

***THE INFLUENCE OF RELATIONSHIP MARKETING AND SERVICE QUALITY ON
CONSUMER SATISFACTION***

(Study on Consumers of Cafe Tanasewa in Jombang)

ABSTRACT

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This study aims to determine and explain the significant influence of Relationship Marketing and service quality on consumer satisfaction at Café Tanasewa consumers in Jombang. The research uses the explanatory method which is carried out through data collection in the field. The population is all consumers of Café Tanasewa in Jombang with a sample of 100 respondents, data analysis using multiple linear regression statistical methods, hypothesis testing and determinant coefficients. Based on the results of the analysis and discussion that has been done, it can be concluded that Relationship Marketing has a high contribution so that it can increase customer satisfaction and the better Relationship Marketing, the stronger customer satisfaction at Café Tanasewa in Jombang. High service quality is able to increase customer satisfaction and the better the service quality, the stronger customer satisfaction at the Tanasewa café in Jombang.

Keywords: Relationship Marketing, service quality and customer satisfaction.