

## ABSTRACT

This study aims to test and analyze the influence of service quality, customer relationship, and customer satisfaction, and customer loyalty in PT Prudential Life Assurance. As for is the data of the 10 largest insurance in Indonesia during the last 3 years (January 2014 - December 2016). The research method used is quantitative. For sampling using Slovin formula. From population of 133 consumers of PT Prudential Life Assurance in Best One Agency Jakarta, 100 consumers met this criterion as a sample. The analytical tools used is multiple linear regression. The results showed service quality, customer relationship, and customer satisfaction simultaneously (simultaneously) affect customer loyalty. Partially, service quality, customer relationship, and customer satisfaction have a significant positive effect on customer loyalty. And of the three variables digunakan, customer satisfaction that has the most influence on customer loyalty.

Keywords: service quality, customer relationship, customer satisfaction, customer loyalty

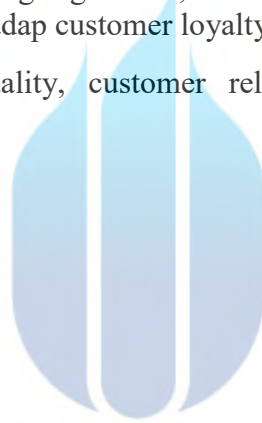


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## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis pengaruh service quality, customer relationship, dan customer satisfaction, dan customer loyalty di PT Prudential Life Assurance. Adapun data yang digunakan adalah data dari 10 asuransi terbesar di Indonesia selama 3 tahun terakhir (Januari 2014 – Desember 2016). Metode penelitian yang digunakan adalah kuantitatif. Untuk pengambilan sampel menggunakan rumus *Slovin*. Dari populasi 133 konsumen PT Prudential Life Assurance di Best One Agency Jakarta, 100 konsumen yang memenuhi kriteria ini sebagai sampel. Alat analisis yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan service quality, customer relationship, dan customer satisfaction secara bersama-sama (simultan) berpengaruh terhadap customer loyalty. Secara partial, service quality, customer relationship, dan customer satisfaction berpengaruh signifikan positif terhadap customer loyalty. Dan dari ketiga variabel yang digunakan, customer satisfaction yang mempunyai pengaruh paling besar terhadap customer loyalty.

Kata kunci : service quality, customer relationship, customer satisfaction, customer loyalty



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