

Pengaruh komunikasi dan kepuasan terhadap kepercayaan dan komitmen untuk melakukan hubungan pemasaran jangka panjang

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Abstrak

This research is study the process which influence the relationship development (marketing) based on commitment. The excellence of continal competitive from company can do with the long-range cooperation relationship. In this cooperation relationship, the role of commitment is very importance. Research in Juwana indicate that trust is the primary factor in course of development of long-range marketing coopereation commitment. Trust is influenced by satisfaction and communications. Type of research is explanatory research, population in this research is all of costumer. Technique used in this research is census so all of population will be sample. Technic analysis used in this research is equation model of structural by Partial Least Square (PLS). Communicatins and satisfaction have an influence to trust then satisfaction and communications also have an influence on directly to commitment. Trust in this case also have an influence to commitment