

ABSTRAK

Reva Yulida (0901647), “ Pendekatan Loyalitas Pelanggan Bisnis Melalui Analisis *Relationship Marketing* (Studi pada PT. Agung Cemerlang Lestari)”, dibawah bimbingan Lili Adi Wibowo, S.Sos., S.Pd., M.M dan Heny Hendrayati, S.IP., M.M.

PT. Agung Cemerlang Lestari memiliki masalah dimana volume penjualan perusahaan tidak mencapai target dan cenderung menurun, serta penurunan jumlah pelanggan bahan kimia tekstil dari setiap tahunnya. Kondisi tersebut diakibatkan kurang optimalnya perusahaan dalam mempertahankan loyalitas pelanggan dan menjaga hubungan pemasaran yang jangka panjang, sehingga pelanggan banyak yang berpaling kepada perusahaan lain.

Penelitian ini bertujuan untuk mengetahui gambaran *relationship marketing*, loyalitas pelanggan sejauh mana pengaruh *relationship marketing* terhadap loyalitas pelanggan bahan kimia tekstil pada PT. Agung Cemerlang Lestari. Aspek yang diteliti meliputi dua hal yaitu *relationship marketing* dan loyalitas pelanggan.

Teori yang digunakan untuk mengatasi masalah dalam penelitian ini adalah *relationship marketing* yang terdiri dari dimensi *mutual benefit*, komitmen, komunikasi, *authenticity*, sedangkan pada loyalitas pelanggan yang didasarkan pada dimensi loyalitas perilaku, loyalitas sikap dan loyalitas komposit.

Penelitian ini menggunakan metode deskriptif dan verifikatif dengan populasi berjumlah 200 orang responden dan jumlah sampel 67 responden. Teknik analisis yang digunakan adalah analisis regresi berganda.

Hasil penelitian secara deskriptif menunjukkan bahwa *relationship marketing* pada PT. Agung Cemerlang Lestari telah berjalan dengan efektif, dimensi *mutual benefit* merupakan dimensi yang memiliki penilaian paling tinggi dalam memengaruhi loyalitas pelanggan. Sedangkan pelanggan bahan kimia tekstil pada PT. Agung Cemerlang Lestari telah memiliki loyalitas yang tinggi untuk selalu menggunakan produk bahan kimia tekstil PT. Agung Cemerlang Lestari. Hasil analisis deskriptif menunjukkan bahwa *relationship marketing* berpengaruh positif terhadap loyalitas pelanggan bahan kimia tekstil pada PT. Agung Cemerlang Lestari.

Kata Kunci: *Relationship Marketing*, Loyalitas Pelanggan

ABSTRACT

Reva Yulida (0901647), "An Approach Business Through Customer Loyalty Analysis of Relationship Marketing (Study on PT. Agung Cemerlang Lestari)", under guidance by Lili Adi Wibowo, S.Sos., S.Pd., M.M and Heny Hendrayati, S.IP., M.M.

PT. Agung Cemerlang Lestari has problem where its selling volumes did not reach target and tend to decrease, and number of its chemical material customers continuously reduce annually. Such condition is due to less optimal effort made by company in maintaining its customer loyalty and keep its long-term relationship marketing, so there are many customers turn to its competitors.

This research has purpose to examine an relationship marketing illustration, customer loyalty and how extent is the effect of relationship marketing on textile chemical material customer's loyalty in PT. Agung Cemerlang Lestari. Aspects studied includes two aspects, namely, relationship marketing and customer's loyalty.

The applied theory for resolving problems in this research is a relationship marketing that consists of mutual benefit, commitment, communication, and authenticity dimensions, meanwhile its customer loyalty is based on behavioral loyalty, attitude loyalty dimensions and composite loyalty dimension.

The research uses a descriptive and verificative methods with total population as 200 respondents and 67 respondents as its sample. Meanwhile, its analytical technique is a double regression analysis.

The research findings showed descriptively that relationship marketing in PT. Agung Cemerlang Lestari has effectively run, mutual benefit dimension is a dimension with the highest valuation grade in affecting such customer loyalty. Meanwhile, textile chemical material customers in PT. Agung Cemerlang Lestari has shown a high loyalty because they always use this company products. And its descriptive analysis outcomes showed that such relationship marketing has a positive effect on customer's loyalty for textile chemical materials in PT. Agung Cemerlang Lestari.

Keywords: Relationship Marketing, Customer's Loyalty.