

**PENGARUH *PERCEIVED RELATIONSHIP MARKETING INVESTMENTS*,  
*CUSTOMER GRATITUDE* DAN *SELF IMAGE CONGRUENCY* PADA  
*SATISFACTION, TRUST, DAN AFFECTIVE COMMITMENT***

Kajian pada produk *consumer goods* yang diasosiasikan sebagai merek lokal di kalangan konsumen generasi Y dan Z

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**ABSTRAK**

Tesis ini bertujuan untuk mengetahui pengaruh *perceived relationship marketing investments*, *self image congruency*, dan *customer gratitude* terhadap *satisfaction*, *trust*, dan *affective commitment* yang dirasakan oleh pelanggan produk unilever yang diasosiasikan sebagai merek lokal, objek yang digunakan adalah produk Kecap Bango dan Teh Sariwangi sebagai representasi produk unilever. Merek lokal membangkitkan asosiasi yang terkait dengan modal budaya lokal, keaslian dan kebutuhan kualitas lokal. Pemilihan objek penelitian ini berdasarkan wawasan bahwa produk yang dihasilkan oleh Unilever tidak sepenuhnya berasal dari inovasi mereka, melainkan ada juga yang merupakan hasil dari akuisisi dengan perusahaan lainnya. Subjek penelitian yang digunakan dalam penelitian ini adalah pelanggan generasi Y dan Z yang telah menggunakan produk ini. Penelitian ingin mengkaji terkait belum optimalnya *customer gratitude* dan upaya mewujudkan *self-image congruence* pada produk *brand local association* milik perusahaan multinasional terhadap kepuasan pelanggan. Oleh karena itu, peneliti ingin berkontribusi untuk meningkatkan *customer gratitude* pelanggan melalui *self image congruence* yang dimiliki oleh pelanggan. Dalam penelitian ini menggabungkan antara *social exchange theory* dan *self-image congruence theory*. Pada penelitian-penelitian sebelumnya terdapat perbedaan hasil yang ditemukan antara hubungan *relationship marketing investments* terhadap *customer gratitude*, sehingga menarik untuk dikaji lebih lanjut. Penelitian ini akan berkontribusi pada model perilaku konsumen yang berbasis pada *social exchange theory* dengan menjelaskan mengenai adanya hubungan *self-image congruence* yang dipengaruhi oleh *perceived relationship marketing investments* terhadap rasa yang timbul didalam perilaku konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan cara menyebarkan kuesioner. Pengujian hipotesis dengan menggunakan teknik analisis SEM (*Structural Equation Model*) pada *software* AMOS 21.0. Variabel yang digunakan dalam penelitian ini adalah *customer gratitude*, *satisfaction*, *trust*, *affective commitment*, *perceived relationship marketing investments*, *self image congruency*.

Kata kunci : *Customer Gratitude, Satisfaction, Trust, Affective Commitment, Perceived Relationship Marketing Investments, Self Image Congruency.*

**THE INFLUENCE OF PERCEIVED RELATIONSHIP MARKETING INVESTMENTS, CUSTOMER GRATITUDE AND SELF IMAGE CONGRUENCY ON SATISFACTION, TRUST, AND AFFECTIVE COMMITMENT**

*A study on consumer goods products which are associated as local brands among consumers of generation Y and Z*

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**ABSTRACT**

*This thesis aims to determine the effect of perceived relationship marketing investments, self-image congruency, and customer gratitude on satisfaction, trust, and affective commitment felt by Unilever product customers who are associated as local brands, the objects used are Bango Kecap and Sariwangi tea products as representations. Unilever products. Local brands evoke associations related to local cultural capital, authenticity, and local quality needs. The selection of the object of this research is based on the insight that the products produced by Unilever are not entirely derived from their innovations, but some are the result of acquisitions with other companies. The research subjects used in this research are Y and Z generation customers who have used this product. This research wants to examine the relationship between the suboptimal customer gratitude and efforts to realize self-image congruence on local brand association products belonging to multinational companies to customer satisfaction. Therefore, researchers want to contribute to increasing customer gratitude through self-image congruence owned by customers. This study combines social exchange theory and self-image congruence theory. In previous studies, there were differences in the results found between relationship marketing investments and customer gratitude, making it interesting to study further. This study will contribute to a model of consumer behavior based on social exchange theory by explaining the existence of a self-image congruence relationship that is influenced by perceived relationship marketing investments to the feelings that arise in consumer behavior. This study uses a quantitative approach by distributing questionnaires. Hypothesis testing using SEM (Structural Equation Model) analysis technique on AMOS 21.0 software. The variables used in this study are customer gratitude, satisfaction, trust, affective commitment, perceived relationship marketing investments, self-image congruency.*

*Keywords : Customer Gratitude, Satisfaction, Trust, Affective Commitment, Perceived Relationship Marketing Investments, Self Image Congruency.*