

## RINGKASAN

Penelitian ini bertujuan untuk mengetahui pengaruh *relational marketing*, *marketing communication* terhadap *purchase decision* dengan dimediasi oleh kepuasan konsumen. Penelitian ini merupakan penelitian kuantitatif dengan metode survei kepada konsumen perhiasan emas di kabupaten Banyumas. Populasi penelitian ini adalah pelanggan toko emas adil yang pernah melakukan transaksi sebanyak lebih dari 2 kali. Jumlah responden pada penelitian ini sebanyak 97 responden yang diambil berdasarkan metode *cochran*.

Berdasarkan hasil penelitian dan analisis data dengan analisis Structural Equation Modeling (SEM) yang diolah dengan software PLS menunjukkan bahwa (1) *Service excellent* berpengaruh positif terhadap *purchase decision* konsumen Toko Mas Adil. (2) *Relational marketing* berpengaruh positif terhadap *purchase decision* konsumen Toko Mas Adil. (3) *Marketing communication* berpengaruh positif terhadap *purchase decision* konsumen Toko Mas Adil. (4) *Purchase decision* berpengaruh positif terhadap kepuasan konsumen Toko Mas Adil. (5) Kepuasan konsumen mampu memediasi pengaruh antara *service excellent* terhadap *purchase decision* konsumen Toko Mas Adil. (6) Kepuasan konsumen tidak dapat memediasi pengaruh *relational marketing* terhadap *purchase decision* konsumen Toko Mas Adil. (7) Kepuasan konsumen mampu memediasi pengaruh *marketing communication* terhadap *purchase decision* konsumen Toko Mas Adil.

Kata kunci : *Relational Marketing*, *Marketing Communication*, *Purchase Decision*, Kepuasan Konsumen

## SUMMARY

*This research aims to determine the influence of relational marketing and marketing communication on purchase decisions mediated by consumer satisfaction. This research is a quantitative research using a survey method among gold jewelry consumers in Banyumas district. The population of this research is fair gold shop customers who have made transactions more than 2 times. The number of respondents in this study was 97 respondents taken based on the Cochran method.*

*Based on the results of research and data analysis using Structural Equation Modeling (SEM) analysis processed with PLS software, it shows that (1) Excellent service has a positive effect on the purchase decisions of Toko Mas Adil consumers. (2) Relational marketing has a positive effect on the purchase decisions of Toko Mas Adil consumers. (3) Marketing communication has a positive effect on the purchase decisions of Toko Mas Adil consumers. (4) Purchase decisions have a positive effect on customer satisfaction at Toko Mas Adil. (5) Consumer satisfaction is able to mediate the influence of excellent service on the purchase decisions of Toko Mas Adil consumers. (6) Consumer satisfaction cannot mediate the influence of relational marketing on Toko Mas Adil consumers' purchase decisions. (7) Consumer satisfaction is able to mediate the influence of marketing communication on the purchase decisions of Toko Mas Adil consumers.*

*Keyword : Relational Marketing, Marketing Communication, Purchase Decision, Customer Statisfaction*