

MARKETING COMMUNICATION AND CUSTOMER RELATION EFFECT ON CUSTOMER LOYALTY

Nandan Limakrisna

Universitas Persada Indonesia Y.A.I

Jl. Salemba Raya No 7-9 A - Jakarta Pusat, nlimakrisna@yai.ac.id

ABSTRACT

The present study is aimed at analyzing the impact of marketing communications and customer relations, both partially and simultaneously, on customer loyalty. Respondents in this study were Small and Medium Business operators or owners operating in various business sectors who are associated (i.e., debtors of) with Jabar Banten Bank. Primary data regarding variables under investigation were collected from respondents using questionnaires. Linear regression analysis was performed to analyze data. Results of the study indicated that marketing communication and customer relations were found to partially and simultaneously affect customer loyalty. It was also found that customer relations has a stronger effect on customer loyalty than that of marketing communication.

Key words: *marketing communication; customer relation; customer loyalty; partially effect; simultan effect.*