

ABSTRAK

Skripsi dengan judul “Strategi *Relationship Marketing* dan *Marketing Communication* Dalam Upaya Meningkatkan Loyalitas Nasabah Pada Bank Syariah Indonesia KCP Tulungagung” ini ditulis oleh Arum Kurnia Sari, Jurusan Perbankan Syariah, Fakultas Ekonomi dan Bisnis Islam NIM 12401183118 dengan Dosen Pembimbing Bapak Dr. H. Ahmad Muhtadi Anshor, M.Ag.

Bank Syariah Indonesia KCP Tulungagung memiliki beberapa produk unggulan dan pelayanan pembiayaan yang banyak diminati oleh masyarakat umum. Bank Syariah Indonesia menggunakan strategi pemasaran untuk melakukan pemasaran produk pembiayaan dan pelayanan. Strategi pemasaran yang digunakan oleh Bank Syariah Indonesia yaitu strategi *relationship marketing* dan *marketing communication* yang berjalan sampai saat ini dengan sangat baik. Strategi *relationship marketing* dan *marketing communication* berpengaruh terhadap pemasaran di dunia perbankan yang berpotensi tinggi.

Fokus peneliti dari penelitian ini: (1) Bagaimana perencanaan strategi *relationship marketing* dan *marketing communication* dalam upaya meningkatkan loyalitas nasabah pada Bank Syariah Indonesia KCP Tulungagung ? (2) Bagaimana implementasi strategi *relationship marketing* dan *marketing communication* dalam upaya meningkatkan loyalitas nasabah pada Bank Syariah Indonesia KCP Tulungagung ? (3) Bagaimana pengawasan strategi *marketing* dalam menjalankan strategi *relationship marketing* dan *marketing communication* dalam upaya meningkatkan loyalitas nasabah pada Bank Syariah Indonesia KCP Tulungagung ?

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data yang digunakan dalam pengumpulan data yaitu melalui observasi, dokumentasi, dan wawancara dengan Funding and Transaction Staff Bank Syariah Indonesia KCP Tulungagung.

Berdasarkan hasil penelitian, diperoleh bahwa (1) perencanaan strategi *relationship marketing* dan *marketing communication* sudah berjalan baik sesuai dengan pemaparan data oleh pihak bank dan narasumber bank yang telah melakukan wawancara dengan saya. (2) Implementasi yang dijalankan oleh pihak bank sudah berjalan sesuai dengan prosedur dan perencanaan di awal. Implementasi ini sangat penting adanya didalam menjalankan strategi *relationship marketing* dan *marketing communication* yang ada di bank tersebut. (3) Pengawasan yang dijalankan di Bank Syariah Indonesia KCP Tulungagung sudah berjalan sesuai prosedur yang ada sesuai dengan pemaparan data yang telah diberikan oleh pihak *marketing* bank dan dari hasil wawancara yang telah dilakukan.

Kata Kunci: Bank Syariah Indonesia, Hubungan Pemasaran, Strategi Komunikasi, Loyalitas Nasabah

ABSTRACT

Thesis entitled “Relationship Marketing and Marketing Communication Strategy to Increase Costumer Loyalty at Tulungagung Sub-Branch Office of Bank Syariah Indonesia” was written by Arum Kurnia Sari, Department of Islamic Banking, Faculty of Islamic Economic and Business, NIM 12401183118, advised by Dr. Ahmad Muhtadi Anshor, M.Ag.

Tulungagung Sub-Branch Office of Bank Syariah Indonesia has several superior product and financing services that many people like. Bank Syariah Indonesia uses a marketing strategy to market financing products and services. It uses the relationship marketing and marketing communication strategy which has worked very well so far. Relationship marketing and marketing communication strategies have a high potential influence on marketing in the banking world

The focus of the researchers from this study: (1) How to plan a strategy of relational marketing and marketing communications in an effort to increase customer loyalty at Bank Syariah Indonesia KCP Tulungagung? (2) How is the implementation of relationship marketing and marketing communication strategies in an effort to increase customer loyalty at Bank Syariah Indonesia KCP Tulungagung? (3) How is the supervision of the marketing strategy in implementing the relational marketing strategy and marketing communication in an effort to increase customer loyalty at Bank Syariah Indonesia KCP Tulungagung?

The type of research used in this study is a qualitative research with a descriptive approach. The data collection technique used in data collection is through observation, documentation, and interviews with the staff of the Fund and Transaction Section of Bank Syariah Indonesia KCP Tulungagung.

Based on the results of the study, it was found that (1) strategic planning of relationship marketing and marketing communications had been going well in accordance with the presentation of data by the bank and bank sources who had conducted interviews with me. (2) The implementation carried out by the bank has been running according to the procedures and plans from the beginning. This implementation is very important in carrying out the relationship marketing and marketing communication strategies in the bank. (3) Supervision carried out at Bank Syariah Indonesia KCP Tulungagung has been running according to existing procedures in accordance with the data exposure provided by the bank marketing party and from the results of interviews that have been conducted.

Keywords: *Bank Syariah Indonesia, Relationship Marketing, Marketing Communication, Costumer Loyalty*