

ABSTRAK

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PENGARUH *RELATIONSHIP MARKETING*, *SWITCHING COSTS* DAN *SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN PADA AKHIRNYA MEMBENTUK *CUSTOMER LOYALTY* PADA PT LAUTAN INDOMAS UTAMA MEDAN

Perkembangan usaha layanan kargo dan ekspedisi saat ini semakin pesat di Indonesia. PT Lautan Indomas Utama Medan merupakan salah satu perusahaan yang bergerak dibidang freight forwarding yang lengkap dapat memudahkan para pelanggan dalam melakukan pengiriman barang.

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh dari *Relationship Marketing*, *Switching Costs* dan *Service Quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada PT Lautan Indomas Utama Medan. Sampel yang digunakan adalah sebanyak 68 responden dengan menggunakan SPSS versi 26 sebagai *Software* untuk mengolah data.

Temuan empiris tersebut mengindikasi bahwa dari pengolahan data yang telah dilakukan, di peroleh *relationship marketing* berpengaruh signifikan terhadap *switching cost*, *service quality* berpengaruh signifikan terhadap *switching cost*, *relationship marketing* berpengaruh signifikan terhadap *customer satisfaction*, *service quality* berpengaruh signifikan terhadap *customer satisfaction*, *relationship marketing* berpengaruh signifikan terhadap *customer loyalty*, *service quality* berpengaruh signifikan terhadap *customer loyalty*, *switching cost* berpengaruh signifikan terhadap *customer loyalty* dan *customers satisfaction* berpengaruh signifikan terhadap *customer loyalty*.

Kata Kunci: *Relationship Marketing*, *Switching Costs*, *Service Quality*, *Customer Satisfaction*, *Customer Loyalty*

ABSTRACT

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THE EFFECT OF RELATIONSHIP MARKETING, SWITCHING COSTS AND SERVICE QUALITY ON CUSTOMER SATISFACTION AND ULTIMATELY FORM CUSTOMER LOYALTY AT PT LAUTAN INDOMAS UTAMA MEDAN

The development of cargo and export services business today is growing rapidly in Indonesia. PT Lautan Indomas Utama Medan is one of the companies engaged in freight forwarding that is able to assist customers in delivering goods.

The purpose of the study to understand and analyze the changes of Relationship Marketing, Switching Cost and Service Quality to Customer Satisfaction and customer loyalty at PT Lautan Indomas Utama Medan. The sample used was 68 respondents using SPSS version 26 as a software to process data.

The empirical findings indicate that from the data processing that has been carried out, obtained Relationship marketing has a significant effect on switching costs, service quality has a significant effect on switching costs, relationship marketing has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, relationship marketing has a significant effect on customer loyalty, service quality has a significant effect on customer loyalty, switching costs have a significant effect on customer loyalty and customer satisfaction has a significant effect on customer loyalty.

Keywords: *Relationship Marketing, Switching Costs, Quality Of Service, Customer Satisfaction, Customer Loyalty*