

ABSTRAK

Penelitian ini bertujuan untuk mengetahui komunikasi pemasaran toko Nusa Beauty Store melalui *relationship marketing* dalam menciptakan perspektif loyalitas pelanggan. Berlokasi di Krueng Mane Jalan Medan-Aceh. Latar belakang penelitian ini didasari oleh komunikasi pemasaran suatu toko dalam penjualan skincare, kosmetik dan peralatan salon lainnya di era sekarang untuk mempertahankan hubungan jangka panjang dengan pelanggan. Penelitian ini menggunakan pendekatan deskriptif kualitatif dan dengan data yang dikumpulkan melalui teknik observasi, wawancara dan dokumentasi. Hasil penelitian menjelaskan bahwa komunikasi pemasaran toko Nusa Beauty Store sudah dilakukan berdasarkan 8 elemen komunikasi yaitu komunikator, komunikan, pesan, media, hambatan, tujuan, feedback dan produk. Komunikasi pemasaran ini tidak terlepas dari penggunaan teori *relationship marketing* yang memiliki 5 komponen yaitu *core service performance, recognition, enhancement of member interdependents, dissemination of organizational knowledge dan reliance on external membership requirement* yang dapat mempertahankan para pelanggan. Sedangkan, ada perspektif loyalitas pelanggan yang berbeda yaitu menurut pelanggan *no loyals* terdapat kekurangan dari semua komponen teori *relationship marketing*. Kesimpulan dari penelitian ini adalah komunikasi pemasaran toko Nusa Beauty Store sudah dijalankan dengan baik sesuai dengan 8 elemen komunikasi dan untuk mempertahankan pelanggannya. Adapun saran dari penelitian ini adalah toko Nusa Beauty Store harus sering melakukan evaluasi untuk meningkatkan kinerja pelayanan terhadap para pelanggan yang datang untuk berbelanja ke toko.

Kata kunci : Komunikasi Pemasaran, Toko Nusa Beauty Store, Relationship Marketing, Perspektif Loyalitas Pelanggan.

ABSTRACT

This study aims to determine the marketing communication of Nusa Beauty Store through relationship marketing in creating customer loyalty. Located in Krueng Mane, Jalan Medan-Aceh. The background of this study is based on the marketing communication of a store selling skincare, cosmetics, and other salon equipment in the current era to maintain long-term relationships with customers. This creates customer behavior and attitudes towards the store. This research uses a qualitative descriptive approach and data collected through observation, interviews, and documentation techniques. The informants for this research are the owner of Nusa Beauty Store and other informants who are customers. The analysis was conducted based on Barry and Jakson's relationship marketing theory, which consists of five components: core service performance, recognition, enhancement of member interdependence, dissemination of organizational knowledge, and reliance on external membership requirements. It also used Dick and Basu's customer loyalty perspective model, which is divided into four situations based on customer behavior and attitudes: no loyalty, latent loyalty, spurious loyalty, and loyalty. The results of the study explain that the use of relationship marketing theory at Nusa Beauty Store has advantages in its five components. However, according to customers, there is no loyalty. There are shortcomings in all components of relationship marketing theory, resulting in mediocre service, rewards, dependence, information provided, and cooperation with external parties. The conclusion of this study is that the use of relationship marketing theory in stores with 5 components creates a perspective of customer loyalty. The suggestion from this study is that Nusa Beauty Store should frequently conduct evaluations to improve service performance for customers who come to shop at the store.

Keyword: Marketing Communication, Nusa Beauty Store, Relationship Marketing, Customer Loyalty Perspective.