hendrayati, S.IP.MM.

This study aims to identify and analyze the effect of Relationship Marketing Performance Through membership Program to Customer Loyalty in the Queen Futsal Bandung. This kind of research is descriptive and verification. By using purposive sampling technique produced a total sample of 37 people. The results of the data processing has to meet the test validity, reliability and regression assumptions.

The variables is studied were Relationship Marketing Performance Through Membership Program (X) consisting of Bonding, Empathy, Tangibility, Reciprocity and Trust and Customer Loyalty (Y). the results of the hypothesis test can be concluded that Relationship Marketing Performance Through Membership Program is really influential on Customer Loyalty.

The study results showed that the performance of relationship marketing through membership programs conducted by Queen Futsal Bandung is good enough, especially in terms of the level of reciprocity. Customer Loyalty level indicated by the member is high enough, with the result that Queen Futsal Bandung expected can improve the satisfaction of members and convince them to use other facilities in order to extend the rental period which will lead to increased customer loyalty.

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Keywords: Bonding, Customer Loyalty, Empathy, Reciprocity, Relationship Marketing, Tangibility, Trust

