

Why relational marketing impacts on bank's customer satisfaction?

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Abstract

This study examines the impact of relational marketing to customer satisfaction with the case study on Postgraduate Students at Universitas Pendidikan Indonesia who become the customer of Bank BNI Setiabudhi, Bandung. The study aims to determine the impact of relational marketing's variables such as the level of commitment, empathy, reciprocity and trust to customer satisfaction. The research method is an explanatory research with probability sampling as the sampling method. There are 110 samples that collected through questionnaire. The samples are randomly selected and measured by Likert scale. Furthermore, the data is analyzed with Multiple Linier Regression methods. The result of study implies that the variables of relational marketing impact positively to the level of customer satisfaction. The dimension of "trust" gives the strongest effect on customer satisfaction and the dimension of "empathy" gives the weakest effect on customer satisfaction.

Keywords: bank; customers; relational marketing; satisfaction.

Received: February 8, 2019; Accepted: August 2, 2019; Published: October 17, 2019

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How to cite this document:

Harahap, D. A., Amanah D., dan Yakob R. (2019). Why relational marketing impacts on bank's customer satisfaction? *BISMA (Bisnis dan Manajemen)*, 17(Okttober), 43–53. <https://doi.org/10.26740/bisma.v12n.p43-53>