ABSTRACT

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In the high level of competition, many retail businesses are not only focusing on marketing strategy to get new customers, but also maintain a good relationship with their customers. One strategy that is pursued by Alfamidi Malang to be a network retail that is able to blend with society is relationship marketing.

The purpose of the research are to determine the influence of marketing variables consisting of financial benefit, social benefit, structural benefit that influence simultaneously, partially and dominant variables on customer loyalty. This study uses accidental sampling technique with a number sample of 90 respondents. The analysis used is multiple linear regression analysis.

The result of the research indicates that the relationship marketing variables influence simultaneously on customer’s loyalty with value 10.805 0.000 significance of F value. Whereas partially financial benefit, social benefit have a significant effect on customer’s loyalty Alfamidi Malang. The dominant variable is the structural benefits of customer’s loyalty with significant t count 3.548 and 0.001 t.