**ABSTRACT**

**This study titled “function relationship marketing performance increase customer loyalty to the Bank Tabungan Negara Branch Office Cijerah”. The purpose of this research was to determine how the function relationship marketing terms of horizon/ log-term orientation, commitment and fulfillment, customer retention, promoting an increase in the constribution of customers, their two way interaction, and the adjustment to the demands off customers in an effort to increase customer loyalty.**

**This study is based on the persuasion theory is an attempt to change attitudes though the use of messaging, focusing primarily on the characteristics of the communicator and listener. In changing attitudes these customers needed relationship marketing, there by increasing customer loyalty.**

**The research method used is descriptive method, where this method is a study that describes a characteristic of the object under study as individuals, the status of human group, an object, a shape and a from of study approach of descriptive analysis because researchers did not look for or explain the relationship, not test specific hypotheses or make predictions. The sampling technique used in the study is the use of non-probability sampling technique with a sampling was technically accidental. Data collection was obtained from literature studies, observations, interviews, and questionnaires to customer. Data analysis is done by processing the data obtained from the survey results though observation, interviews, and by way of quantitative analysis.**

**Based one the results of this study concluded that relationship marketing function performed by Bank Tabungan Negara KCP Cijerah can increase customer loyalty. Where relationship marketing has been running well, but there are still some things that are a barrier so that the function of relationship marketing increasing customer loyalty inhibited and less effective.**

**Suggestions that researchers want to recommend as an input to correct deficiencies that occur in relationship marketing activities, namely, conducting training in relationship marketing, operational facilities of vehicles should be increased, and conduct more rigorous supervision to employees.**

**Key words : relationship marketing, and customer loyalty.**