

INTISARI

Tujuan penelitian ini adalah menguji pengaruh signifikan *relationship marketing inputs* yang mencakup *understanding customer expectation*, *building service partnership*, *total quality management*, dan *empowering employees* terhadap *customer loyalty*.

Penelitian ini mengambil sampel nasabah yang menabung pada Bank Rakyat Indonesia. Metode sampling yang digunakan adalah *convenience sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner. Jumlah responden yang diambil adalah 100 orang.

Dengan menggunakan alat analisis regresi berganda diperoleh hasil bahwa secara serentak *understanding customer expectation*, *building service partnership*, *total quality management*, dan *empowering employees* berpengaruh signifikan terhadap *customer loyalty*. Sedangkan secara parsial *understanding customer expectation*, *building service partnership*, *total quality management* dan *empowering employees* berpengaruh signifikan terhadap *customer loyalty*.

Kata kunci: *understanding customer expectation*, *building service partnership*, *total quality management*, *empowering employees* dan *customer loyalty*.

ABSTRAC

The purpose of this research is to examine the influences of understanding customer expectation, building service partnership, total quality management, and empowering employees toward customer loyalty.

The sample of this research is customer who is saving in Bank Rakyat Indonesia (BRI) Cik Di Tiro in Yogyakarta. The technique sampling in this research is convenience sampling. We are used questioner to collect the primer data, and the respondents are 100.

We used regression analysis to know the influences of understanding customer expectation, building service partnership, total quality management, and empowering employees toward customer loyalty

Results indicate simultan understanding customer expectation, building service partnership, total quality management and empowering employees have influences toward customer loyalty. Parsial understanding customer expectation, building service partnership, total quality management and empowering employees have influences toward customer loyalty.

Keyword: understanding customer expectation, building service partnership, total