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## RELATIONSHIP MARKETING STRATEGY IN EFFORTS OF GROWING CUSTOMER LOYALTY ON TRADING COMPANY MULYA DELI DUMAI

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### ABSTRACT

The objective of the research was to determine what strategy used by Trading Company of Mulya Deli Dumai to improve its customers' loyalty regarding the four dimensions of Relationship Marketing; namely, commitment, trust, communication, and conflict settlement. The data were obtained from interviews with seven customers who no longer continued their partnership with Mulya Deli, Dumai, its customers, employees, and owner. The method used in the research is qualitative research method. The respondents were seven customers who no longer have partnership with Mulya Deli Dumai, its ten customers, employees and owner. The type of the data was primary data which were gained through in depth interview and documentation study. The collected data were then analyzed by using triangulation method, Internal Factor Evaluation (IFE) Matrix, External Factor Evaluation (EFE) Matrix and matrix of strength weakness, opportunity and threat (SWOT). The analysis results showed that the company was in the fifth quadrant matrix position that could be handled by Hold and Maintain Strategy in which market penetration and product development are two strategies which were suitable for this quadrant. Moreover, among the dimensions in this Relationship Marketing: commitment, trust, communication, and conflict settlement, communication was the most influential based on the in-depth interviews with the company's customers, however, the four dimensions were closely related to one another. Relationship Marketing was considered right for today's business world situation because it focused on the development and maintenance of the long term relationship to be closer to the customer.

**Keywords:** *Relationship Marketing, Customer's Loyalty*