Abstract

Objectives: According to the original journal (Ndubisi, 2005), the interest in subject of relationship marketing is growing. More firms are implementing this concept to build strong customer relationship. The study reported here investigates the impact of four “underpinnings” of relationship marketing which are trust, commitment, communication, and conflict handling towards customer loyalty.

Method: The data were collected using questionnaires from the sample of 220 bank respondents in Jakarta. Then the data were analyzed using; descriptive, reliability and multiple regression analysis. All those statistical tools were performed with the help of SPSS 17.0 software.

Results: 200 questionnaires were collected from the respondents. From all four “underpinnings” of relationship marketing, communication is the only variable that has significant effect towards customer loyalty. While the other variable such as trust, commitment, and conflict handling are not significantly related to customer loyalty.

Conclusion: The more reliable, timely and effective its communication from the bank, the more loyal the customers will tend to be. Therefore, the bank that aiming in customer loyalty should emphasize in its communication and yet still pays attention to trust, commitment and conflict handling.

Key words: Relationship marketing, Customer loyalty, Banks, Jakarta