

ABSTRACT

Junaedi, Afif, 2014 THESIS. TITTLE: “The Analysis of Marketing Relationship Application Impacts on Costumers’ Loyalty in SEKARSARI Wanita Cooperation, Malang.

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Key words: Financial benefits, social benefits, structural benefits and customers’ loyalty

This research is to acquire the effect information of marketing relationship employment in SEKARSARI Wanita Cooperation Malang that has applied the marketing relationship strategies in maintaining the costumers’ satisfaction and loyalty. Apart from the used strategies given by the cooperation to the clients is the simplicity in conducting cooperation transaction, providing warm services and building relationships with the purchaser in so many ways. But in general senses, this cooperation aims to benefit the customers maximally.

The qualitative research emphasizes the depth of the data. The quantitative research, on the one hand, does not mainly focus on the depth of the data as qualitative research does, but reversely puts the greater importance of a wide range of recorded data from the entire population. Although the quantitative research requires the huge population, the data can be analyzed easily either by statistical formula or computer. Therefore, the statistic plays a significant role in tackling the existing problems. Malhotra (2006:291) argues that there should have four (4) or five (5) questions when using quantitative approach. Meanwhile, there are eleven (11) questions designed in this research to be asked to the selected samples. This investigation basically covers fifty five (55) representative samples. Simply because the total number of the entire populations is sixty (60), they were all sampled then.

The findings of this investigation demonstrate that marketing relationships consisting of financial, social and structural benefits simultaneously influence the clients’ loyalty. Partially, there are two kinds of influential variables to the issue at hand: structural and social benefits. Financial benefits, however, do not affect the level of cooperation costumers’ loyalty. In contrast, social benefits have a significant role to the clients’ loyalty.