

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *customer bonding* terhadap loyalitas pelanggan Matahari *Department Store* Johar Plaza Jember. Bagaimana perusahaan untuk tetap memuaskan dan menjaga pelanggan supaya tidak berpaling ke perusahaan ritel lain ditengah persaingan bisnis di Kabupaten Jember. Manfaat penelitian ini dapat menjadi bahan pertimbangan manajer perusahaan dalam mengambil keputusan yang berkaitan dengan hal pengembangan kualitas pelayanan yang diberikan perusahaan. Menggunakan metode penelitian deskriptif kuantitatif dengan teknik pengumpulan data primer dan data sekunder. Teknik pengambilan sampel yang digunakan yaitu *purposive sampling*, dengan kriteria konsumen dengan intensitas pembelian minimal 5 kali dalam setahun terakhir. Lokasi penelitian di Kabupaten Jember khususnya pelanggan Matahari *Department Store* Johar Plaza. Hasil penelitian ini menunjukkan pada variabel *community bonding* dan *advocacy bonding* terdapat pengaruh yang signifikan terhadap loyalitas pelanggan di Matahari *Department Store* Johar Plaza Jember.

**Kata kunci:** *Customer bonding, awareness bonding, identity bonding, relationship bonding, community bonding, and advocacy bonding, loyalitas pelanggan*

## ABSTRACT

*This research aims to find out the influence of customer bonding on the customer loyalty of Matahari Department Store Johar Plaza Jember. How to keep the company satisfactory and keep customers from turning to other retail companies in the midst of business competition in Jember Regency. The benefits of this research can be the consideration of the company manager in making decisions related to the development of the quality of service provided by the company. Using quantitative descriptive research methods with primary data collection techniques and secondary data. The sampling technique used is purposive sampling, with consumer criteria with a minimum purchase intensity of 5 times in the past year. Research location in Jember Regency, especially Matahari Department Store Johar Plaza customers. The results of this study show on community bonding and advocacy bonding variables there is a significant influence on customer loyalty in Matahari Department Store Johar Plaza Jember.*

**Key words:** *Customer bonding, awareness bonding, identity bonding, relationship bonding, community bonding, and advocacy bonding, customer loyalty.*

