**PENGARUH EKUITAS MEREK DAN PEMASARAN RELASIONAL**

**TERHADAP KEPUTUSAN PEMBELIAN DAN NILAI PELANGGAN**

**SERTA IMPLIKASINYA PADA KEPERCAYAAN PELANGGAN**

**(SURVEY PADA PELANGGAN BUKU KURIKULUM 2013**

**JENJANG SMP PT. GRAMEDIA MITRA PEMASARAN CIAYUMAJAKUNING)**

Diajukan Sebagai Salah Satu Persyaratan Memperoleh Gelar Doktor

Pada Program Doktor Ilmu Manajemen Fakultas Pasca Sarjana

Universitas Pasundan



**Nama : Ahmad Kamaludin**

**NPM : 179010015**

**PROGRAM DOKTOR ILMU MANAJEMEN**

**FAKULTAS PASCA SARJANA**

**UNIVERSITAS PASUNDAN**

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***ABSTRACT***

***Ahmad Kamaludin****, The Influence of Brand Equity and Relationship Marketing on Purchase Decisions and Customer Value and Its Implications on Customer Trust (Survey of 2013 curriculum book customers at PT. Gramedia junior high school in the Ciayumajakuning area), under the guidance of Prof. Dr. Hj. Umi Narimawati, Dra., SE., M.Si and Dr. H. Undang Juju, SE., MP.*

*This study aims to determine, analyze and examine the effect of brand equity and relationship marketing on purchasing decisions and customer value and their implications for customer trust in the 2013 curriculum book for junior high school level PT. Gramedia in ciayumajakuning area.*

*The research method used is descriptive analysis and verification. The data collection used is using a questionnaire accompanied by observation techniques and literature. The sampling technique used is saturated sampling technique where the entire population is sampled. The data analysis technique used is SEM analysis.*

*Descriptive research results show that brand equity, relationship marketing, purchasing decisions and customer value and customer trust move from moderate to good. The results of the verification research show that brand equity and relationhip marketing affect purchasing decisions and customer value either simultaneously or partially, and purchase decisions and customer value affect customer trust in the 2013 curriculum book for junior high school PT. Gramedia in ciayumajakuning area.*

*Keywords: Brand Equity, Relationhip Marketing, Purchase Decision, Customer Value, Customer Trust*

**ABSTRAK**

Ahmad Kamaludin, Pengaruh Ekuitas Merek dan Pemasaran Relasional Terhadap Keputusan Pembelian dan Nilai Pelanggan Serta Implikasinya Pada Kepercayaan Pelanggan (Survey pada pelanggan buku kurikulum 2013 jenjang SMP PT. Gramedia Mitra Pemasaran Ciayumajakuning), dibawah bimbingan Prof. Dr. Hj. Umi Narimawati, Dra., SE., M.Si dan Dr. H. Undang Juju, SE., MP.

Penelitian ini bertujuan mengetahui, menganalisis dan mengkaji pengaruh ekuitas merek dan pemasaran relasional terhadap keputusan pembelian dan nilai pelanggan serta implikasinya pada kepercayaan pelanggan buku kurikulum 2013 jenjang smp PT. Gramedia Mitra Pemasaran ciayumajakuning.

Metode penelitian yang digunakan adalah analisis deskriptif dan verifikatif. Pengumpulan data yang digunakan adalah menggunakan kuesioner disertai dengan teknik observasi dan kepustakaan. Teknik sampling yang di gunakan menggunakan teknik sampling jenuh dimana seluruh populasi dijadikan sampel. Teknik analisis data yang digunakan menggunakan analisis SEM.

Hasil penelitian secara deskriptif menunjukan bahwa ekuitas merek, pemasaran relasional, keputusan pembelian dan nilai pelanggan serta kepercayaan pelanggan bergerak dari cukup sampai dengan baik. Hasil penelitian verifikatif menunjukan bahwa ekuitas merek dan pemasaran relasional berpengaruh terhadap keputusan pembelian dan nilai pelanggan baik secara simultan maupun parsial, serta keputusan pembelian dan nilai pelanggan berpengaruh terhadap kepercayaan pelanggan buku kurikulum 2013 jenjang smp PT. Gramedia Mitra Pemasaran ciayumajakuning.

Kata Kunci : Ekuitas Merek, Pemasaran Relasional, Keputusan Pembelian, Nilai Pelanggan, Kepercayaan Pelanggan

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