

ABSTRACT

This research was conducted at the retail business in Indonesia, precisely in the city of Bandung by taking the object of research that is Yogya Department Store because Yogya Department Store is one of the retail companies in the city of Bandung with a high number of members. Due to the large number of retailers that is growing, causing intense competition among retailers. Yogya department stores are required to have a strategy in order to get new customers and keep it loyal or loyal, the strategy is called customer relationship marketing and besides that satisfaction is also considered to affect customer loyalty. To implement it using a membership system. From here the research aims to find out and analyze the variables of trust, commitment, communication, conflict handling, satisfaction, customer loyalty at the Yogya convenience store in Bandung, to determine the effect of trust, commitment, communication, conflict handling, on satisfaction and to find out satisfaction with consumer loyalty in the city bandung, then the last goal is to determine the effect of all variables on consumer loyalty.

In this study using quantitative methods with descriptive objectives, the sampling technique used in this study is probability sampling by simple random sampling. This study involved 100 respondents who participated.

In this study the Partial Least Square (PLS) approach is used to analyze the data obtained. Then the results verify that trust, commitment, communication, conflict resolution and Yogya convenience store satisfaction have a positive effect on consumer loyalty.

This shows that customer loyalty will increase if the Yogya department store increases the relationship of variables of trust, commitment, communication, conflict management and satisfaction.

Keywords: Trust, commitment, communication, problem handling, customer satisfaction and loyalty