

***THE EFFECT OF RELATIONAL MARKETING
ON CUSTOMER LOYALTY WITH BRAND EQUITY
AS AN INTERVENING VARIABLE
(Survey of Kimochi Vape store Tasikmalaya Consumers)***

By:

Herdimas Alifah Yasir

193402073

Under the guidance of:

H. Asep Budiman

R. Lucky Radi Rinandiyana

The objective of this research was to find out how Relational Marketing influences Customer Loyalty through Brand Equity as an intervening variable. This research used a survey method with a questionnaire given to 176 respondents who were Kimochi Vape store Tasikmalaya customers who had purchased Kimochi Vape store Tasikmalaya products more than once and were over 18 years old. Purposive sampling technique was used in selecting respondents. The analytical tool used Structural Equation Modeling (SEM). The analysis results show that relationship marketing influences brand equity. Brand equity influences customer loyalty and can also mediate the relationship between relationship marketing and customer loyalty.

Keywords: Relationship marketing; Customer loyalty; Brand equity