

Pengaruh relationship marketing terhadap customer loyalty: studi pada loyalty program "Love your body club" The body shop = The effect of relationship marketing towards customer loyalty: study on loyalty program "Love your body club" The body shop

Sovi Mutia, author

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Abstrak

Menciptakan customer loyalty merupakan cara efektif untuk menjaga profitabilitas perusahaan. Salah satu usaha untuk menciptakan customer loyalty adalah dengan mengadakan loyalty program. Loyalty program sendiri merupakan salah satu implementasi dari relationship marketing. Tujuan penelitian ini adalah menganalisis bagaimana praktek relationship marketing yang dilakukan oleh The Body Shop lewat loyalty program "Love Your Body Club" dapat mempengaruhi customer loyalty. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuisisioner yang disebarakan kepada 100 orang member The Body Shop di Jakarta dan dianalisis menggunakan analisis linear sederhana. Hasil dari penelitian ini menunjukkan bahwa relationship marketing memiliki pengaruh yang signifikan terhadap loyalitas member The Body Shop di Jakarta.

.....Creating customer loyalty is the effective way to save profitability of a company. One of the ways to achieve customer loyalty is creating loyalty program. Loyalty program is one of the implementation in relationship marketing. The objective of this research is to analyze how relationship marketing practice conducted by The Body Shop through loyalty program "Love Your Body Club" could affect customer loyalty. This quantitative research was accomplished by collecting questionnaires from 100 members of The Body Shop in Jakarta and analyzed with linear regression. The result of this research indicated that relationship marketing had a significant influence to customer loyalty of The Body Shop members in Jakarta.