

ABSTRACT

Along with the development effort multipliers documents and printing machines are increasingly needed by the community, especially in the fields of education, CV. Berkah Mandiri intends fulfill the document services to the community in general and in particular as a selection of educational institutions that offer goods dealer communication, commitment, trust, and conflict management excellence.

The aim of research to determine the effect of relationship marketing on customer loyalty through customer satisfaction CV. Berkah Mandiri. This type of research used in this research is descriptive causal. Mechanical sampling using probability sampling, by simple random sampling. Respondents consisted of 67 customers.

Data were analyzed using path analysis. Descriptive analysis showed that the relational marketing has a percentage of 72.4%, 78.6% customer satisfaction, customer loyalty 78.1%. The percentage shows that relational marketing, customer satisfaction and loyalty were high. Testing with path analysis (path analysis) to get the result that the effect of relationship marketing on customer loyalty 42.8%, while the remaining 57.2% is influenced by other variables. Relational marketing has the effect of 56.2% to customer satisfaction, while the remaining 43.8% is influenced by other variables. Customer satisfaction has the effect of 45.8% on customer loyalty, while the remaining 54.2% is influenced by other variables. And relational marketing has the effect of 24.9% on customer loyalty, but after mediated by customer satisfaction, relationship marketing has the effect of 31.8%, the rest is influenced by other variables outside the study.

Path analysis showed a significant effect of relationship marketing on customer loyalty, then turned into insignificant when put customer satisfaction variables in the equation. This shows the perfect mediating effect of customer satisfaction. Their indirect relationship marketing to increase customer loyalty significantly, but by increasing customer satisfaction, then the customer satisfaction can increase customer loyalty.

Keywords: *Relationship Marketing, Customer Satisfaction, Customer Loyalty.*