

Wendy Joannita (1305320). *Komunikasi Interpersonal Moslem Fashion Assistant dengan Pelanggan Loyal dalam konteks Relationship Marketing (Studi Kasus pada Showroom Shafira di Bandung)*. Skripsi. Departemen Ilmu Komunikasi. FPIPS UPI. Bandung (2017).

## ABSTRAK

Tenaga penjual berperan penting dalam mengelola interaksi, menjaga komunikasi dan mendorong hubungan jangka panjang yang saling menguntungkan antara perusahaan dengan pelanggan. Penelitian ini bertujuan untuk menganalisis bagaimana komunikasi interpersonal yang dilakukan oleh tenaga penjual *Shafira* atau *Moslem fashion assistant (MFA)*, dapat membangun hubungan, menjaga kepercayaan, memenuhi janji, mengatasi konflik dan menjaga komitmen dengan pelanggan loyal. Informan yang didapatkan sebanyak delapan orang, sedangkan lokasi penelitian dilakukan di Showroom *Shafira*, Bandung. Desain penelitian menggunakan pendekatan deskriptif kualitatif dan strategi studi kasus. Hasil penelitian menunjukkan bahwa komunikasi interpersonal yang dilakukan oleh *Moslem fashion assistant* dalam membangun hubungan mengacu pada standar pelayanan *Shafira* seperti salam, ramah, sopan dan responsif. *MFA* menyesuaikan sikap dan bahasa, mempelajari karakter pelanggan, mengedukasi pelanggan terkait fesyen, dan membangun kedekatan emosional yang memungkinkan hubungan menjadi teman atau keluarga. Sikap jujur, teliti dan objektif dalam menyampaikan kelebihan dan kekurangan produk menjadi faktor yang menumbuhkan kepercayaan pelanggan. Pemenuhan janji dilakukan dengan mengingat harapan dan kebutuhan pelanggan secara totalitas terkait warna favorit, bahan, ukuran dan model busana yang cocok. Konflik sebagian besar disebabkan karena faktor ketidakpuasan dan kesalahpahaman komunikasi. Namun, konflik dapat diselesaikan dengan melakukan konfirmasi dan menawarkan solusi kepada pelanggan. Komitmen dalam mengelola hubungan dilakukan melalui proses *follow up* dan dukungan sosial yang menghasilkan manfaat positif bagi perusahaan, *MFA* maupun pelanggan.

**Kata Kunci:** Komunikasi interpersonal, *relationship marketing*, *Moslem Fashion Assistant*, pelanggan, *Shafira*

Wendy Joannita (1305320). *Interpersonal Communication between Moslem Fashion Assistant and Loyal Customers in Relationship Marketing (Case Study on Shafira Showroom in Bandung)*. Essay. Department of Communication Studies. FPIPS UPI. Bandung (2017).

### **ABSTRACT**

*Salesperson instrumental in managing the interaction, maintaining communications and encourage long-term relationship of mutual benefit between companies and customers. This study aims to analyze how interpersonal communication performed by salespeople Shafira or Moslem fashion assistant (MFA), to build relationships, maintaining trust, fulfill the promise, resolve conflicts and maintain a commitment to loyal customers. Informants were obtained as many as eight people, while the location of the research conducted in the Showroom Shafira, Bandung. The study design using a qualitative descriptive approach and the case studies strategy. The results showed that interpersonal communication is done by a Moslem fashion assistant in building a relationship based on Shafira service standards such as greeting, friendly, courteous and responsive. MFA adjust the attitude and language, learn the character of the customer, educating customers on fashion, and build emotional intimacy that allows relationships become friends or family. Being honest, thorough and objective in presenting the advantages and lack of product be a factor that fosters the attitude of trust in customers. The fulfillment of the promises made by considering the expectations and needs of customers in totality related to favorite colours, clothing, size, and fashion style. The conflict was largely because of dissatisfaction and miscommunication factors. However, it can be solved by accomplishing confirmation and provide solutions to customers. Commitment in managing the relationship is done through a process of follow up and social support that generate positive benefits for the company, MFA and customers.*

**Keywords:** *Interpersonal communication, relationship marketing, Moslem Fashion Assistant, customer, Shafira*