

ABSTRACT

Salt is a basic need that is no less important than sugar. Almost every household needs salt to consume every day. The presence of salt in everyday life cannot be ignored. The problem that arises in this research is that in recent years sales of boat salt have experienced fluctuating sales, several complaints about the service provided by the principal sales of boat salt are still unsatisfactory to retailers, especially wholesalers. The aim of this research is that it is hoped that it can be used by company management as a reference for providing customer satisfaction through the services provided by the principal boat salt producer through retailer awareness, perception of retailer quality, relationship quality, customer satisfaction and customer loyalty. Quantitative data was taken directly from filling out questionnaires from shops, especially wholesalers in the Central Java area. The research results show that in increasing customer loyalty when purchasing Boat salt through retailers, customer satisfaction with Boat salt through retailers needs to be increased. Increasing Perahu Salt customer satisfaction through retailers can be done through retailer awareness, perceived retailer quality and relationship quality. Retailers have a big role in driving sales of Perahu salt. When a retailer has the power that customers are aware of the existence of the retailer, then customers will want to make purchases at that retailer, especially when the customer and retailer have a good quality relationship, such as the customer having had a long transaction relationship with the retailer, then this will satisfy the customer more. When customers feel satisfaction, there is an increase in customer loyalty where customers will want to continue making purchases.

Keywords: *Retailer awareness, perceived retailer quality, customer loyalty, customer satisfaction*