

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bahwa pengaruh kualitas produk dan pemasaran relasional terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variable intervening pada pinukuik Enggih di kecamatan Batang Kape. responden penelitian ini berjumlah 85 konsumen pinukuik Enggih. Berdasarkan pada data yang telah dikumpulkan dan pengujian yang telah dilakukan terhadap permasalahan dengan menggunakan regresi linear berganda

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) 1. Tidak terdapat pengaruh positif signifikan secara parsial antara kualitas produk terhadap kepuasan pelanggan pada pinukuik Enggih kecamatan Batang Kape. 2. Terdapat pengaruh positif signifikan secara parsial antara pemasaran relasional terhadap kepuasan pelanggan pada pinukuik Enggih di Kecamatan Batang Kape. 3. Tidak terdapat pengaruh positif signifikan secara parsial antara kualitas produk terhadap Loyalitas pelanggan pada pinukuik Enggih kecamatan Batang Kape. 4. Terdapat pengaruh positif signifikan secara parsial antara pemasaran relasional terhadap Loyalitas pelanggan pada pinukuik Enggih di Kecamatan Batang Kape. 5. Terdapat pengaruh positif signifikan secara parsial antara kepuasan pelanggan terhadap Loyalitas pelanggan pada pinukuik Enggih di Kecamatan Batang Kape. 6. Terdapat pengaruh positif signifikan secara parsial antara kualitas produk terhadap Loyalitas pelanggan melalui kepuasan pelanggan pada pinukuik Enggih di Kecamatan Batang Kape. 7. Terdapat pengaruh positif signifikan secara parsial antara pemasaran relasional terhadap Loyalitas pelanggan melalui kepuasan pelanggan pada pinukuik Enggih di Kecamatan Batang Kape.

Akhirnya penulis menyarankan agar selalu menjaga produknya, agar terus dapat meningkatkan kepuasan pelanggan, seperti memperbanyak variasi rasa pinukuik agar pelanggan tidak bosan dengan rasa yang sama. Dan juga meningkatkan pelayanan kepada konsumen melayani semua keluhan pelanggan dengan cepat, karena pelanggan merupakan produk promosi yang paling cepat.

Kata Kunci: Kepuasan Konsumen, Loyalitas Pelanggan Pemasaran Relasional dan Kualitas Produk.

ABSTRACT

This study aims to determine that the effect of product quality and relational marketing on customer loyalty with customer satisfaction as an intervening variable at Pinukuik Enggih in Batang Kape sub-district. The respondents of this research were 85 consumers of Pinukuik Enggih. Based on the data that has been collected and the tests that have been carried out on the problem using multiple linear regression

The results obtained based on the Partial Test (t test) 1. There is no partial significant positive effect between product quality on customer satisfaction at Pinukuik Enggih, Batang Kape sub-district. 2. There is a partially significant positive effect between relational marketing on customer satisfaction at Pinukuik Enggih in Batang Kape District. 3 There is no significant positive effect partially between product quality and customer loyalty at Pinukuik Enggih, Batang Kape sub-district. 4. There is a partially significant positive effect between relational marketing on customer loyalty at Pinukuik Enggih in Batang Kape District. 5. There is a partially significant positive effect between customer satisfaction and customer loyalty at Pinukuik Enggih in Batang Kape District. 6. There is a partially significant positive effect between product quality on customer loyalty through customer satisfaction at Pinukuik Enggih in Batang Kape District.7. There is a partially significant positive effect between relational marketing on customer loyalty through customer satisfaction at Pinukuik Enggih in Batang Kape District.

Finally, the authors suggest that they always maintain their products, so that they can continue to increase customer satisfaction, such as increasing the variety of pinukuik flavors so that customers don't get bored with the same taste. And also improve service to consumers to serve all customer complaints quickly, because customers are the fastest promotional product.

Keywords: Consumer Satisfaction, Customer Loyalty, Relational Marketing and Product Quality.