

ABSTRACT

Customer Loyalty is increasingly seen to be crucial to the success of business organizations, with the growing realization that attracting new customers is far more expensive than retaining existing ones. It has been suggested that a way of increasing customer retention is through secure relationships between buyers (business customers) and sellers (salespersons or service providers).

The research has been conducted for the purpose of 1) To measure the level of Salespersons' Behavior Service Quality and Customer Loyalty toward STH company. 2) To find out how customer loyalty is influenced by the relationship with two distinct alternatives: (a) Salesperson's Behavior and Customer Loyalty and (b) Service Quality and Customer Loyalty. 3) To determine which one of the Dependent Variables has the most relationship to customer loyalty.

The descriptive research has been conducted for this thesis with a survey technique by distributing 210 questionnaires to those business customers of STH Company. Because there is sampling frame, this research used NON-Probability Sampling design. The sampling unit represents those business customers that completed all 210 questionnaires. For data analysis, data were analyzed through SPSS Program. For Objective 1, using Frequency and Average Weight Mean and Objective 2,3 and 5, using Pearson's Correlation, and Objective 4, using MANOVA for testing relationship between variables.

The overall result showed most respondents agreed that Salespersons' Behavior had performed well and Service Quality had performed only quite well. Then, Customer Loyalty is just "Neutral" level or degree of loyalty is "Moderate" that identified by respondents. According to the findings, it highlighted the importance of strong or weak relationship on these alternatives. Implications are drawn from these results, and future research directions are discussed.

