THE INFLUENCE OF RELATIONSHIP MARKETING IMPLEMENTATION ON CUSTOMER SATISFACTION AND LOYALTY IN LAMONGAN REGIONAL BANK

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Abstract: The purpose of study This is for know How influence *Relationship Marketing* to satisfaction customers and loyalty customers at the Lamongan Regional Bank, with use questionnaire as a research instrument sample in study This as many as 100 people. In research This researcher use technique quantitative statistics process use the application on the computer is PLS (*Partial Least Square)* . Data analysis _ used that is analysis *Structural Equation Modeling* (SEM), *Partial Least Square* (PLS), Evaluation of Measurement Models (*Outer Model*), Evaluation of Strutural Models (*inner model*) and Hypothesis Testing (*Bootstrapping*). The results of the PLS output show that the Strutural Model (*inner* R-Square model variable X1 (Relationship Marketing towards variable Y_1 (Satisfaction Customer) is of 0.888 with Adjusted R-Square value is 0.883. So, you can explained that all construct exogenous variable X1 (Relationship Marketing) . simultaneously influence variable Y1 (Satisfaction Customers) amounted to 0.888 or 88.8%. Therefore _ That The R-Square value is 0.888 said strong . The R-Square value of the variable X1 (*Relationship Marketing*) towards variable Y2 (Loyalty Customer) is of 0.789, with Adjusted R-Square value is 0.785. So, you can explained that all construct exogenous variable X1 (Relationship Marketing simultaneously influence variable Y2 (Loyalty Customer) 0.789 or 78.9.3%.

Keywords: Relationship Marketing, Customer Satisfaction and Customer Loyalty

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