

ABSTRACT

Businessmen rely e-commerce business couriers and logistics of where any of the company courier services in top brand index is pt tiki track nugraha ekakurir (jne). This research aims to review and analyze relationship marketing , customer , loyalty and customer retention jne company in business online in this urban area , jne and build better long term relationship with consumers as well as to create a better strategy.

Variable relationship marketing to discuss the trust, , commitment communication and complaints handling, as well as customer, loyalty to discuss the recommendation, purchase, repeat purchase and customer retention to discuss the financial benefit, social benefits and stuktural ties

The method used in this study is quantitative with the type of descriptive and causal research. The population in this study is JNE customers in the city of Bandung and sampling is done by non probability sampling method that is with the type of accidental sampling with the number of respondents taken as many as 100 respondents who use JNE courier services on their online business. Then for data analysis techniques using path analysis and data processing using SPSS version 22 software.

Based on the research conducted, the percentage of relationship marketing assessment is in the good category with a value range of 68% -84%, while the percentage of customer loyalty and customer retention is quite good with a value of 52% -68%, and the effect of relationship marketing on customer retention is 28,1%, the effect of relationship marketing on customer loyalty is 45,2% while relationship marketing to customer loyalty through customer retention is 45,2%. While the rest is influenced by other variables that are not examined in the study.

Keywords : *Relationship Marketing, Customer Loyalty, Customer Retention*