

# 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

[<b>ABSTRAK</b>]

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><b>ABSTRACT</b></i>

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