ABSTRAK

Mohamat Riko Hanafi ANALISIS STRATEGI KOMUNIKASI PEMASARAN DALAM MEMBANGUN LOYALITAS PELANGGAN STUDI KASUS PADA PT. KAPEDI SAMUDERA JAYA SURABAYA Skripsi Surabaya Fakultas Ekonomi dan Bisnis 2026

Komunikasi pemasaran menjadi bagian penting dalam menjaga hubungan perusahaan dengan pelanggan, khususnya pada kegiatan distribusi bahan bangunan yang membutuhkan komunikasi secara berkelanjutan. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran yang dilakukan PT. Kapedi Samudera Jaya Surabaya dalam membangun loyalitas pelanggan, mengetahui hambatan yang muncul dalam pelaksanaannya, serta memahami penanganan keluhan dan layanan purna jual. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Data penelitian diperoleh melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan model Miles, Huberman, dan Saldaña melalui tahapan reduksi data, penyajian data, serta penarikan kesimpulan dan verifikasi. Hasil penelitian menunjukkan bahwa komunikasi dengan pelanggan dilakukan secara langsung, personal, dan berkesinambungan melalui *sales*, telepon, dan WhatsApp. Komunikasi tersebut digunakan dalam penyampaian informasi mengenai produk, harga, stok, pemesanan, serta pemeliharaan hubungan dengan pelanggan. Hambatan yang ditemukan berkaitan dengan persaingan harga, perbedaan preferensi komunikasi, ketersediaan stok, proses pengiriman, dan barang pengganti. Penanganan keluhan dilakukan melalui pengecekan, koordinasi, pemberian informasi kepada pelanggan, serta retur atau penggantian barang sesuai kondisi dan kesepakatan. Loyalitas pelanggan tercermin dari pembelian ulang, rekomendasi, kepercayaan, dan keberlanjutan hubungan. Penelitian ini menyimpulkan bahwa komunikasi yang jelas, responsif, mudah diakses, dan berkelanjutan berkaitan dengan upaya perusahaan dalam membangun loyalitas pelanggan.

Kata Kunci: Komunikasi Pemasaran, Strategi Pemasaran, Loyalitas Pelanggan, Layanan Purna Jual, PT. Kapedi Samudera Jaya Surabaya.

ABSTRACT

Mohamat Riko Hanafi *ANALYSIS OF MARKETING COMMUNICATION STRATEGIES IN BUILDING CUSTOMER LOYALTY: A CASE STUDY OF* PT. KAPEDI SAMUDERA JAYA SURABAYA *Undergraduate Thesis, Surabaya, Faculty of Economics and Business, 2026*

Marketing communication plays an important role in maintaining relationships between companies and customers, particularly in the building materials distribution business, which requires continuous communication. This study aims to analyze the marketing communication strategies implemented by PT. Kapedi Samudera Jaya Surabaya in maintaining customer loyalty, identify the challenges encountered in their implementation, and examine the handling of customer complaints and after-sales services. This study employs a qualitative approach using a case study method. Data were collected through interviews, observation, and documentation, and then analyzed using the Miles, Huberman, and Saldaña model through data reduction, data display, and conclusion drawing and verification. The findings show that communication with customers is conducted directly, personally, and continuously through sales representatives, telephone, and WhatsApp. The communication is used to provide information regarding products, prices, stock availability, ordering, and to maintain customer relationships. The challenges identified include price competition, differences in communication preferences, stock availability, delivery processes, and the availability of replacement products. Customer complaints are handled through checking and coordination, providing information to customers, and processing returns or product replacements according to the circumstances and agreements. Customer loyalty is reflected in Repeat Purchases, recommendations, trust, and the continuity of business relationships. The study concludes that clear, responsive, accessible, and continuous communication is related to the company's efforts to maintain customer loyalty.

Keywords: *Marketing Communication, Marketing Strategy, Customer Loyalty, After-Sales Service, PT. Kapedi Samudera Jaya Surabaya.*