

ABSTRACT

NUR AZIZAH. The Relationship Marketing Analysis Of CV. Kebun Agropolitan With The Supplier and The Customer at Malangbong, Garut, West Java. Supervised by **ANTIK SUPRIHANTI** and **BUDIARTO**.

This research aim to: (1) Analyze type of relationship marketing of CV. Kebun Agropolitan with supplier and customer, (2) analyze type of relationship marketing of CV. Kebun Agropolitan with customer and quantity of supply. This research method used the descriptive method, to determine the location used the purposive method, and responder is taken by census method.

Results of this research indicate : (1) there are 2 type of relationship marketing that happened on CV. Kebun Agropolitan with supplier and customer, there are coordinative type and cooperative type. Coordinative type happened between CV. Kebun Agropolitan with supplier (AJ, MA) and customer (GB, ND, SS And HB). While cooperative type happened between CV. Kebun Agropolitan with customer (EE, AG And VL). (2) type of relationship marketing of CV. Kebun Agropolitan with customer and quantity of supply has a negative relation.

Keywords : relationship marketing, supplier, customer