

ABSTRACT

This research aimed at finding how much influence Relationship marketing, customer satisfaction, customer commitment and loyalty. The sampling method used in this study is nonprobability sampling, and sampling nonprobability used was purposive sampling. Respondents in this study were 85 customers of Bank Mandiri in Yogyakarta. This study uses SPSS program that is run through a simple regression analysis tools.

The results of this study prove that the relationship marketing effect positive and significant impact on customer satisfaction, customer satisfaction has positive and not significant to the consumer's commitment, relationship marketing positive and significant impact on consumer's commitment, commitment to consumers positive and significant impact on customer loyalty, customer satisfaction has positive effect and significant impact on customer loyalty, relationship marketing positive and significant impact on customer loyalty.

Keywords: relationship marketing, customer satisfaction, customer commitment, and customer loyalty.