INTISARI

Penelitian ini menganalisis persepsi pelanggan terhadap implementasi proses *Relationship Marketing* pada RSU PKU Muhammadiyah Yogyakarta variabel independen dalam penelitian ini adalah *Relationship Marketing input* yang meliputi *Understanding Customer Expectation* (UCE), *Building Service Partnership* (BSP), *Total Quality management* (TQM) dan *Empowering Employees* (EE). Sedangkan variabel dependen dalam penelitian ini adalah *Customer Satisfaction* (CS), *Customer Loyalty (CL)* dan *Quality of Product (QP)*

Dari hasil uji ANOVA atau F Test didapat keseluruhan variabel dependen mempunyai tingkat signifikan 0.000. Sehingga probabilitas 0.000 lebih kecil dibanding taraf signifikan sebesar 0.05, maka dapat dikatakan bahwa variabel *Understanding Customer Expectation* (UCE), *Building Service Partnership* (BSP), *Empowering Employees* (EE) dan *Total Quality Management* (TQM), secara simultan berpengaruh signifikan terhadap *Customer Satisfaction* (CS), *Customer Loyalty (CL)* dan *Quality of Product (QP)*

Dari hasil uji t didapat variabel *Understanding Customer Expectation* (UCE), *Building Service Partnership* (BSP), *Empowering Employees* (EE) dan *Total Quality Management* (TQM), secara parsial berpengaruh signifikan terhadap *Customer Satisfaction* (CS), *Customer Loyalty (CL)* dan *Quality of Product (QP)*.

Kata kunci: *Relationship Marketing, Customer Satisfaction* (CS), *Customer Loyalty (CL)* dan *Quality of Product (QP)* RSU PKU Muhammadiyah Yogyakarta

ABSTRACT

This research analyze influence of image dimension Ramai Department Store Yogyakarta which consist of the goods price dimension, dimension service of product quality and employees to consumer loyalty. Independent variable in this research is goods price dimension, dimension service of product quality and employees. Is while variable dependent in this research is consumer loyalty.

From Anova test and F test, it could be found that all the dependent variables had significant 0,000, that profitability 0,000 was less than significant level of 0,05, the result is Understanding Customer Satisfaction (UCE). Building Service Partnership (BSP), Empowering Employees (EE), Total Quality Management (TQM), according simultan is significantly influences to Customer Satisfaction (CS), Customer Loyalty (CL), Quality of Product (QP).

The result of t test, indicated that Understanding Customer Satisfaction (UCE). Building Service Partnership (BSP), Empowering Employees (EE), Total Quality Management (TQM), according partial is significantly influences to Customer Satisfaction (CS), Customer Loyalty (CL), Quality of Product (QP).

Keyword: Relationship Marketing, Customer Satisfaction (CS), Customer Loyalty (CL) and Quality of Product (QP), RSU PKU Muhammadiyah Yogyakarta.