

ABSTRAK

Skripsi dengan judul “**Strategi *Relationship Marketing* dan *Costumer Value* dalam Menciptakan Loyalitas di BMT Muamalah dan BMT Istiqomah**” ini ditulis oleh Hilda Chamelia, NIM 12401173472, Fakultas Ekonomi dan Bisnis Islam, Jurusan Perbankan Syariah, UIN Sayyid Ali Rahmatullah Tulungagung, Pembimbing Ahmad Budiman, M.S.I

Penelitian ini dilatarbelakangi oleh adanya kondisi dimana strategi *relationship marketing* dan *costumer value* digunakan dalam mempertahankan pelanggan baik di BMT Muamalah ataupun BMT Istiqomah. Rumusan masalah dalam penelitian ini yaitu : 1) Bagaimana strategi *relationship marketing* pada BMT Muamalah dan BMT Istiqomah dalam menciptakan loyalitas anggota? 2) Bagaimana strategi *costumer value* di BMT Muamalah dan BMT Istiqomah dalam Menciptakan Loyalitas anggota? 3) Bagaimana kendala dan solusi *relationship marketing* BMT Muamalah dan BMT Istiqomah dalam Menciptakan Loyalitas anggota? 4) Bagaimana kendala dan solusi *costumer value* BMT Muamalah dan BMT Istiqomah dalam Menciptakan Loyalitas anggota? Tujuan dari penelitian ini adalah untuk mengetahui dan menjelaskan strategi *relationship marketing* dan *costumer value* serta kendala dan solusi penerapan strategi *relationship marketing* dan *costumer value* di BMT Muamalah dan BMT Istiqomah. Metode penelitian ini menggunakan pendekatan penelitian kualitatif dengan menggunakan tipe penelitian deskriptif dan teknik pengumpulan data dilakukan dengan cara triangulasi. Sumber data dalam penelitian ini yaitu data primer informan dari objek penelitian dan data sekunder.

Teknik pengumpulan data yang digunakan yaitu observasi, wawancara, dan dokumentasi. Hasil dari penelitian ini adalah sebagai berikut: 1) Hasil penelitian menunjukkan bahwa masing-masing BMT sudah menerapkan strategi *relationship marketing* meskipun belum keseluruhan dikatakan berhasil. Yang mana hal tersebut direalisasikan dalam bentuk komunikasi yang baik dan peningkatan pelayanan. 2) Penerapan strategi *costumer value* sudah diterapkan di masing-masing BMT seperti halnya melalui harga produk dan kualitas produk. 3) Kendala dan solusi dalam penerapan *relationship marketing* yakni kesulitan dalam menumbuhkan kepercayaan dan meyakinkan anggota terkait produk BMT. Dan hal tersebut dapat diatasi dengan evaluasi pengembangan dan kualitas dari masing-masing BMT. 4) Kendala dan solusi dalam penerapan *costumer value* yakni kurangnya nilai ekonomis, pembeda, dan pengembangan merk. Dan solusi untuk hal tersebut dengan evaluasi dan inovasi dari segi produk dan nilai guna dari pelayanan yang diberikan masing-masing BMT.

Kata Kunci: Strategi Relationship Marketing, Costumer Value, Loyalitas

ABSTRACT

The thesis entitled "Relationship Marketing Strategy and Customer Value in Creating Loyalty in BMT Muamalah and BMT Istiqomah" was written by Hilda Chamelia, NIM 12401173472, Faculty of Economics and Islamic Business, Department of Islamic Banking, UIN Sayyid Ali Rahmatullah Tulungagung, Advisor Ahmad Budiman, M.S.I

This research is motivated by the existence of conditions where relationship marketing strategies and customer value are used in retaining customers at either BMT Mumalah or BMT Istiqomah. The formulation of the problem in this study are: 1) How is the relationship marketing strategy at BMT Muamalah and BMT Istiqomah in creating member loyalty? 2) What is the customer value strategy at BMT Muamalah and BMT Istiqomah in creating member loyalty? 3) What are the constraints and solutions for relationship marketing between BMT Muamalah and BMT Istiqomah in creating member loyalty? 4) What are the constraints and customer value solutions for BMT Muamalah and BMT Istiqomah in creating member loyalty? The purpose of this study is to identify and explain the relationship marketing strategy and customer value as well as the constraints and solutions for implementing relationship marketing and customer value strategies at BMT Muamalah and BMT Istiqomah.

This research method uses a qualitative research approach. Sources of data in this study are primary data informants from the object of research and secondary data. Data collection techniques used are observation, interviews, and documentation. The results of this study are as follows: 1) The results show that each BMT has implemented a relationship marketing strategy, although not all of them are said to be successful. This is realized in the form of good communication and service improvement. 2) The implementation of the customer value strategy has been implemented in each BMT as well as through product prices and product quality. 3) Constraints and solutions in implementing relationship marketing, namely difficulties in growing trust and convincing members regarding BMT products. And this can be overcome by evaluating the development and quality of each BMT. 4) Constraints and solutions in implementing customer value, namely the lack of economic value, differentiation, and brand development. And the solution for this is by evaluating and innovating in terms of products and the use value of the services provided by each BMT.

Keywords: Relationship Marketing Strategy, Customer Value, Loyalty