THE INFLUENCE OF RELATIONSHIP MARKETING IMPLEMENTATION ON CUSTOMER SATISFACTION AND LOYALTY IN LAMONGAN REGIONAL BANK

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Abstract: The purpose of study This is for know How influence Relationship Marketing to satisfaction customers and loyalty customers at the Lamongan Regional Bank, with use questionnaire as a research instrument sample in study This as many as 100 people. In research This researcher use technique quantitative statistics process use the application on the computer is PLS (Partial Least Square). Data analysis used that is analysis Structural Equation Modeling (SEM), Partial Least Square (PLS), Evaluation of Measurement Models (Outer Model), Evaluation of Strutural Models (inner model) and Hypothesis Testing (Bootstrapping). The results of the PLS output show that the Strutural Model (inner R-Square model variable X1 (Relationship Marketing towards variable Y1 (Satisfaction Customer) is of 0.888 with Adjusted R-Square value is 0.883. So, you can explained that all construct exogenous variable X1 (Relationship Marketing) simultaneously influence variable Y1 (Satisfaction Customers) amounted to 0.888 or 88.8%. Therefore That The R-Square value is 0.888 said strong. The R-Square value of the variable X1 (Relationship Marketing) towards variable Y2 (Loyalty Customer) is of 0.789, with Adjusted R-Square value is 0.785. So, you can explained that all construct exogenous variable X1 (Relationship Marketing) simultaneously influence variable Y2 (Loyalty Customer) 0.789 or 78.93%.

Keywords: Relationship Marketing, Customer Satisfaction and Customer Loyalty