

ABSTRACT

This study aims to test and analyze (1) the influence of Price Perceptions on Customer Loyalty at PT. Asuransi Raksa Pratikara Branch Tangerang. (2) Quality of Service to Customer Loyalty at PT. Asuransi Raksa Pratikara Branch Tangerang. (3) Relationship Marketing Against Customer Loyalty at PT. Asuransi Raksa Pratikara Branch Tangerang.

Data collection was done through questionnaires distributed and implemented at 210 PT. Asuransi Raksa Pratikara Branch Tangerang. Sampling technique using Convenience Sampling. Data analysis in this study using the help of Variance Based Structural Equation Modeling where data processing using Partial Least Square (PLS) Version 3.0 program.

The result of analysis shows that Price Perception have positive and significant effect to Customer Loyalty. Service Quality has a positive and significant impact on Customer Loyalty. Relationship Marketing has a positive and significant impact on Customer Loyalty.

Keywords: Price Perception, Service Quality, Relationship Marketing and Customer Loyalty



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisa (1) pengaruh Persepsi Harga Terhadap Loyalitas Nasabah PT. Asuransi Raksa Pratikara Cabang Tangerang. (2) Kualitas Pelayanan Terhadap Loyalitas Nasabah pada PT. Asuransi Raksa Pratikara Cabang Tangerang. (3) *Relationship Marketing* Terhadap Loyalitas Nasabah pada PT. Asuransi Raksa Pratikara Cabang Tangerang.

Pengumpulan data dilakukan melalui penyebaran kuesioner dan dilaksanakan pada 210 Nasabah PT. Asuransi Raksa Pratikara Cabang Tangerang. Teknik penarikan sampel dengan menggunakan *Convenience Sampling*. Analisis data pada penelitian ini menggunakan bantuan *Variance Based Structural Equation Modeling* dimana pengolahan datanya menggunakan program *Partial Least Square* (PLS) Versi 3.0.

Hasil analisa menunjukkan bahwa Persepsi Harga berpengaruh positif dan signifikan terhadap Loyalitas Nasabah. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Loyalitas Nasabah. *Relationship Marketing* berpengaruh positif dan signifikan terhadap Loyalitas Nasabah.

Kata Kunci : Persepsi Harga, Kualitas Pelayanan, *Relationship Marketing* dan Loyalitas Nasabah

