

ABSTRACT

The number of presenters moving services in the field of beauty services, especially those that offer beauty skin care requires the provider of services to various businesses to attract and retain customers they have. This research focuses on the impact of different relationship efforts made by skin beauty treatment services (financial bonding, social bonding, and structural bonding) to generate customer trust, commitment and loyalty in company. This research is based on Ju-Liang and Hung-Wang (2005) that the level of customer trust built during the company's relationship with the extent influenced by the success of relationship efforts (financial bonding, social bonding, and structural bonding) offered by the company. Further to the company's customer loyalty is influenced by the level of trust and commitment in customer.

The purpose of this study is to determine the effect of relational efforts with financial bonding, social and structural to the trust, then the influence of confidence in the commitment, then the influence of commitment to this loyalty. This research including quantitative research. Natasha Skin Care respondents are customers who have treatment 3 times and amounted to 60 people. Research using a questionnaire instrument. Analysis techniques used by the processed path analysis using AMOS 4.0 program.

The results showed effect of relational efforts with financial bonding, social bonding and structural bonding significantly consumer confidence Natasha Skin Care with CR values respectively - joined by 5.717 with a significance level of 0.000, 2.636 with a significance level of 0.008 and 2.229 with a significance level of 0.026. Thus the hypothesis The first study received up to the third truth. Other results obtained have significant influence on the trust's commitment Natasha Skin Care customers with a CR value of 7.261 with a significance level of 0.000. One also obtained a commitment of no significant impact on customer loyalty Natasha Skin Care CR value of 4.738 with a significance level of 0.000. From these results the hypothesis of the fourth to sixth received truth.

Keywords: relationship marketing, relationship efforts, financial bonding, social bonding, and structural bonding, trust, commitment, loyalty.