**ABSTRAK**

**Dadang Suhardi**.Strategi Penciptaan Nilai Dan Strategi Kerelasian Pemasaran Pelanggan Dalam Mewujudkan Loyalitas Pelanggan Serta Implikasinya Terhadap Citra Merek (Survey Pada Pelanggan Air Minum Dalam Kemasan Aqua Di Wilayah Ciayumajakuning). Di bawah bimbingan **Prof. Dr. H. Sucherly, SE., MS** dan **Dr. H. Popo Suryana, SE., M.Si**

Penelitian ini bertujuan untuk mengetahui gambaran strategi penciptaan nilai, strategi kerelasian pemasaran pelanggan dan loyalitas pelanggan serta citra merek air minum dalam kemasan Aqua; untuk mengkaji pengaruh strategi penciptaan nilai, strategi kerelasian pemasaran pelanggan terhadap citra merek air minum dalam kemasan Aqua, pengaruh strategi penciptaan nilai, strategi kerelasian pemasaran pelanggan terhadap loyalitas pelanggan air minum dalam kemasan Aqua, pengaruh strategi penciptaan nilai terhadap loyalitas pelanggan air minum dalam kemasan Aqua, pengaruh strategi kerelasian pemasaran pelanggan terhadap loyalitas pelanggan air minum dalam kemasan Aqua, dan pengaruh loyalitas pelanggan terhadap citra merek air minum dalam kemasan Aqua. Populasi dalam penelitian ini adalah pelanggan air minum Institusi (Perusahaan, UKM, Hotel, dan Bank, serta PTS) di wilayah Ciayumajakuning (Kota Cirebon, Kabupaten Cirebon, Kabupaten Indramayu, dan Kabupaten Majalengka serta Kabupaten Kuningan) yang berjumlah 4336 orang. Teknik pengambilan sampel yang digunakan pada penelitian ini adalah *proportionale stratified random sampling* dengan menggunakan rumus slovin sehingga diperoleh sampel sebanyak 341 orang. Metode yang digunakan pada penelitian ini adalah metode deskriptif dan metode verifikatif dan pada metode verifikatif menggunakan analisis SEM.

Berdasarkan analisis deskriptif, dimensi pelanggan institusi memiliki nilai pembentuk yang paling rendah untuk strategi penciptaan nilai dan dimensi masyarakat merupakan pembentuk paling penting untuk strategi penciptaan nilai. Dimensi teknologi memiliki nilai pembentuk yang paling rendah untuk strategi kerelasian pemasaran pelanggan dan dimensi skill merupakan pembentuk paling penting untuk strategi kerelasian pemasaran pelanggan. Dimensi *reject another* memiliki nilai pembentuk yang paling rendah untuk loyalitas pelanggan dan dimensi *word of mouth* merupakan pembentuk paling penting untuk loyalitas pelanggan. Dimensi *user image*  memiliki nilai pembentuk yang paling rendah untuk citra merek dan dimensi *corporate image* merupakan pembentuk paling penting citra merek. Berdasarkan analisis verifikatif, strategi penciptaan nilai, strategi kerelasian pemasaran pelanggan, dan loyalitas pelanggan berpengaruh terhadap citra merek; strategi penciptaan nilai dan strategi kerelasian pemasaran pelanggan berpengaruh terhadap loyalitas pelanggan, strategi penciptaan nilai berpengaruh positif signifikan terhadap loyalitas pelanggan*,* strategi kerelasian pemasaran pelanggan berpengaruh positif signifikan terhadap loyalitas pelanggan, loyalitas pelanggan berpengaruh positif signifikan terhadap citra merek.

***Kata Kunci*** *: Strategi Penciptaan Nilai, Strategi Kerelasian Pemasaran Pelanggan, Loyalitas Pelanggan, Citra Merek*

**ABSTRACT**

**Dadang Suhardi** : Value Creation Strategy and Costumer Relationship marketing Strategy in Realizing Costumer Loyalty and Its Effect towards Brand Image. (Survey to costumers of ‘Aqua’ drinking water” in Ciayumajakuning region – under guidance of **Prof. Dr. H. Sucherly, SE, M.S** and **Dr. H. Popo Suryana, SE, M.Si**

This research aims to find out the view value creation strategy, costumer relationship marketing strategy, costumer loyalty and brand image of “Aqua” drinking water and also the influence of value creation strategy towards costumer loyalty of “Aqua” drinking water, the influence of costumer relationship marketing strategy towards costumer loyalty of Aqua drinking water and the influence of costumer loyalty towards brand image of Aqua drinking water. The population of this research is the costumer of institution, Small and medium Enterprises, hotels, banks and private universities in Ciayumajakuning (Cirebon regency and Cirebon municipality, Indramayu regency, Majalengka regency and Kuningan regency) which consist of 4336 people. The technique of sample used in this research is proportionale stratified random sampling which uses Slovin formula up to 341 sample. The method used in this research is descriptive and verificative method with SEM analysis.

Based on descriptive analysis, institution customer dimension provides very low value creation whereas society dimension is highlighted as important creation in value creation strategy. Technology dimension provides very low creation value for costumer relationship marketing strategy while skill dimension is lined as very important creator to costumer relationship marketing strategy. Reject another dimension provides very low creation for costumer loyalty and word of mouth dimension as very important creation for costumer loyalty. User image dimension creates very low creation value for brand image while corporate image dimension puts a very important creation for brand image. Based on verificative analysis, value creation strategy , costumer relationship marketing strategy and costumer loyalty influence to brand image while value creation strategy and costumer relationship marketing strategy influence costumer loyalty. Value creation strategy influences positive and significance towards costumer loyalty , costumer relationship marketing strategy influences positive and significance towards costumer loyalty, and costumer loyalty influences positive and significance towards brand image.

***Key words*** *: Value Creation Strategy, Costumer Relationship Marketing Strategy, Costumer Loyalty, Brand Image.*

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