

ABSTRAK

PENGARUH RELATIONSHIP MARKETING TERHADAP LOYALITAS NASABAH PT BANK SULSELBAR

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Penelitian ini bertujuan untuk mengetahui pengaruh dari relationship marketing yang terdiri dari financial benefit (x1) social benefits (x2) dan structural benefits (X3) terhadap loyalitas nasabah (X4) PT Bank Sulselbar. Data penelitian ini diperoleh dari kuisioner (data primer) dan beberapa observasi dan wawancara langsung dengan bagian pelayanan (CS, Teller, Kasi Pelayanan) dari PT Bank Sulselbar. Temuan penelitian ini menunjukkan bahwa variabel relationship marketing dengan dimensinya (financial benefits, social benefits, dan structural benefits) secara bersama-sama berpengaruh positif dan signifikan (uji F) terhadap loyalitas nasabah PT Bank Sulselbar sebesar 5.077 dan dimensi yang paling dominan adalah financial benefits sebesar 3.432. Dari penelitian ini diperoleh nilai Adjusted R Square sebesar 0,110 yang berarti variabel relationship marketing berpengaruh sebesar 11 persen terhadap loyalitas nasabah sedangkan sisanya sebesar 89 persen dipengaruhi oleh variabel-variabel lain di luar penelitian ini

Kata Kunci : relationship marketing, financial benefits, social benefits, structural benefits, loyalitas nasabah

This study aimed to determine the effect of relationship marketing which consists of financial benefit (x1) social benefits (x2) and structural benefits (X3) to customer loyalty (X4) in PT Bank Sulselbar. The data were obtained from questionnaires (primary data) and some of the observations and interviews with service division (CS, Teller, Head of Services) of PT Bank Sulselbar. The result of this study shows that the relationship marketing variables with dimensions (financial benefits, social benefits, and structural benefits) along have positive and significant effect (F test) to customers loyalty in PT Bank Sulselbar for 5077 and the most dominant dimensions are financial benefits with amount 3432. Adjusted R Square values obtained from this study is 0.110, which means relationship marketing variables affect 11 percent of the customer loyalty while the remaining 89 percent is influenced by other variables outside of the study

Keywords: relationship marketing, financial benefits, social benefits, structural benefits, customer loyalty