

ABSTRACT

The development of the business world in Indonesia is currently growing rapidly with the existence of a lot of competition from various companies. Companies will be able to compete, if they have the right strategies and superior from competitors. One important strategy for the company keep and establishing good relationships with business partners and customers, provide convenience and comfort business partners. Relationship Marketing can be applied company as an effort to establish good relationship with business partners and customers.

This research aims to review the implementation of Relationship Marketing activities on non-aeronautical space rent business partners in PT. Angkasa Pura II Bandung, that rate the variable of Relationship Marketing with four sub-variables relating to trust, commitment, communication, and conflict handling. The method used in this research is quantitative approach with descriptive method and use continuum line.

Based on the results of descriptive analysis on each sub variable Relationship Marketing, showed that sub variable conflict handling has the lowest percentage of the other sub variable that is equal to 80.7%. While overall in reality Relationship Marketing variables generate the average number percentage of 82.48%. So based on interview results researchers with internal company, explained that the existence of related parties with the conflict handling and the company should conduct open communication forum with business partners to avoid misunderstanding.

Keywords: *Relationship Marketing, Trust, Commitment, Communication, Conflict Handling.*