ABSTRAK

Safitri, Devi. 2021. Skripsi. **Pengaruh *Relationship Marketing*, Kualitas Produk dan Citra Merek Terhadap Loyalitas Pelanggan.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian ini bertujuan untuk mengetahui pengaruh antara variabel *Relationship Marketing*, Kualitas Produk dan Citra Merek terhadap Loyalitas Pelanggan pada PT. Campina Ice Cream Industry Tbk. Kabupaten Probolinggo.

Jenis penelitian yang digunakan adalah kuantitatif dengan pendekatan asosiatif kausal. Dengan variabel *Relationship Marketing*, Kualitas Produk dan Citra Merek terhadap Loyalitas Pelanggan. Teknik pengambilan sampel dengan *probability sampling*. Teknik pengambilan sampel menggunakan *simple random sampling* dengan sampel sebanyak 100 responden. Alat analisis yang digunakan adalah uji kuesioner yang terdiri dari uji validitas dan uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji determinasi, uji hipotesis dengan uji t.

Hasil penelitian ini menunjukkan bahwa variabel *Relationship Marketing* (X_1) berpengaruh signifikan terhadap Loyalitas Pelanggan (Y) yaitu dengan nilai $t_{hitung} \geq t_{tabel}$ (3,776 $\geq$ 1,985) (sig. 0,000 $\leq$ 0,05), variabel Kualitas Produk (X_2) berpengaruh signifikan terhadap Loyalitas Pelanggan (Y) yaitu dengan nilai $t_{hitung} \geq t_{tabel}$ (4,890 $\geq$ 1,985) (sig. 0,000 $\leq$ 0,05) dan variabel Citra Merek (X_3) berpengaruh signifikan terhadap Loyalitas Pelanggan (Y) yaitu dengan nilai $t_{hitung} \geq t_{tabel}$ (4,238 $\geq$ 1,985) (sig. 0,000 $\leq$ 0,05).

Kata Kunci : *Relationship Marketing*, Kualitas Produk, Citra Merek dan Loyalitas Pelanggan.

ABSTRACT

Safitri, Devi. 2021. Thesis. The influence of Relationship Marketing, Product Quality and Brand Image to Customer Loyalty. Management Study Program, Faculty of Economics, Panca Marga University, Probolinggo.

Research aims to understand the influence of between variables Relationship Marketing, Product Quality and Brand Image to Customer Loyalty at PT. Campina Ice Cream Industry Tbk. Probolinggo Regency.

The kind of research in use is the quantitative associative causal. With the variable Relationship Marketing, Product Quality and Brand Image to Customer Loyalty. Technique the sample with probability sampling. Techniques the sample use simple random sampling with samples from 100 respondents. Instrument the analysis used is a questionnaire test consisting of validity and reliability tests, classical assumption tests, multiple linear regression tests, determination tests, hypothesis testing by t test.

The results of this research suggests that the variable relationship marketing (X_1) significant effect on Customer Loyalty (Y), namely by the value $t_{count} \geq t_{table}$ (3,776 ≥ 1.985) (sig. 0.000 ≤ 0.05), variable Product Quality (X_2) significant effect on Customer Loyalty (Y), namely by the value $t_{count} \geq t_{table}$ (4,890 ≥ 1,985) (sig. 0,000 ≤ 0.05) and variable Brand Image (X_3) significant effect on Customer Loyalty (Y), namely by the value $t_{count} \geq t_{table}$ (4,238 ≥ 1,985) (sig. 0.000 ≤ 0.05).

Keywords: *Relationship Marketing, Product Quality, Brand Image and Customer Loyalty.*