

**PENGARUH *RELATIONSHIP MARKETING* DAN KEPUASAN
PELANGGAN TERHADAP LOYALITAS PELANGGAN INDIHOME
PADA PT. TELKOM DATEL SINGARAJA**

Oleh

**Putu Dibia Atmaja, Nim 1617041060
Jurusan Manajemen**

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh (1) *relationship marketing* terhadap loyalitas pelanggan, (2) kepuasan pelanggan terhadap loyalitas pelanggan, (3) *relationship marketing* terhadap kepuasan pelanggan, (4) *relationship marketing* terhadap loyalitas pelanggan melalui kepuasan pelanggan Indihome pada PT Telkom Datel Singaraja. Desain penelitian yang digunakan pada penelitian ini adalah kuantitatif kausal. Subjek penelitian ini adalah pelanggan Indihome pada PT Telkom Datel Singaraja. Objek penelitian ini berfokus pada variabel *relationship marketing*, kepuasan pelanggan dan loyalitas pelanggan. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 100 orang. Data dikumpulkan dengan teknik observasi, pencatatan dokumen dan kuesioner yang dianalisis dengan menggunakan analisis jalur. Hasil yang diperoleh dalam penelitian ini menunjukkan bahwa, (1) *relationship marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (2) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (3) *relationship marketing* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (4) *relationship marketing* berpengaruh positif dan signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan Indihome pada PT Telkom Datel Singaraja

Kata Kunci: kepuasan pelanggan, loyalitas pelanggan, *relationship marketing*

**THE IMPACT RELATIONSHIP MARKETING AND CUSTOMER
SATISFACTION OF THE CUSTOMER LOYALTY IN PT. TELKOM
DATEL SINGARAJA**

By

**Putu Dibia Atmaja, Nim 1617041060
Departement of Management**

ABSTRACT

This study aims to examine the effect of (1) relationship marketing on customer loyalty, (2) customer satisfaction on customer loyalty, (3) relationship marketing on customer satisfaction, (4) relationship marketing on customer loyalty through customer satisfaction Indihome at PT Telkom Datel Singaraja. The reaserch of metodology of this study is causal quantitative. The subject of this study is the Indihome customers at PT Telkom datel singaraja. The object of this study focuses on variables of relationships marketing, the satisfaction and the loyalty of customers. The number of sample used in this study is 100 people. Data were collected using observation techniques, document recording and questionnaires which were analyzed using path analysis. The result of this study shows that (1) relationships marketing has positif and significant effects on loyalty of the customers, (2) customer satisfaction has a positive and significant effect on customer loyalty, (3) relationship marketing has a positive and significant effect on customer satisfaction, (4) relationship marketing has a positive and significant effect on customer loyalty through customer satisfaction Indihome at PT Telkom Datel Singaraja

Keywords: customer satisfaction, customer loyalty, relationship marketing