

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh implementasi *relationship marketing* yang terdiri dari (*understanding customer expectation, building service partnership, total quality management* dan *empowering employees*) terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel intervening pada Bank Mandiri Syariah KCP Tanjungpandan. Jenis penelitian ini menggunakan pendekatan kuantitatif. Data dikumpulkan menggunakan kuisioner dengan teknik *Purposive Sampling* dimana teknik pengambilan sampel sumber data berdasarkan pertimbangan tertentu. Jumlah responden ditentukan dengan menggunakan rumus Slovin sebanyak 102 nasabah. Analisis yang digunakan pada penelitian ini adalah regresi linier berganda dan Analisis jalur (*Path Analysis*) dengan menggunakan alat analisis SPSS versi 21 *for Windows*. Hasil penelitian menunjukkan bahwa variabel *understanding customer expectation, total quality management* dan *empowering employees* berpengaruh positif dan signifikan terhadap *customer loyalty*. Sedangkan variabel *building service partnership* berpengaruh negatif terhadap *customer loyalty*. Kemudian untuk variabel *customer satisfaction* bisa memediasi *understanding customer expectation, building service partnership, total quality management* dan *empowering employees* terhadap *customer loyalty* di Bank Syariah Mandiri KCP Tanjungpandan.

Kata kunci : Relationship Marketing, Customer Loyalty, Customer Satisfaction

ABSTRACT

This research aims at finding out the effect of relationship marketing implementation (including understanding customer expectation, building service partnership, total quality management and empowering employees) on the customers' loyalty with customer satisfaction as the intervening variable in Bank Mandiri Syariah KCP Tanjungpandan. This research was quantitative approach. The data were collected using questionnaire through purposive sampling based on specific consideration. The number of the respondents was decided using Slovin formulation, resulting in 102 customers. The analysis used was multiple linear regression and path analysis utilizing SPSS version 21 for Windows as the statistical analysis tool. The result of this research shows that the variable of understanding customer expectation, total quality management and empowering employees has positive and significant effect on the customers' loyalty. The variable of building service partnership has negative effect on the customers' loyalty. The variable of customer satisfaction is able to mediate the understanding customer expectation, building service partnership, total quality management and empowering employees towards the customers' loyalty in Bank Syariah Mandiri KCP tanjungpandan.

Key Words: *Relationship Marketing, Customers' Loyalty, Customer Satisfaction*