

Abstract

Saadi Ganoor is a local brand that produces beads, bracelets and rings made of gemstone, pearl and plant seeds from Bandung. It is not easy for Saadi Ganoor to always maintain his sales. Sometimes there are times when sales do not reach sales targets and also experience a decline. One way to increase and maintain sales is to increase and maintain customer loyalty. Based on the results of the preliminary survey, it is known that Saadi Ganoor's customer loyalty is still small, therefore it is necessary to create a strategy to increase Saadi Ganoor's customer loyalty. This study aims to determine the influence of the variables of customer bonding, customer satisfaction and purchase intention of customer loyalty. The population used in this study were consumers who had previously used Saadi Ganoor products. Questionnaires were distributed to a number of sample sizes, namely as many as 100 respondents using the probability sampling method. The analysis technique used is the Structural Equation Model - Partial Least Square. Based on the results obtained, the variables that have a significant influence on customer loyalty are customer satisfaction and purchase intention. The strategy proposed for Saadi Ganoor in increasing customer loyalty is to increase customer satisfaction through increasing service strategies on Instagram social media and WhatsApp applications.

Keywords : Customer loyalty, customer bonding, purchase intention, customer satisfaction, marketing mix.