

ABSTRACT

Mango ATP Indramayu is Mango Mang Atep, which is one of the businesses where the business is to become a supplier of mangoes to several UMKM, There is a decrease in sales to the ATP Indramayu mango business in 2018 and 2019. This is due to a decrease in prices, more goods/mango the price of the mango goes down.

The purpose of this study was to analyze the effect of Relationship Marketing, Price and Product Quality on Customer Loyalty through Customer Satisfaction as an Intervening variable for mango ATP Indramayu customers. This study used a quantitative method with 120 respondents with purposive sampling method. Analysis of the data used by the AMOS 23 tool.

The conclusion of this research is that the better Relationship Marketing, Price and Product Quality can increase Customer Satisfaction with Mango ATP Indramayu Customers. The better Relationship Marketing, Price and Product Quality can increase Customer Loyalty to Mangga ATP Indramayu Customers. High Customer Satisfaction can increase Customer Loyalty to Mangga ATP Indramayu customers.

Keywords: Relationship Marketing, Price, Product Quality, Customer Satisfaction, Customer Loyalty.