**PENERAPAN PROSES *CUSTOMER BONDING* PADA PT GARUDA MITRA SEJATI (JOGJA *CITY MALL)* YOGYAKARTA**

**MENURUT PERSEPSI KONSUMEN**

**Listia Sandra Pitaloka**

**Abstrak**

Penelitian ini bertujuan untuk mengetahui bagaimanakah penerapan proses *customer bonding* menurut persepsi konsumen di PT Garuda Mitra Sejati (Jogja *City Mall*) Yogyakarta. Jenis penelitian ini menggunakan metode analisis data deskriptif kuantitatif dengan metode mean aritmatik. Sampling yang digunakan adalah *nonprobality sampling* dengan teknik *accidental sampling* yang digunakan untuk menganalisis data sampel dan hasilnya diberlakukan untuk populasi. Pengolahan data kuesioner digunakan menggunakan SPSS dan alat yang digunakan untuk menentukan hasil angka penelitian dengan analisis statistik deskriptif, uji instrumen penelitian yaitu uji validitas dan uji reliabilitas. Hasil penelitian menunjukan bahwa *community bonding* pada PT Garuda Mitra Sejati (Jogja *City Mall*) Yogyakarta menurut konsumen masih ragu-ragu, nilai masing-masing indikator *Customer Bonding* yaitu indikator *awareness* sebesar 3,76. Indikator *identity* sebesar 3,98. Indikator *relationship* sebesar 3,81. Indikator *community* sebesar 2,66. Indikator *advocacy* sebesar 3,39. Dari total keseluruhan rata-rata indikator *customer bonding* sebesar 3,52 dengan hasil penilaian setuju.

**Kata Kunci**: *Customer Bonding*



***IMPLEMENTATION OF CUSTOMER BONDING PROCESS***

***AT PT GARUDA MITRA SEJATI (JOGJA CITY MALL) YOGYAKARTA***

***ACCORDING TO CONSUMER PERCEPTION***

***Listia Sandra Pitaloka***

# ***Abstract***

*This study aims to determine how the implementation of the customer bonding process according to consumer perceptions at PT Garuda Mitra Sejati (Jogja City Mall) Yogyakarta. This type of research uses descriptive quantitative data analysis method with arithmetic mean method. The sampling used is non-probability sampling with accidental sampling technique used to analyze the sample data and the results are applied to the population. Questionnaire data processing was used using SPSS and the tools used to determine the results of research numbers were descriptive statistical analysis, research instrument tests, namely validity and reliability tests. The results showed that community bonding at PT Garuda Mitra Sejati (Jogja City Mall) Yogyakarta according to consumers was still in doubt, the value of each Customer Bonding indicator, namely the awareness indicator, was 3.76. The identity indicator is 3.98. The relationship indicator is 3.81. The community indicator is 2.66. The advocacy indicator is 3.39. From the total overall average customer bonding indicator is 3.52 with the results of the assessment agree.*

***Keyword*** *: Customer Bonding*