

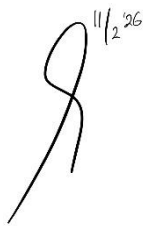
# IMPLEMENTASI *RELATIONSHIP MARKETING* DALAM PERUSAHAAN B2B PT KAWAN SEJATI AKURASI (KSA) YOGYAKARTA

Bagas Sujatmiko

## Abstrak

Penelitian ini bertujuan untuk menganalisis implementasi *relationship marketing* pada perusahaan *Business to Business* (B2B) PT Kawan Sejati Akurasi Yogyakarta. Penelitian menggunakan pendekatan kualitatif deskriptif dengan pengumpulan data melalui wawancara semi terstruktur. Informan dipilih secara *purposive sampling* berdasarkan kompetensi pengetahuan terhadap *relationship marketing* pada perusahaan. Analisis penelitian menggunakan *Commitment-Trust Theory* dari Morgan dan Hunt (1994), khususnya model *Key Mediating Variables* (KMV) yang menempatkan *trust* dan *relationship commitment* sebagai mediator utama hubungan jangka panjang. Hasil penelitian menunjukkan bahwa *relationship marketing* di PT KSA dijalankan melalui komunikasi yang teratur dan transparan, konsistensi nilai kerja, prioritas terhadap pelanggan lama, dan penutupan ruang oportunistik. Praktik tersebut membentuk *trust* pelanggan yang kemudian mendorong terbentuknya *relationship commitment*. Kepercayaan dan komitmen relasional tercermin dalam keberlanjutan kerjasama, pembelian berulang, dan fleksibilitas layanan berbasis rekam jejak pelanggan. Selanjutnya, *trust* dan *relationship commitment* memunculkan *outcome* berupa kerja sama yang kolaboratif, kepatuhan terhadap prosedur, konflik yang diarahkan secara konstruktif, menurunnya ketidakpastian pelanggan dan rendahnya kecenderungan pelanggan untuk berpindah vendor. Penelitian ini, menegaskan bahwa *relationship marketing* PT KSA merupakan praktik relasional yang terintegrasi dalam rutinitas operasional perusahaan meskipun tanpa tim pemasaran formal.

**Kata Kunci:** *B2B, Commitment-Trust Theory, Relationship Marketing*

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## **IMPLEMENTATION OF RELATIONSHIP MARKETING IN B2B COMPANIES PT KAWAN SEJATI AKURASI (KSA) YOGYAKARTA**

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### **Abstract**

*This study aims to analyze the implementation of relationship marketing in a Business-to-Business (B2B) company, PT Kawan Sejati Akurasi (KSA) in Yogyakarta. The research adopts a descriptive qualitative approach, with data collected through semi-structured interviews. Informants were selected using purposive sampling based on their knowledge and involvement in the company's relationship marketing practices. The analysis is grounded in Morgan and Hunt's (1994) Commitment–Trust Theory, particularly the Key Mediating Variables (KMV) model, which positions trust and relationship commitment as the central mediators of long-term business relationships. The findings indicate that relationship marketing at PT KSA is implemented through regular, transparent communication, consistency in work values, prioritization of long-term customers, and the minimization of opportunistic behaviour. These practices foster customer trust, thereby strengthening relationship commitment. Trust and relational commitment are reflected in sustained cooperation, repeat purchases, and service flexibility based on customers' historical relationships. Furthermore, trust and relationship commitment yield outcomes such as collaborative partnerships, adherence to agreed procedures, constructively managed conflicts, reduced customer uncertainty, and a weak intention to switch vendors. Overall, the study confirms that relationship marketing at PT KSA is embedded in the company's operational routines, despite the absence of a formal marketing team.*

**Keywords:** B2B, Commitment-Trust Theory, Relationship Marketing