

**PENGARUH *RELATIONSHIP QUALITY* TERHADAP
CUSTOMER LOYALTY
(Survei Pada *Membership* ISP First Media di Indonesia)**

SKRIPSI

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



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UNIVERSITAS PENDIDIKAN INDONESIA
2023**

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Pendidikan pada Program Studi Pendidikan Bisnis
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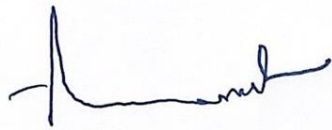
LEMBAR PENGESAHAN

**PENGARUH *RELATIONSHIP QUALITY* TERHADAP
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “**Pengaruh *Relationship Quality* terhadap *Customer Loyalty* (Survei pada *Membership ISP First Media di Indonesia*)**” beserta seluruh isi di dalamnya adalah benar-benar karya saya sendiri. Tidak ada penjiplakan maupun pengutipan dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku.

Atas pernyataan ini saya siap menanggung resiko/sanksi yang dijatuhkan kepada saya apabila di kemudian hari adanya pelanggaran etika keilmuan dalam karya saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat ini

Bandung, Maret 2023

Yang membuat pernyataan,



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ABSTRAK

Ferany Nur Amalia Andini (1807857) “**Pengaruh *Relationship Quality* terhadap *Customer Loyalty* (Survei pada *Membership* ISP First Media di Indonesia)**” dibawah bimbingan Dr. Bambang Widjajanta, M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *relationship quality* terhadap *customer loyalty* ISP First Media survei pada *membership* ISP First Media di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi dalam penelitian ini berjumlah 16.300 orang dengan sampel berjumlah 200 responden yang merupakan bergabung dalam forum facebook first media *user community* dengan menggunakan teknik *simple random sampling*. Data diolah secara statistik dengan metode *Structural Equation Modelling* (SEM). Hasil temuan pada penelitian ini menemukan bahwa *relationship quality* memiliki pengaruh signifikan terhadap *customer loyalty*, hal tersebut ditunjukkan dengan besar nilai *critical ratio* yang lebih besar dari minimal artinya terdapat pengaruh positif dan signifikan antara variabel *relationship quality* terhadap *customer loyalty* secara simultan. Pernyataan tersebut dapat disimpulkan semakin baik *relationship quality* yang dibangun oleh perusahaan, maka akan semakin tinggi juga tingkat *customer loyalty* yang dirasakan oleh pelanggan kepada perusahaan. Hasil kontribusi yang diberikan variabel *relationship quality* yang paling tinggi dalam membentuk *customer loyalty* adalah dimensi *satisfaction* serta yang paling rendah membentuk *customer loyalty* adalah *trust*.

Kata kunci: *Relationship Quality*, *Customer Loyalty*

ABSTRACT

Ferany Nur Amalia Andini (1807857) "*The Effect of Relationship Quality on Customer loyalty (Survey on ISP First Media Membership in Indonesia)*" under the guidance of Dr. Bambang Widjajanta, M.M and Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM.

This study aims to obtain an overview and influence of relationship quality on ISP First Media customer loyalty survey on ISP First Media membership in Indonesia. This research uses descriptive and verifiative methods with a quantitative approach. The population in this study amounted to 16,300 people with a sample of 200 respondents who joined the first media user community facebook forum using simple random sampling techniques. The data is processed statistically by the Structural Equation Modeling (SEM) method. The findings of this study found that relationship quality has a significant influence on customer loyalty, this is indicated by a large critical ratio value that is greater than the minimum meaning that there is a positive and significant influence between relationship quality variables on customer loyalty simultaneously. The statement can be concluded that the better the relationship quality built by the company, the higher the level of customer loyalty felt by customers to the company. The result of the contribution given by the highest relationship quality variable in forming customer loyalty is the satisfaction dimension and the lowest in forming customer loyalty is trust.

Keywords: Relationship Quality, Customer loyalty

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