

RINGKASAN

Penelitian ini merupakan penelitian kuantitatif dengan metode survey menggunakan kuesioner pada nasabah PD BPR BKK Purwokerto KC Kemranjen. Penelitian ini mengambil judul: “Pengaruh Komunikasi Interpersonal, Penanganan Komplain, dan *Customer Relationship Management* terhadap Loyalitas Pelanggan dan *Word of Mouth* dengan Kepuasan Pelanggan sebagai Mediasi (Studi pada Nasabah PD BPR BKK Purwokerto KC Kemranjen)”.

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh komunikasi interpersonal, penanganan komplain, dan *customer relationship management* terhadap kepuasan pelanggan, serta untuk menguji kepuasan pelanggan memediasi pengaruh komunikasi interpersonal, penanganan komplain dan *customer relationship management* terhadap loyalitas pelanggan dan *word-of-mouth* di PD BPR BKK Purwokerto KC Kemranjen.

Sampel dalam penelitian ini yaitu 165 responden yang merupakan nasabah PD BPR BKK Purwokerto KC Kemranjen. Metode *purposive sampling* digunakan dalam penentuan sampel penelitian ini.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan *Structural Equation Modelling* (SEM) menunjukkan bahwa: (1) komunikasi interpersonal berpengaruh positif terhadap kepuasan pelanggan, (2) penanganan komplain berpengaruh positif terhadap kepuasan pelanggan, (3) *customer relationship management* berpengaruh positif terhadap kepuasan pelanggan, (4) kepuasan pelanggan berpengaruh positif terhadap loyalitas pelanggan, (5) kepuasan pelanggan berpengaruh positif terhadap *word-of-mouth*, (6) komunikasi interpersonal berpengaruh positif terhadap loyalitas pelanggan melalui kepuasan pelanggan, (7) penanganan komplain berpengaruh positif terhadap loyalitas pelanggan melalui kepuasan pelanggan, (8) *customer relationship management* berpengaruh positif terhadap loyalitas pelanggan melalui kepuasan pelanggan, (9) komunikasi interpersonal berpengaruh positif terhadap *word-of-mouth* melalui kepuasan pelanggan, (10) penanganan komplain berpengaruh positif terhadap *word-of-mouth* melalui kepuasan pelanggan, (11) *customer relationship management* berpengaruh positif terhadap *word-of-mouth* melalui kepuasan pelanggan.

Implikasi dari kesimpulan di atas yaitu dalam upaya meningkatkan loyalitas dan *word-of-mouth* para nasabahnya, PD BPR BKK Purwokerto sebaiknya memperhatikan berbagai kebijakan yang berkaitan dengan kepuasan pelanggan. Upaya yang dapat dilakukan adalah dengan meningkatkan kemampuan komunikasi interpersonal karyawan, penanganan komplain yang baik, serta peningkatan *customer relationship management* perusahaan sesuai dengan kebutuhan dan harapan pelanggan.

Kata Kunci : Komunikasi Interpersonal, Penanganan Komplain, *Customer Relationship Management*, Kepuasan Pelanggan, Loyalitas Pelanggan, dan *Word of Mouth*.

SUMMARY

This research is a quantitative research using survey method by giving questionnaire to the customer of PD BPR BKK Purwokerto KC Kemranjen. The title of this research is “The Influence of Interpersonal Communication, Complaint Handling, and Customer Relationship Management towards Customer’s Loyalty and Word of Mouth of Customer’s Satisfaction as a Mediation (Study on the Customer of PD BPR BKK Purwokerto KC Kemranjen)”.

This reasearch aims to know and to analyze the influence of interpersonal communication, complaint handling, and customer relationship management towards customer’s satisfaction. Moreover, this research aims to examine customer’s satisfaction in mediating the influence of interpersonal communication, complaint handling, and customer relationship management towards customer’s loyalty and word-of-mouth in PD BPR BKK Purwokerto KC Kemranjen.

There were 165 respondents in this research and all of them were the customer of PD BPR BKK Purwokerto KC Kemranjen. Purposive Sampling Method is used in the determination of sample of this research.

Based on the result of this research and data analysis using Structural Equation Modelling (SEM) was reveal that : (1) interpersonal communication had a positive influence towards customer’s satisfaction, (2) complaint handling had a positive influence towards customer’s satisfaction, (3) customer relationship management had a positive influence towards customer’s satisfaction, (4) customer’s satisfaction had a positive influence towards customer’s loyalty, (5) customer’s satsiation had a positive influence towards word-of-mouth , (6) interpersonal communication had a positive influence towards customer’s loyalty through customer’s satisfaction, (7) complaint handling had a positive influence towards customer’s loyalty through customer’s satisfaction, (8) customer relationship management had a positive influence towards customer’s loyalty through customer’s satisfaction, (9) interpersonal communication had a positive influence towards word-of-mouth through customer’s satsiation, (10) compaint handling had a positive influence towards word-of-mouth through customer’s satisfaction, (11) customer relationship management had a positive influence towards word-of-mouth through customer’s satisfaction.

The implication of the conclusion above is PD BPR BKK Purwokerto KC Kemranjen should pay attention to the various policies related to customer’s satisfaction to increase the loyalty and word-of-mouth of the customers. There are some efforts that can be done. Those are increase the ability of interpersonal communication of the staffs, a good complaint handling, and increase the customer relationship management of the company according to the necessity and the expectation of the customer.

Keyword : Interpersonal Communication, Complaint Handling, Customer Relationship Management, Customer’s Satisfaction, Customer’s Loyalty, and Word of Mouth.