

ABSTRAK

ANALISIS PENGARUH PEMASARAN RELASIONAL TERHADAP LOYALITAS PELANGGAN DIMEDIASI OLEH PERCEIVED RISK DAN PERCEIVED VALUE PADA PENGGUNA JASA FOTO VIDEO IN-FRAME DI SURABAYA

Tujuan penelitian ini adalah untuk menganalisis dan merencanakan pemasaran relasional terhadap loyalitas pelanggan dari mediasi pengaruh risiko dan pengaruh nilai yang ada. Di tengah Persaingan industri jasa foto video yang semakin banyak di Surabaya , Inframe Photo&Video masih terus berkembang dengan berbagai strategi pemasaran relasional ke pelanggan untuk menarik pelanggan yang baru.

Jasa layanan foto dan video yang ditawarkan oleh In Frame Photo & Video memiliki kualitas yang baik. In Frame Photo & Video memiliki produk profesional photography yang ditawarkan di wilayah Surabaya untuk segala kebutuhan. Meskipun In Frame Photo & Video memfokuskan pada *fashion photography*, namun In Frame Photo & Video juga melayani dokumentasi, *commercial product*, *portofolio photos* dan *prewedding photos* (Studio maupun Outdoor). Dalam mengenalkan berbagai produk jasanya, In Frame Photo & Video melakukan berbagai cara pemasaran agar In Frame Photo & Video semakin dikenal konsumen dan bisa mendatangkan konsumen baru.

Penelitian ini menggunakan metode Kuantitatif deskriptif dan akan menjelaskan tentang pemasaran relasional terhadap loyalitas pelanggan Inframe Photo&Video.

Kata Kunci : Pemasaran Relasional , Perceived Risk , Perceived Value , Loyalitas Pelanggan

ABSTRACT

THE ANALYSIS OF RELATIONAL MARKETING EFFECT ON CUSTOMER LOYALTY DEDICATED BY PERCEIVED RISK AND PERCEIVED VALUE ON USE OF PHOTO VIDEO IN-FRAME SERVICE IN SURABAYA

The purpose of this research is to analyze and plan relational marketing to customer loyalty from mediation of influence of risk and influence of existing value. Amid the growing competition in the video image services industry in Surabaya, Inframe Photo & Video continues to grow with various relational marketing strategies to customers to attract new customers.

Photo and video services offered by In Frame Photo & Video are of good quality. In Frame Photo & Video has professional photography products offered in Surabaya area for all needs. Although In Frame Photo & Video focuses on fashion photography, In Frame Photo & Video also serves documentation, commercial product, portfolio photos and prewedding photos (Studio and Outdoor). In introducing its various products, In Frame Photo & Video performs various marketing ways to make In Frame Photo & Video more familiar to consumers and can bring in new customers.

This research uses descriptive Quantitative method and will explain about relational marketing to customer loyalty Inframe Photo & Video.

Keywords : Relational Marketing, Perceived Risk, Perceived Value, Customer Loyalty

