

ABSTRACT

This study aims to analyze the influence of relationship marketing on customer loyalty mediated by customer satisfaction at Social Bella Indonesia (Sociolla Store). A good relationship marketing will create a customer satisfaction which can affect on customer loyalty in a business sector.

This study using quantitative method with a type of descriptive-causality research. Sampling is done by non-probability sampling method, with the total number of 100 respondents. The data analysis techniques used are descriptive analysis and path analysis. As for hypothesis testing using F test, t test, and determination coefficients test.

The result of this study stated that relationship marketing is proven to have a significant effect on customer satisfaction as evidenced by a significance value of $0,000 < 0,05$. Relationship marketing is proven to have a significant effect on customer loyalty as evidenced by a significance value of $0,010 < 0,05$. Customer satisfaction is proven to have a significant effect on customer loyalty as evidenced by a significance value of $0,000 < 0,05$. Customer satisfaction is proven to be able to mediate the effect of relationship marketing on customer loyalty as evidenced by the t count $4,6438 < t$ table $1,66088$.

Keywords: Relationship Marketing, Customer Satisfaction, Customer Loyalty