

ABSTRAK

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Pengaruh *Relationship Marketing* dan Citra Perusahaan Terhadap Loyalitas Pelanggan Kartu Seluler Telkomsel Serta Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Mahasiswa/I Fakultas Ekonomi dan Bisnis Universitas YARSI)

119 halaman + xiv halaman + 18 tabel + 9 lampiran

Abstrak

Penelitian ini dilakukan dengan tujuan untuk menguji pengaruh *Relationship Marketing* dan Citra Perusahaan terhadap Loyalitas Pelanggan. Populasi penelitian adalah orang yang menggunakan kartu seluler Telkomsel dengan jumlah sampel 120 responden ditambah 30 responden untuk uji coba kuesioner. Data dikumpulkan dengan menggunakan kuesioner. Analisis data yang digunakan adalah Analisis Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa variabel *Relationship Marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, Citra Perusahaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, *Relationship Marketing* dan Citra Perusahaan secara bersama-sama berpengaruh signifikan terhadap Loyalitas Pelanggan. Tinjauan Islam menjelaskan bahwa membangun *Relationship marketing* dengan menjalin hubungan baik seperti ikatan tali persaudaraan, meningkatkan citra perusahaan dengan mengutamakan kejujuran dan memberikan yang terbaik kepada pelanggan, dan loyalitas pelanggan terjadi jika aktivitas muamalah dapat saling menguntungkan. Hal tersebut dapat memiliki pengaruh baik terhadap Loyalitas Pelanggan jika didasari aturan syari'at Islam.

Kata Kunci : *Relationship Marketing, Citra Perusahaan, dan Loyalitas Pelanggan*

ABSTRACT

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***Effects Of Relationship Marketing and Corporate Image on Customer Loyalty
Telkomsel Celuler Card and Seen from The Perspektif Of Islamic (Cases Study
on Students Of The Faculty Of Economics And Business, YARSI University)***

119 pages + xiv pages + 18 tables+ 9 attachments

Abstract

This research was conducted with the aim to examine the effect of Relationship Marketing and Corporate image on Loyalty Customer. The study population was people who used Telkomsel cellular cards with sample number 120 responden plus 30 respondents for the quentionnaire trial. Data were collected by using questionnaire. The analytical tool used is multiple linear regression analysis. Variable relationship marketing has a positive and significant effect on customer loyalty, corporate image has positive and significant effect on customer loyalty, relationship marketing and corporate together have a significant effect on customer loyalty. The Islamic explained that in Relationship marketing recommends to establish good relationships as business ties that are formed because they like and like each other, to maintain mutual cooperation that is built by bonding brotherhood, in building a company image it should prioritize honesty and provide the best to customers. Customer loyalty occurs when muamalah activities can provide mutual benefits to both parties.. All of these things can have a good influence on the interest of visiting again if based on Islamic shariah rules.

Keywords : Relationship Marketing, Corporate Image, and Customer Loyalty