

ABSTRACT

ALIMUDDIN SNOW. 2022. The Effect of Relationship Marketing on the Level of Customer Satisfaction at PT PDAM Tita Bontonompo. Thesis. Department of Management, Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by: Asdi and M Hidayat

This study aims to determine the effect of relationship marketing on the level of customer satisfaction at PT PDAM Tita Bontonompo. The concept of this research is to see the effect of relationship marketing on the level of customer satisfaction. This study used a sample of 83 people. The sampling technique used in this study is a non-random sampling technique. The data analysis technique used is the analysis of the instrument testing technique and the descriptive analysis technique. The results showed that the relationship marketing variable had a positive and significant effect on the level of customer satisfaction at PT PDAM Tita Bontonompo

Keywords: Relationship Marketing, Customer Satisfaction