ABSTRACT

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The Influence Customer Relationship Marketing and Competitive Advantage To Customer Loyalty At Transport Business Bimo Trans Branch Bandung Dipatiukur .
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The research was conducted at Bimo travel Trans Dipatiukur Branch Bandung. Phenomenon occurring is low customer loyalty at Bimo Trans. Besides the ability to compete Bimo Trans low due the high operating costs. The purpose of this study was to determine the effect of customer relationship marketing and competitive advantages of customer loyalty in the business of transportation Bimo Trans Dipatiukur Bandung branch Trans.

The methods used in this study is qualitative and quantitative methods. The unit of analysis in this study were consumers Bimo Trans Dipatiukur Bandung branch that a sample of 100 people as supporters. Data analysis tool used is multiple linear regression analysis consisting of multiple linear regression equation, correlation analysis, analysis determination coefficient and hypothesis testing, and also use the aid program SPSS 17.0 for windows applications.

The results showed that the magnitude of the influence of customer relations marketing and competitive advantages of customer loyalty to the company's branch Dipatiukur Bimo Trans Bandung amounting to 36.6%, while the remaining 100% 63.4% -36.6% for the influence of other variables that are not investigated. whereas the impact of the influence of each variable is, customer relations marketing on customer loyalty by 9.7% and competitive advantage of customer loyalty by 27%. This shows Customer relationship marketing and competitive advantage significant effect on customer loyalty. There are positive relationships Customer relationship marketing and competitive advantage in customer loyalty.
***Keywords**: Customer Relationship Marketing, Competitive Advantage, Customer Loyalty, Service.*