

Pengaruh customer gratitude sebagai mediasi dalam hubungan marketing investments terhadap behavioral loyalty = The effect of customer gratitude as mediator in relationship of marketing investments toward behavioral loyalty

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Abstrak

[ABSTRAK]

Penelitian ini bertujuan untuk meneliti pengaruh marketing investments yang dilakukan oleh produsen binder di Barel yaitu direct mail, tangible reward, interpersonal communication, dan preferential treatment terhadap behavioral loyalty pelanggan toko binder yang dimediasi oleh customer gratitude. Penelitian ini adalah penelitian kuantitatif dengan responden sebanyak 95 orang pelanggan produsen binder. Berdasarkan penelitian ini diketahui bahwa, dari strategi marketing investments yang dilakukan oleh produsen binder, preferential treatment merupakan strategi paling efektif yang mempengaruhi customer gratitude. Selain itu, customer gratitude yang ada pada pelanggan binder ini memiliki pengaruh positif terhadap behavioral loyalty. Dengan memahami strategi marketing investments mana yang paling efektif, diharapkan membantu produsen binder dalam mengambil keputusan lebih tepat serta mendapatkan pelanggan yang loyal.

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<i>ABSTRACT</i>

;This research aim to analysis of marketing investments by binder manufacturer such as direct mail, tangible reward, interpersonal communication, and preferential treatment towards behavioral loyalty and customer gratitude as mediator. This is quantitative research consist of 95 resellers of binder manufacturer as responden. Based on this research, preferential treatment is the most effective strategy marketing investments has positive effect toward customer gratitude. Besides, customer gratitude has positive effect toward behavioral loyalty. If manager understand this strategy, hopefully he can making accurate decision to get customer loyal;This research aim to analysis of marketing investments by binder manufacturer such as direct mail, tangible reward, interpersonal communication, and preferential treatment towards behavioral loyalty and customer gratitude as mediator. This is quantitative research consist of 95 resellers of binder manufacturer as responden. Based on this research, preferential treatment is the most effective strategy marketing investments has positive effect toward customer gratitude. Besides, customer gratitude has positive effect toward behavioral loyalty. If manager understand this strategy, hopefully he can making accurate decision to get customer loyal;This research aim to analysis of marketing investments by binder manufacturer such as direct mail, tangible reward, interpersonal communication, and preferential treatment towards behavioral loyalty and customer gratitude as mediator. This is quantitative research consist of 95 resellers of binder manufacturer as responden. Based on this research, preferential treatment is the

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