

ABSTRACT

The purpose of this study was to study the influence of Promotion, Relationship Marketing, and Service Quality towards the Satisfaction of the Wage Recipients of Participants of BPJS Employment Jakarta Kebayoran Baru Branch Office. This research employs quantitative method. The population in this study are active participants of BPJS Employment Jakarta Kebayoran Baru Branch Office totaling 2,235 people in 2018. The number of samples is determined by the Slovin formula and set as many as 340 respondents. The data collection techniques used is questionnaires distribution carried out when BPJS Employment participants come to BPJS Kebayoran Baru Branch Office. The data analysis method uses multiple regression analysis and hypothesis that is processed through SPSS program, version 22.00. The test results reveal that 1) Promotion provides significant influence towards customer satisfaction. The correlation between the dimensions of publicity / relationships provides the highest correlation on customer satisfaction, while the lowest correlation is on the dimension of advertising. 2) Relationship marketing provides significant influence towards customer satisfaction. Correlation between dimensions reveals that the dimension of trust provides the highest correlation towards customer satisfaction, while the lowest correlation is found on the dimension of communication. 3) Service quality provides significant influence towards customer satisfaction. Correlation between dimensions shows that the dimension of reliability provides the highest correlation towards customer satisfaction, while the lowest correlation is found on the dimension of tangible. 4) Promotion, relationship marketing, and service quality simultaneously provide influence of 57.6% towards customer satisfaction, namely the active participant companies of BPJS Employment Jakarta Kebayoran Baru Branch Office. The management is suggested to increase company promotion by paying attention to the clarity in providing information related to the benefits of the product thus BPJS participants are satisfied with the promotion provided. In addition, the management can conduct attractive promotional programs and often become sponsors in various activities in order to increase BPJS participant satisfaction

Keywords: Promotion, Relationship Marketing, Service Quality and Customer Satisfaction

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh Promosi, *Relationship Marketing*, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Penerima Upah BPJS Ketenagakerjaan Kantor Cabang Jakarta Kebayoran Baru. Jenis penelitian ini menggunakan metode kuantitatif. Populasi dalam penelitian ini adalah perusahaan aktif peserta BPJS Ketenagakerjaan Kantor Cabang Jakarta Kebayoran Baru yaitu sebanyak 2.235 orang tahun 2018. Jumlah sampel di tentukan dengan rumus slovin dan ditetapkan sebanyak 340 responden. Adapun teknik pengumpulan data yang digunakan adalah menyebarkan kuesioner yang dilakukan pada saat ada peserta BPJS Ketenagakerjaan yang mendatangi kantor BPJS di Cabang Kebayoran Baru. Metode analisis data yang digunakan yaitu analisis regresi linear berganda dan hipotesis yang diolah melalui program SPSS versi 22.00. Hasil pengujian menunjukkan bahwa 1) Promosi terbukti berpengaruh signifikan terhadap kepuasan pelanggan. Korelasi antar dimensi menunjukkan bahwa dimensi publisitas/ hubungan memiliki korelasi paling tinggi terhadap kepuasan pelanggan, sedangkan korelasi terendah yaitu dimensi periklanan. 2) *Relationship marketing* berpengaruh signifikan terhadap kepuasan pelanggan. Korelasi antar dimensi menunjukkan bahwa dimensi kepercayaan memiliki korelasi paling tinggi terhadap kepuasan pelanggan, sedangkan korelasi terendah yaitu dimensi komunikasi. 3) Kualitas pelayanan berpengaruh signifikan terhadap kepuasan pelanggan. Korelasi antar dimensi menunjukkan bahwa dimensi *reliability* memiliki korelasi paling tinggi terhadap kepuasan pelanggan, sedangkan korelasi terendah yaitu dimensi *tangibile*. 4) Promosi, *relationship marketing*, dan kualitas pelayanan secara bersama-sama memberikan pengaruh sebesar 57,6% terhadap kepuasan pelanggan yaitu perusahaan aktif peserta BPJS Ketenagakerjaan Kantor Cabang Jakarta Kebayoran Baru.

Kata Kunci : Promosi, *Relationship Marketing*, Kualitas Pelayanan dan Kepuasan Pelanggan