

ABSTRAK

PENGARUH *RELATIONSHIP MARKETING* DAN KEPUASAN ANGGOTA TERHADAP LOYALITAS ANGGOTA *CREDIT UNION* SEMARONG KOTA NGABANG, KALIMANTAN BARAT

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Penelitian ini bertujuan untuk mengetahui: pengaruh relationship marketing dan kepuasan anggota terhadap loyalitas anggota CU Semarong Kota Ngabang, Kalimantan Barat. Populasi dalam sampel penelitian ini adalah anggota CU Semarong Kota Ngabang yang telah menjadi anggota selama 1 tahun lebih. Teknik pengambilan sampel menggunakan purposive sampling, data diperoleh dengan membagikan kuesioner kepada anggota 100 responden. Teknik analisis data menggunakan analisis deskriptif dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: relationship marketing mempunyai pengaruh signifikan secara parsial terhadap loyalitas anggota, kepuasan anggota mempunyai pengaruh signifikan secara parsial terhadap loyalitas anggota, relationship marketing dan kepuasan anggota mempunyai pengaruh signifikan secara simultan terhadap loyalitas anggota.

Kata kunci: Relationship marketing, Kepuasan Anggota, Loyalitas Anggota, Credit Union.

ABSTRACT

**THE INFLUENCE OF RELATIONSHIP MARKETING AND MEMBER
SATISFACTION WITH MEMBER LOYALTY CREDIT UNION
SEMARONG NGABANG CITY, WEST BORNEO**

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This study aims to determine: the influence of relationship marketing and member satisfaction with member loyalty credit union semarong. The population in this research was members of the credit union Semarang in Ngabang City who had been members for more than 1 year. The sampling technique used purposive sampling, data was obtained by distributing questionnaires to members of 100 respondents. The data analysis technique used descriptive analysis and multiple linear regression analysis. The results showed that: relationship marketing partially had a significant influence towards member loyalty, member satisfaction partially had a significant influence towards member loyalty, relationship marketing and member satisfaction simultaneously had a significant influence on member loyalty.

Keywords: relationship marketing, member satisfaction, member loyalty, credit union.