

ABSTRACT

This research is motivated by the lack application of relationship marketing on PO Gunung Sembung Putra, brand image that is not in accordance with the corporate identity, also low levels of customer satisfaction that have an impact on a poor level of customer loyalty. This study aims to determine the effect of relationship marketing, brand image, and customer satisfaction on customer loyalty on PO Gunung Sembung Putra.

The method used in this study is a quantitative method with descriptive and causal research. The type of data needed for research is primary data and secondary data. Sampling was done by probability sampling method of simple random sampling, with the number of respondents as many as 100 respondents. Technique of data analysis using descriptive analysis and path analysis to know influence of relationship marketing, brand image, and customer satisfaction to customer loyalty.

The results show that relationship marketing and customer satisfaction are in the less good category, brand image in good category, while customer loyalty in bad category. Path analysis results show relationship marketing, brand image and customer satisfaction have a significant effect on customer loyalty, and the rest is influenced by other variables not examined in this study

Keywords: *Brand Image, Customer Loyalty, Customer Satisfaction, Relationship Marketing*