

ABSTRAK

Tasiya Sopianti Siahaan. Analisis Pengaruh *Brand Trust* Dan *Relationship Marketing* Terhadap *Customer Loyalty* (Studi Kasus di PT. Allianz Life Indonesia Medan). Dibimbing oleh Enty Evasari Simanjuntak, SE, M.S.M dan Binsar Sihombing, S.E. M.Si.

Penelitian ini bertujuan untuk menganalisis pengaruh *brand trust* dan *relationship marketing* terhadap *customer loyalty* pada PT Allianz Life Indonesia di Medan. Industri asuransi di Indonesia mengalami persaingan ketat, sehingga perusahaan dituntut menjaga loyalitas nasabah melalui penguatan *brand trust* dan strategi *relationship marketing*. Penelitian ini menggunakan metode kuantitatif dengan metode survei. Populasi penelitian adalah nasabah Allianz Medan, dengan sampel sebanyak 100 responden yang dipilih berdasarkan kriteria memiliki polis lebih dari satu. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan regresi linier berganda dengan uji parsial (*t-test*) dan simultan (*F-test*). Hasil penelitian menunjukkan bahwa *brand trust* berpengaruh positif dan signifikan terhadap *customer loyalty*. Sedangkan *relationship marketing* berpengaruh negatif dan tidak signifikan terhadap *customer loyalty*. Namun, secara simultan *brand trust* dan *relationship marketing* berpengaruh positif dan signifikan terhadap *customer loyalty*. Penelitian ini menyimpulkan bahwa *brand trust* merupakan faktor utama yang mendorong loyalitas nasabah Allianz Medan, sedangkan *relationship marketing* perlu dioptimalkan dan disarankan untuk peningkatan akses informasi, pelatihan agen untuk responsivitas, serta standarisasi prosedur komunikasi agar penyampaian layanan lebih jelas dan konsisten.

Kata Kunci: *Brand Trust, Relationship Marketing, Customer Loyalty, Asuransi, Allianz*

ABSTRACT

Tasiya Sopianti Siahaan. *Analysis of the Influence of Brand Trust and Relationship Marketing on Customer Loyalty (Case Study at PT. Allianz Life Indonesia Medan)*. Supervised by Enty Evasari Simanjuntak, SE, M.S.M. and Binsar Sihombing, SE, M.Sc.

This study aims to analyze the influence of brand trust and relationship marketing on customer loyalty at PT Allianz Life Indonesia in Medan. The insurance industry in Indonesia is experiencing intense competition, requiring companies to maintain customer loyalty through strengthening brand trust and relationship marketing strategies. This study used a quantitative survey method. The study population was Allianz Medan customers, with a sample of 100 respondents selected based on the criterion of having more than one policy. Data were collected through a structured questionnaire and analyzed using multiple linear regression with partial (t-test) and simultaneous (F-test) tests. The results showed that brand trust had a positive and significant effect on customer loyalty. Meanwhile, relationship marketing had a negative and insignificant effect on customer loyalty. However, brand trust and relationship marketing simultaneously had a positive and significant effect on customer loyalty. This study concludes that brand trust is the primary factor driving Allianz Medan customer loyalty. Relationship marketing needs to be optimized, and recommendations include improving information access, training agents for responsiveness, and standardizing communication procedures for clearer and more consistent service delivery.

Keywords: Brand Trust, Relationship Marketing, Customer Loyalty, Insurance, Allianz