**Pengaruh Bauran Pemasaran Jasa, Kualitas Pelayanan Dan Kerelasian Pemasaran Terhadap Nilai Pelanggan Dan Implikasinya Pada Loyalitas Pelanggan**

**(Survei pada Bank Perkreditan Rakyat se Propinsi Riau)**

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***Abstract***

*The purpose of this research is to get empirical evidence and to find clarity of phenomenon, as well as conclusion about Influence of Service Marketing Mix, Service Quality and Marketing Relation to Customer Value and Implication on Customer Loyalty at Rural Bank of Riau Province. The results of the study are expected to provide benefits in terms of practical and also contribute to the development of management science, especially marketing management. This research uses quantitative approach with inductive descriptive method, that is collecting, presenting, analyzing and doing hypothesis testing and compiling conclusion and suggestion. The results of the research data analysis concluded as follows: Service marketing mix according to customer perception in good enough category, then service quality is also good enough and kerelasian marketing BPR se Riau Province also quite good. Customer value according to customer perception of BPR in Riau Province is good enough.Customer loyalty according to the perception of BPR in Riau Province is good enough.Effect of service marketing mix, service quality and marketing relation positively and significantly simultaneously or partially to customer value at BPR in Riau Province. The influence of positive and significant customer value on customer loyalty in BPR in Riau Province. The results of research confirm the importance of service marketing mix, service quality and marketing relationship because it can be used as a basis in providing value to customers and can increase customer loyalty BPR throughout Riau Province.*

***Keywords****:. Marketing Mix, Service Quality, Marketing Relation, Customer Value and Customer Loyalty.*

**Abstrak**

Tujuan penelitian adalah mendapatkan bukti empirik dan menemukan kejelasan fenomena, serta kesimpulan tentang Pengaruh Bauran Pemasaran Jasa, Kualitas Pelayanan dan Kerelasian Pemasaran Terhadap Nilai Pelanggan dan Implikasinya Pada Loyalitas Pelanggan pada Bank Perkreditan Rakyat se Propinsi Riau. Hasil penelitian diharapkan dapat memberikan manfaat dari segi praktis dan juga memberikan sumbangan bagi pengembangan ilmu manajemen, khususnya manajemen pemasaran. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif induktif, yaitu mengumpulkan, menyajikan, menganalisis dan melakukan pengujian hipotesis serta menyusun kesimpulan dan saran. Hasil analisis data penelitian diperoleh kesimpulan sebagai berikut: Bauran pemasaran jasa menurut persepsi pelanggan dalam kategori cukup baik, kemudian kualitas pelayanan juga cukup baik dan kerelasian pemasaran BPR se Propinsi Riau juga cukup baik. Nilai pelanggan menurut persepsi pelanggan BPR se Propinsi Riau sudah cukup baik. Loyalitas pelanggan menurut persepsi BPR se Propinsi Riau sudah cukup baik. Pengaruh bauran pemasaran jasa, kualitas layanan dan kerelasian pemasaran positif dan signifikan secara simultan maupun parsial terhadap nilai pelanggan pada BPR se Propinsi Riau. Pengaruh nilai pelanggan positif dan signifikan terhadap loyalitas pelanggan pada BPR se Propinsi Riau. Hasil penelitian menegaskan pentingnya bauran pemasaran jasa, kualitas pelayanan dan kerelasian pemasaran sebab dapat dijadikan dasar dalam memberikan nilai kepada pelanggan dan dapat meningkatkan loyalitas pelanggan BPR se Propinsi Riau.

**Kata Kunci:** Bauran Pemasaran Jasa, Kualitas Pelayanan, Kerelasian Pemasaran, Nilai Pelanggan dan Loyalitas Pelanggan.

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