JUDUL : PENGARUH *TANGIBLE REWARDS*, *PREFERENTIAL TREATMENT*, *PERCEIVED STATUS* TERHADAP *RELATIONSHIP QUALITY* DAN *CUSTOMER ENTITLEMENT* PADA *GARUDAMILES*

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ABSTRAK

Penelitian ini bertujuan untuk membuktikan pengaruh dari *loyalty program* yang yang berisikan strategi *tangible rewards*, *preferential treatment* dan *customer entitlement* terhadap dua konsekuensi dari *loyalty program* yaitu konsekuensi positif (*relationship quality*) dan konsekuensi negatif (*customer entitlement*). Jenis penelitian yagn digunakan adalah *basic research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitan ini menggunakan pendekatan *purposive sampling* yang merupakan teknik pengambilan sampel berdasarkan tujuan untuk mendapatkan sampel dari orang – orang yang memenuhi beberapa kriteria yang telah ditentukan. Adapun karakteristik control yang ditetapkan adalah responden yang berusia 18 tahun ke atas dan memilki keanggotaan *GarudaMiles*. Responden yang digunakan dalam penelitian ini berjumlah 178 orang. Analisis dalam penelitian ini adalah SEM (*Structural Equation Modelling*) dan kemudian diolah dengan menggunakan *software* SPSS versi 23 *for windows* dan juga AMOS versi 22 *for windows* yang digunakan untuk pengujian *Measurement Model* dan *Structural Model*.

Hasil penelitian ini menunjukkan bahwa *tangible rewards* dan *perceived status* berpengaruh positif terhadap *relationship quality*, *preferential treatment* tidak berpengaruh terhadap *relationship quality*, *tangible rewards* dan *preferential treatment* tidak berpengaruh terhadap *customer entitlement*, *perceived status* berpengaruh positif terhadap *customer entitlement*.

Kata kunci : **tangible rewards, preferential treatment, perceived status, relationship quality, customer entitlement.**

TTILE : THE EFFECTS OF TANGIBLE REWARDS, PREFERENTIAL TREATMENT, PERCEIVED STATUS ON RELATIONSHIP QUALITY AND CUSTOMER ENTITLEMENT IN GARUDAMILES

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ABSTRACT

The purpose of this research aims to prove the effect of loyalty programs which contain tangible rewards, preferential treatment and customer entitlement strategies on two consequences of loyalty programs, which are positive consequences (relationship quality) and negative consequences (customer entitlement). The type of research used is basic research with causal purpose and quantitative approach. This research uses a purposive sampling approach, which is a sampling technique based on purpose to get a sample of people who meet several predetermined criteria. The characteristics of the controls set are respondents aged 18 years and over and have GarudaMiles membership. Respondents used in this study amounted to 178 people. The analysis in this study is SEM (Structural Equation Modeling) and then processed using SPSS version 23 software for Windows and AMOS version 22 for Windows which is used for testing Measurement Models and Structural Models.

The results of this study indicate that tangible rewards and perceived status have a positive effect on relationship quality, preferential treatment has no effect on relationship quality, tangible rewards and preferential treatment has no effect on customer entitlement, perceived status has a positive effect on customer entitlement.

Keywords: **tangible rewards, preferential treatment, perceived status, relationship quality, customer entitlement.**