

**PENGARUH *RELATIONSHIP MARKETING* DAN KEPUASAN
PELANGGAN TERHADAP LOYALITAS PELANGGAN DI FARINA BEAUTY
CLINIC KARAWANG**

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ABSTRAK

Bisnis klinik kecantikan semakin mengalami pertumbuhan sesuai dengan perkembangan zaman dan permintaan pasar. Dalam bisnis ini perlu diterapkan *relationship marketing* untuk membina hubungan yang baik dan melekat di benak para pelanggan. Selain *relationship marketing*, dalam menciptakan loyalitas pelanggan pun perlu diperhatikan kepuasan pelanggan untuk dapat memberikan hasil yang maksimal. Tujuan penelitian ini untuk mengetahui seberapa pengaruh *relationship marketing*, kepuasan pelanggan terhadap loyalitas pelanggan.

Metode penarikan sample yang digunakan adalah teknik *purposive sampling* yang terdiri dari 100 responden. Metode analisis pada penelitian ini menggunakan analisis deskriptif dan verifikatif yang terdiri dari analisis regresi linier berganda, koefisien determinasi dan uji hipotesis yang digunakan untuk mengukur besarnya pengaruh *relationship marketing* dan kepuasan pelanggan terhadap loyalitas pelanggan.

Hasil penelitian menyimpulkan bahwa secara keseluruhan *relationship marketing* ada pada kategori cukup baik, kepuasan pelanggan pada kategori cukup baik dan loyalitas pelanggan ada pada kategori cukup baik. Hasil penelitian juga menyimpulkan bahwa *relationship marketing* dan kepuasan pelanggan berpengaruh secara parsial dan simultan terhadap loyalitas pelanggan pada Farina Clinic Karawang. Secara simultan *relationship marketing* dan kepuasan pelanggan berpengaruh secara signifikan terhadap loyalitas pelanggan dan memiliki nilai kontribusi sebesar 46.7% artinya *relationship marketing* dan kepuasan pelanggan memiliki kontribusi sebesar 46.7% terhadap loyalitas pelanggan sedangkan sisanya 53.3% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Relationship marketing*, Kepuasan pelanggan, dan Loyalitas pelanggan

THE INFLUENCE OF RELATIONSHIP MARKETING AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY IN FARINA BEAUTY CLINIC KARAWANG

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ABSTRACT

The beauty clinic business is increasingly experiencing growth in accordance with the times and market demand. In this business relationship marketing needs to be applied to foster good relationships and stick in the minds of customers. In addition to relationship marketing, in creating customer loyalty also needs to be considered customer satisfaction to be able to provide maximum results. The purpose of this study was to determine how much influence relationship marketing, customer satisfaction has on customer loyalty.

The sample withdrawal method used was purposive sampling technique which consisted of 100 respondents. The analytical method in this study uses descriptive and verification analysis which consists of multiple linear regression analysis, coefficient of determination and hypothesis testing used to measure the influence of relationship marketing and customer satisfaction on customer loyalty.

The results of the study concluded that overall relationship marketing are in the fairly good category, customer satisfaction in the category is fairly good and customer loyalty are in the fairly good category. The results of the study also concluded that relationship marketing and customer satisfaction had a partial and simultaneous effect on customer loyalty in Farina Beauty Clinic Karawang. Simultaneously relationship marketing and customer satisfaction significantly influence on customer loyalty and have contribution value of 46.7% meaning that credit distribution, relationship marketing and customer satisfaction have contribution of 46.7% to customer loyalty while 53.3% is influenced by other variables not examined in this study.

Keywords: Relationship Marketing, Customer Satisfaction, and Customer Loyalty