

Studi Hubungan Pemasaran Relasional Dalam Membentuk Loyalitas : Penelitian Pada Bisnis Diagnostik di Jakarta = Study of Correlation Relationship Marketing in Establishing Loyalty : Research in Diagnostic Business in Jakarta

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Abstrak

Penelitian ini membahas hubungan antara antaseden strategi pemasaran relasional yang diproksi kedalam variabel relationship benefits, seller expertise, communication, similarity, interaction frequency, dan conflict dengan loyalitas pelanggan yang diproksi kedalam variabel individual fortitude, expectancy of continuity, word of mouth, dan cooperation, melalui variabel mediator relationship satisfaction, trust, dan relationship quality. Tujuan penelitian ini adalah mendeskripsikan dan menganalisis hubungan antara antaseden strategi pemasaran relasional dengan relationship satisfaction, trust, dan relationship quality, serta menganalisis hubungannya dengan relationship outcomes sebagai pembentuk loyalitas pelanggan.

Hasil penelitian ini menemukan bahwa variabel outcomes pemasaran relasional individual fortitude dipengaruhi secara tidak langsung oleh variabel seller expertise, similarity, interaction frequency, conflict dan secara langsung memiliki hubungan dengan variabel mediator trust dan relationship quality. Sementara itu variabel expectation of continuity dipengaruhi secara tidak langsung oleh variabel relationship benefit, seller expertise, communication, similarity, interaction frequency dan conflict melalui mediasi relasional relationship satisfaction, trust dan relationship quality. Selanjutnya variabel word of mouth memiliki hubungan tidak langsung dengan variabel seller expertise, similarity, interaction frequency dan conflict melalui variabel mediator trust dan relationship quality. Dan terakhir variabel cooperation memiliki pengaruh secara tidak langsung oleh variabel relationship benefit, communication, similarity, interaction frequency dan conflict melalui mediasi variabel relationship satisfaction dan relationship quality.

Hasil penelitian ini menyarankan agar distributor alat diagnostik lebih meningkatkan hubungan relasional melalui pengelolaan konflik dengan efektif sehingga mampu memberikan pengaruh positif untuk meningkatkan kualitas hubungan dengan pelanggan. Yang pada akhirnya akan meningkatkan loyalitas pelanggan dalam bentuk kesediaan merekomendasikan hal positif tentang distributor ke konsumen lainThis study examines the relationship between relational marketing strategy antecedent that proxy into variables of relationship benefits, selling expertise, communication, similarity, interaction frequency and conflict with the customer loyalty that proxy into variables of individual fortitude , expectation of continuity, word of mouth, and cooperation, through mediator variable relationship satisfaction, trust, and relationship quality. The purpose of this study is to describe and analyze the relationship between antecedent of relationship marketing strategies with relationship satisfaction, trust, and relationship quality, and analyze its relationship with relationship outcomes as forming customer loyalty.

Results of this study identified that relationship outcomes variable of individual fortitude is affected indirectly by seller expertise, similarity, interaction frequency, conflict and directly linked to the mediator

variables of trust and relationship quality. Meanwhile expectation of continuity variables indirectly affected by the variables of relationship benefits, seller expertise, communication, similarity, interaction frequency and conflict through relational mediator of relationship satisfaction, trust and relationship quality. Furthermore, word of mouth variable has no direct relationship with the variable seller expertise, similarity, interaction frequency and conflict through relational mediator of trust and relationship quality. And lastly cooperation variables have an indirect effect with variables of relationship benefit, communication, similarity, interaction frequency and conflict through relational mediator of relationship satisfaction and relationship quality.

The results of this study suggest that further enhance the diagnostic equipment distributor relational relationships through effective conflict management so as to provide a positive influence to improve the quality of customer relationships. Which in turn will increase customer loyalty in a positive willingness to recommend distributor to other consumers.