ABSTRACT

Syamsir, 2015, Thesis. Title: “The Influence of Customer Relationship Marketing Towards Customer Loyalty at Ayam Bakar Wong Solo Restaurant branch Malang”
Advisor : Dr. H. Salim Al Idrus MM., M.Ag
Keywords : Customer Relationship Marketing, Relationship, Empathy, Reciprocal, and Confidence, Customer Loyalty.

In the world of marketing, marketing strategy is crucial. This course requires the active role of marketers in order to create innovative marketing strategies and effective way to reach consumers and will be able to create customer loyalty. One of strategy is used by Ayam Bakar Wong Solo restaurant branch Malang in competition is focusing itself in constructing relationship with customers in the final purpose. Customer Relationship Marketing can be developed into four steps, Relationship, Empathy, Reciprocal, and Confidence.

This research is to know the influence of Customer Relationship Marketing which consists of Relationship, Empathy, Reciprocal, and Confidence towards Customer Loyalty in Ayam Bakar Wong Solo restaurant branch Malang. The total samples is 80 respondents. The analysis system used the double regression model series program SPSS version 21.0.

The result of the double linear regression analysis, the writer found out that Relationship, Empathy, Reciprocal, and confidence influence Customer Loyalty at Ayam Bakar Wong Solo restaurant branch Malang simultaneously with F significance value 0.000 < 0.05. Besides, the most influencing variable is Empathy with t significance value 0.001<0.05.