

ABSTRACT

Nur Lailiyah, The Influence of Relationship Marketing on Customer Loyalty of IM3 Ooredoo (Studies in Students of the Faculty of Economics and Business, Trunojoyo University, Madura). Under guidance of Yustina Chrismardani, S.Si., MM.

The research aims to determine relationship marketing which consists of trust, communication, competence commitment and cooperation to customer loyalty IM3 Ooredoo (Study on Students of the Faculty of Economics and Business, University of Trunojoyo Madura) from 2017 to 2020. Sampling in this study used purposive sampling and analyzed using multiple linear regression analysis. The results of this study indicate that relationship marketing which consists of trust, communication, competence, commitment and cooperation has a simultaneous effect on customer loyalty, and the variables trust, communication, competence, commitment and cooperation have a partially significant effect on customer loyalty.

Keywords: Trust, Communication, Competence, Commitment, Cooperation and Customer Loyalty.

ABSTRAK

Nur Lailiyah, Pengaruh *Relationship Marketing* Terhadap Loyalitas Pelanggan IM3 Ooredoo (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura). Dibawah bimbingan Dibawah bimbingan Yustina Chrismardani, S.Si.,MM.

Penelitian ini bertujuan untuk mengetahui tentang *relationship marketing* yang terdiri dari *trust*, *communication*, *competence* *commitment* dan *cooperation* terhadap loyalitas pelanggan IM3 Ooredoo (Studi Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura) tahun 2017 sampai 2020. Pengambilan sampel pada penelitian ini menggunakan *purposive sampling* dan dianalisis menggunakan analisis regresi linear berganda. Hasil dari penelitian ini menunjukkan bahwa *relationship marketing* yang terdiri dari *trust*, *communication*, *competence*, *commitment* dan *cooperation* berpengaruh secara simultan terhadap loyalitas pelanggan, dan variabel *trust*, *communication*, *competence*, *commitment* dan *cooperation* berpengaruh signifikan secara parsial terhadap loyalitas pelanggan.