ABSTRACT

Analysis of the influence of relationship marketing as a measure of customer loyalty to the PT. Rajawali Nusindo Branch Palembang

PT. Rajawali Nusindo Branch Palembang is one of the major pharmaceutical companies engaged in drug trafficking in large quantities. In this study, seen in the sales department directly, PT. Rajawali Nusindo have customers who are so very much. Therefore, it will be discussed how the relationship between PT. Rajawali Nusindo and customer-subscriber by means of Customer Loyalty measurements by using multiple linear regression method. The dependent variable in this study consisted of empathy, service, commitment, trust, and the independent variables namely customer loyalty. With details of customers who sampled totaling 50 customers.

The questionnaire will be tested by using validity and reliability test, then further testing classical assumptions include multikolinearitas, normality test, and test heteroskedastitas. The analysis technique used using multiple linear regression model. Then test the hypothesis performed with T test, F test, test koefiesien and determination.

The results obtained are variable and variable trust service berpngaruh significantly to customer loyalty to the PT. Rajawali Nusindo Branch Palembang.

Keywords: ***Relational Marketing, Customer Loyalty, Multiple Linear Regression.***