

ABSTRAK

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Pengaruh Kualitas Pelayanan, *Relationship Marketing* dan *Experiential Marketing* Terhadap Loyalitas Pelanggan Serta Tinjauannya Menurut Pandangan Islam (studi pembelian makanan cepat saji KFC Cabang Harapan Indah Bekasi)

105 + xvi halaman, 23 tabel, 3 gambar, dan 10 lampiran

Uraian Abstrak

Penelitian dilakukan untuk mengetahui pengaruh kualitas pelayanan, *relationship marketing* dan *experiential marketing* terhadap loyalitas pelanggan. Populasi penelitian ini adalah pembeli makanan cepat saji KFC Cabang Harapan Indah Bekasi dengan jumlah sampel sebanyak 238 responden. Data dilakukan dengan teknik sensus melalui penyebaran kuesioner. Analisis data dengan melakukan pengujian hipotesis baik secara parsial maupun secara simultan dan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan (2) *relationship marketing* memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan (3) *experiential marketing* memiliki pengaruh positif dan signifikan terhadap loyalitas pelanggan (4) secara simultan seluruh variabel memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan.

Kata kunci : kualitas pelayanan, *relationship marketing*, *experiential marketing*, loyalitas pelanggan.

ABSTRACT

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Effect of Service Quality, Relationship Marketing dan Experiential Marketing on Customer Loyalty and Its Review According to Islamic View (study of fast food purchases KFC Cabang Harapan Indah Bekasi)

105 + xvi pages, 23 tables, 3 figures, and 10 appendices

Abstract Description

The Purpose of the research was to determine the Effect of Service Quality, Relationship Marketing and Experiential Marketing on Customer Loyalty. The population of this study is fast food buyers at McDonald's Cabang Artha GadingBoulevard Jakarta Utara with a total sample as many as 238 respondents. Data were collected by census technique through questionnaires deployment. Data analysis by doing hypothesis testing either partially or simultaneously and multiple linear regression analysis. The results of this research show that: (1) customer quality has a positive and significant effect on customer loyalty (2) relationship marketing has a positiveand significant effect on customer loyalty (3) experiential marketing has a positive and significant effect on customer loyalty (4) simultaneously every variable has a positive and significant effect on customer loyalty.

Keywords : *Service Quality, relationship marketing, experiential marketing, Customer Loyalty.*