

ABSTRAK

PENGARUH *RELATIONSHIP MARKETING* TERHADAP KEPUASAN PELANGGAN PADA PT. BANK MANDIRI (PERSERO) TBK., KANTOR CABANG KAMPUS USU MEDAN

Penelitian ini bertujuan untuk mengetahui pengaruh *relationship marketing* terhadap kepuasan pelanggan pada PT. Bank Mandiri (Persero) Tbk., Kantor Cabang Kampus USU Medan pada mahasiswa Fakultas Ekonomi Universitas Sumatera Utara. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi Universitas Sumatera Utara yang menjadi nasabah PT. Bank Mandiri (Persero) Tbk., Kantor Cabang Kampus USU Medan. Teknik pengambilan sampel menggunakan metode *purposive sampling*.

Hasil yang didapat dari penelitian ini menunjukkan adanya pengaruh yang positif dan signifikan atas *relationship marketing* yang terdiri dari *financial benefit*, *social benefit*, dan *structural ties* terhadap kepuasan pelanggan pada PT. Bank Mandiri (Persero) Tbk., Kantor Cabang Kampus USU Medan pada mahasiswa Fakultas Ekonomi Universitas Sumatera Utara. Secara simultan dilihat bahwa *financial benefit*, *social benefit*, dan *structural ties* mempunyai pengaruh yang positif dan signifikan terhadap kepuasan pelanggan pada PT. Bank Mandiri (Persero) Tbk., Kantor Cabang Kampus USU Medan pada mahasiswa Fakultas Ekonomi Universitas Sumatera Utara. Secara parsial dapat dilihat bahwa *financial benefit* merupakan variabel yang paling dominan mempengaruhi pelanggan pada PT. Bank Mandiri (Persero) Tbk., Kantor Cabang Kampus USU Medan pada mahasiswa Fakultas Ekonomi Universitas Sumatera Utara. Nilai *Adjusted Square* = 0,354, berarti 35,4% faktor-faktor kepuasan pelanggan dapat dijelaskan oleh *financial benefit*, *social benefit*, dan *structural ties*. Sisanya 64,6% dijelaskan oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Relationship Marketing*, Kepuasan Pelanggan

ABSTRACT

THE EFFECT OF RELATIONSHIP MARKETING ON CUSTOMER SATISFACTION AT PT. BANK MANDIRI (PERSERO) TBK., CAMPUS USU MEDAN BRANCH

The aim of this research was to identify and to analyze the influence of relationship marketing to the customer satisfaction at PT. Bank Mandiri (Persero) Tbk., Campus USU Medan Branch with subjects students of Faculty of Economics of University of Sumatera Utara. This population in this research were all the customer of PT. Bank Mandiri (Persero) Tbk., Campus USU Medan Branch subjects students of Faculty of Economics of University of Sumatera Utara. The sampling method was purposive sampling.

The result of this research showed that there was the positive and significance influence of relationship marketing consist of financial benefit, social benefit, and structural ties to customer satisfaction at PT. Bank Mandiri (Persero) Tbk., Campus USU Medan Branch with subjects students of Faculty of Economics of University of Sumatera Utara. On simultaneous test (F-test), it was discovered that financial benefit, social benefit, and structural ties positively and significance on customer satisfaction at PT. Bank Mandiri (Persero) Tbk., Campus USU Medan Branch with subjects students of Faculty of Economics of University of Sumatera Utara. On parsial testing (t-test), it was found that financial benefit had the most dominant influence on customer satisfaction at PT. Bank Mandiri (Persero) Tbk., Campus USU Medan Branch with subjects students of Faculty of Economics of University of Sumatera Utara. Through adjusted determination coefficient testing (Adjusted R Square) it was acquired the value of 0,354, which mean 35,4% of customer satisfaction at PT. Bank Mandiri (Persero) Tbk., Campus USU Medan Branch with subjects students of Faculty of Economics of University of Sumatera Utara could be explained by financial benefit, social benefit, and structural ties. While the rest 64,6% could be explained by other which were not studied in this research.

Keywords: Relationship Marketing, Customer Satisfaction