ABSTRACT

This study aims to measure the perceived member Relational Benefits Miracle Aesthetic Clinic Surabaya. Dimensions to measure the Relational Benefits in this study were Social Benefits, Confidence Benefits, Special Treatment Benefits.

This research included in this type of descriptive research that describes the object of research. In this case the Miracle Aesthetic Clinic in Surabaya. This study aims to determine the perceptions of members of Relational Benefits perceived to be a member of Miracle Aesthetic Clinic in Surabaya. The data used in this study is the primary data. In this study the target population is the respondent who has become a Member Miracle Aesthetic Clinic Surabaya at least 1 year, based in Surabaya, and a minimum of two visits last month. This study uses a non-probability sampling and sampling of convenience sampling technique of sampling by the number of respondents 127 respondents.

Relational Benefits on the average value calculated from the largest to the smallestis 5.85 Confidence Benefits, Social Benefits 5.64, Special Treatment Benefits 5.23.

Key words: *Relational Benefits, Social Benefits, Confidence Benefits, Special Treatment Benefits*

INTISARI

Penelitian ini bertujuan untuk mengukur *Relational Benefits* yang dirasakan member Miracle Aesthetic Clinic Surabaya. Dimensi untuk mengukur *Relational Benefits* dalam penelitian ini adalah *Social Benefits, Confidence Benefits, Special Treatment Benefits*.

Penelitian ini termasuk dalam jenis penelitian deskriptif yang menggambarkan obyek penelitian. Dalam hal ini Miracle Aesthetic Clinic di Surabaya. Penelitian ini bertujuan untuk mengetahui persepsi member terhadap *Relational Benefits* yang dirasakan dari menjadi member Miracle Aesthetic Clinic di Surabaya. Data yang digunakan dalam penelitian ini adalah data primer. Dalam penelitian ini target populasi adalah responden yang sudah menjadi Member Miracle Aesthetic Clinic Surabaya minimal 1 tahun, berdomisili di Surabaya, dan minimal kunjungan 2 bulan terakhir. Penelitian ini menggunakan *non probability sampling* dan teknik pengambilan *sampling* yaitu *convenience sampling* dengan jumlah responden 127 responden.

Relational Benefits berdasarkan rata-rata hitung dari nilai yang terbesar sampai yang terkecil adalah *Confidence Benefits* 5.85, *Social Benefits* 5.64, *Special Treatment Benefits* 5.23.

Kata Kunci: *Relational Benefits, Social Benefits, Confidence Benefits, Special Treatment Benefits*