## ABSTRAK

**Agoes Hari Edy Wibowo, NPM 199010012, Pengaruh Implementasi Strategi Pemasaran, Pemasaran Pengalaman, Pemasaran Hubungan Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Serta Implikasinya Pada Kepercayaan Pelanggan dibimbing oleh Prof. Dr. H. Eddy Jusuf, SP, M.Si, M.Kom.,IPU sebagai Promotor dan Dr. H. Undang Juju, S.E., M.P, sebagai Co Promotor**

Penelitian ini bertujuan untuk manganalisis pengaruh implementasi strategi pemasaran, pemasaran pengalaman, pemasaran hubungan dan kualitas pelayanan terhadap kepuasan pelanggan serta implikasinya pada kepercayaan pelanggan Klinik Utama di Priangan Timur. Kepuasan Pelanggan sebagai faktor utama dalam membangun dan mempertahankan kepercayaan pelanggan. Penelitian ini menggunakan metode survei dengan mengumpulkan data melalui kuesioner dari responden yang merupakan pelanggan layanan klinik utama.

Hasil analisis data menggunakan teknik analisis jalur menunjukkan bahwa implementasi strategi pemasaran, pemasaran pengalaman, pemasaran hubungan, dan kualitas pelayanan memiliki pengaruh positif dan signifikan secara parsial dan simultan terhadap kepuasan pelanggan. Aspek-aspek tersebut merupakan faktor penting dalam menciptakan pengalaman positif bagi pelanggan klinik utama di Wilayah Priangan Timur. Selain itu, kepuasan pelanggan memiliki pengaruh positif dan signifikan terhadap kepercayaan pelanggan. Implikasi dari temuan ini adalah pentingnya klinik utama untuk memperhatikan dan meningkatkan implementasi strategi pemasaran, pemasaran pengalaman, pemasaran hubungan dan kualitas pelayanan guna meningkatkan kepuasan pelanggan yang akan memperkuat kepercayaan pelanggan terhadap layanan yang disediakan.

Penelitian ini memberikan kontribusi bagi pengembangan teori pemasaran, khususnya dalam layanan kesehatan, dan memberikan panduan praktis bagi manajer Klinik Utama dalam meningkatkan hubungan dengan pelanggan dan mempertahankan kepercayaan pelanggan. Implikasi praktis dari penelitian ini untuk membantu menyusun strategi pemasaran yang lebih efektif dan berfokus pada kepuasan dan kepercayaan pelanggan.

## Kata Kunci: Implementasi Strategi Pemasaran, Pemasaran Pengalaman, Pemasaran Hubungan, Kualitas Pelayanan, Kepuasan Pelanggan, Kepercayaan Pelanggan.

***ABSTRACT***

***Agoes Hari Edy Wibowo, NPM 199010012, The Effect of Marketing Strategy Implementation, Experience Marketing, Relationship Marketing and Service Quality on Customer Satisfaction and Its Implications for Customer Trust guided by Prof. Dr. H. Eddy Jusuf, SP, M.Si, M.Kom., IPU as Promoter and Dr. H. Undang Juju, S.E., M.P, as Co Promoter.***

*This study aims to analyze the effect of marketing strategy implementation, experience marketing, relationship marketing and service quality on customer satisfaction and its implications for customer trust at the Main Clinic in East Priangan. Customer satisfaction is a major factor in building and maintaining customer trust. This study uses a survey method by collecting data through questionnaires from respondents who are customers of the main clinic services.*

*The results of data analysis using path analysis techniques show that the implementation of marketing strategies, experience marketing, relationship marketing, and service quality have a positive and significant effect partially and simultaneously on customer satisfaction. These aspects are important factors in creating a positive experience for main clinic customers in the East Priangan Region. In addition, customer satisfaction has a positive and significant influence on customer trust. The implication of these findings is that it is important for the Primary Clinic to pay attention to and improve the implementation of marketing strategies, experience marketing, relationship marketing and service quality in order to increase customer satisfaction which will strengthen customer trust in the services provided.*

*This research contributes to the development of marketing theory, particularly in healthcare, and provides practical guidance for Primary Clinic managers in improving customer relationships and maintaining customer trust. The practical implications of this research are to help devise more effective marketing strategies that focus on customer satisfaction and trust.*

***Keywords: Marketing Strategy Implementation, Experience Marketing, Relationship Marketing, Service Quality, Customer Satisfaction, Customer Trust.***

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