ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *direct mail, tangible rewards, preferential treatment,* dan *interpersonal communication* terhadap *customer gratitude* yang berdampak pada *customer loyalty.* Dan pengaruh langsung *direct mail, tangible rewards, preferential treatment,* dan *interpersonal communication* terhadap *customer loyalty.* Dalam penelitian ini menggunakan pendekatan kuantitatif dan sampel yang digunakan adalah pelanggan Starbucks Surabaya yang memiliki kartu Starbucks dengan jumlah responden sebanyak 150 responden. Teknik Analisis yang digunakan adalah *path analysis* dengan *software* AMOS 20.0.

Hasil dari penelitian ini menunjukkan bahwa *direct mail, tangible rewards, preferential treatment,* dan *interpersonal communication* berpengaruh signifikan terhadap *customer gratitude*, dan *customer gratitude* berpengaruh signifikan terhadap *customer loyalty.* Selanjutnya pengaruh langsung *direct mail, tangible rewards, preferential treatment,* dan *interpersonal communication* juga berpengaruh signifikan terhadap *customer loyalty.* Dalam hal ini *customer gratitude* adalah bukan hal penting yang harus diperhatikan oleh Starbucks Surabaya karena *direct mail, tangible rewards, preferential treatment,* dan *interpersonal communication* dapat berdampak langsung pada loyalitas pelanggan. Hal tersebut juga didukung oleh hasil dari koefisien pengaruh langsung yang lebih besar dibandingkan koefisien pengaruh tidak langsung.

Kata kunci : *direct mail, tangible rewards, preferential treatment, interpersonal communication,customer gratitude, loyalty*

ABSTRACT

The first purpose of this study is to determine the influence of direct mail, tangible rewards, preferential treatment, and interpersonal communication on customer gratitude that impacting on customer loyalty. And the second is to determine the influence of direct mail, tangible rewards, preferential treatment, interpersonal communication on customer loyalty. This study uses a quantitative reserach approach, and the sample is customers of Starbucks Surabaya who have Starbucks card with the number of respondents is 150. The analysis technique used is path analysis with AMOS 20.0 software.

The results of this study show that direct mail, tangible rewards, preferential treatment, interpersonal communication have significant effect on customer gratitude, and customer gratitude have significant effect on customer loyalty. Meanwhile direct mail, tangible rewards, preferential treatment, interpersonal communication also have significant effect on customer loyalty. Therefore in this study, customer gratitude is not too important thing that must be considered by Starbucks Surabaya because direct mail, tangible rewards, preferential treatment, and interpersonal communication can directly impact on customer loyalty. It is supported by the results of the direct influence coefficient greater than the coefficient of indirect influence.

Keywords : direct mail, tangible rewards, preferential treatment, interpersonal communication, customer gratitude, loyalty