

**PENGARUH *RELATIONSHIP QUALITY* TERHADAP
*CUSTOMER LOYALTY***

(Survei pada Pelanggan XL Prabayar di Kota Bandung)

SKRIPSI

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



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*CUSTOMER LOYALTY***

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(Survei pada Pelanggan XL Prabayar di Kota Bandung)

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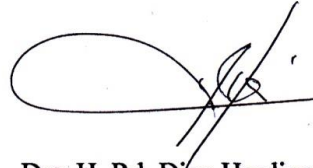
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ABSTRAK

Ai Soleha (1507162), “Pengaruh *Relationship Quality* terhadap *Customer Loyalty* (Survei pada Pelanggan XL Prabayar di Kota Bandung)”. Di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P. dan Drs. H. Rd. Dian Herdiana Utama, M.Si.

Persaingan industri telekomunikasi semakin ketat yang ditandai dengan turunnya *customer loyalty*. Loyalitas pelanggan menjadi suatu hal yang tidak bisa diabaikan dalam sebuah perusahaan. Solusi utama yang harus dilakukan perusahaan adalah dengan menjalin hubungan baik dengan pelanggan dan mempertahankan perusahaan dengan berbagai strategi, salah satunya meningkatkan *relationship quality*. Penelitian ini bertujuan untuk mengetahui gambaran *relationship quality* pada pelanggan XL Prabayar di Kota Bandung, mengetahui gambaran *customer loyalty* pada pelanggan XL Prabayar di Kota Bandung, dan memperoleh temuan besarnya pengaruh *relationship quality* terhadap *customer loyalty* pada pelanggan XL Prabayar di Kota Bandung. Jenis penelitian yang digunakan adalah deskriptif verifikatif, dan metode yang digunakan adalah metode survei menggunakan teknik *purposive sampling* dengan jumlah sampel 115 responden. Teknik analisis data yang digunakan adalah analisis jalur dengan alat bantu *software* komputer SPSS 24.0 *for Windows*. Berdasarkan hasil penelitian secara keseluruhan nilai perhitungan yang diperoleh melalui analisis jalur lebih besar dibandingkan dengan yang terdapat pada tabel. Artinya secara keseluruhan terdapat pengaruh yang signifikan dari *relationship quality* terhadap *customer loyalty*. Dalam upaya meningkatkan loyalitas pelanggan, pihak perusahaan harus senantiasa meningkatkan kepercayaan, komitmen dan kepuasan pelanggan terhadap perusahaan melalui kualitas hubungan yang baik. *Relationship quality* dan *customer loyalty* sebagai variabel yang berpengaruh dominan harus tetap dapat dikendalikan secara langsung oleh perusahaan.

Kata kunci: *Relationship quality, customer loyalty.*

ABSTRACT

Ai Soleha (1507162), "*The Effect of Relationship Quality on Customer Loyalty (Survey on Prepaid XL Customers in Bandung)*". Under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P. and Drs. H. Rd. Dian Herdiana Utama, M.Si.

The competition in the telecommunications industry is increasingly stringent, which is characterized by a decline in customer loyalty. Customer loyalty becomes a thing that cannot be ignored in a company. The main solution that must be done by the company is to establish good relationships with customers and maintain the company with various strategies, one of which is to improve relationship quality. This study aims to determine the description of relationship quality on prepaid XL customers in the city of Bandung, find out the description of customer loyalty for prepaid XL customers in Bandung, and obtain the findings of the influence of relationship quality on customer loyalty on prepaid XL customers in Bandung. The type of research used is descriptive verification, and the method used is the survey method using purposive sampling technique with a sample of 115 respondents. The data analysis technique used is path analysis with SPSS 24.0 for Windows computer software tools. Based on the results of the overall research the value of the calculation obtained through path analysis is greater than that found in the table. This means that overall there is a significant effect of relationship quality on customer loyalty. In an effort to increase customer loyalty, the company must always increase trust, commitment and customer satisfaction with the company through good quality relationships. Relationship quality and customer loyalty as the dominant influential variable must still be directly controlled by the company.

Keywords: *Relationship quality, customer loyalty.*

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