

PENGARUH PROGRAM *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) TERHADAP LOYALITAS PELANGGAN PADA PT XYZ

Iin Nur Yurinda¹

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh program *customer relationship management* terhadap loyalitas pelanggan dari PT XYZ. Dimensi yang diukur untuk variabel X / *independent* (*customer relationship management*) antara lain *one to one marketing*, *continuity marketing*, *partnering program* dan teknologi. Sementara untuk variabel Y/ *depedent* (loyalitas pelanggan) diukur dengan *repeat purchase*, *refers other*, *across product*, dan *immunity*. Penelitian ini menggunakan sampel sebanyak 50 perusahaan yang merupakan pelanggan dari PT. XYZ yang telah menggunakan produk dari PT.XYZ selama kurun waktu lebih dari 6 bulan. Pengambilan sampel menggunakan teknik *purposive sampling*. Uji validitas dan realibilitas dilakukan untuk menguji instrumen. Selanjutnya dilakukan uji asumsi klasik dan analisis regresi linear sederhana. Hasil penelitian ini menunjukkan bahwa program *customer relationship management* memiliki pengaruh yang positif dan signifikan terhadap loyalitas pelanggan. Berdasarkan hasil R^2 sebesar 0,887 dan menunjukkan bahwa *customer relationship management* pada penelitian ini memberikan proporsi kepada variabel loyalitas pelanggan 88,7%. Disarankan kepada PT XYZ untuk semakin intens menjalin hubungan dengan pelanggan dan melakukan *personal touch* dengan pelanggan. Dan untuk peneliti selanjutnya disarankan untuk menambah variabel lain seperti *personal selling* karena diduga adanya pengaruh komunikasi langsung dari *personal selling* sehingga mempengaruhi loyalitas konsumen dan kepuasan pelanggan.

Kata Kunci: *Cutomer relationship management*, loyalitas pelanggan

¹ Mahasiswa Program Studi Manajemen, Universitas Bakrie

EFFECT OF PROGRAM CUSTOMER RELATIONSHIP MANAGEMENT TO CUSTOMER LOYALTY BY PT XYZ

Iin Nur Yurinda²

ABSTRACT

This study aims to determine the effect of customer relationship management programs on customer loyalty in PT XYZ. The dimension that measured to the variable X / independent (customer relationship management) are including one to one marketing, marketing continuity, partnering programs and technology. While variable Y / dependent (customer loyalty) measured by repeat purchase, refers other, across product, dan immunity. This study used a sample of 50 respondents which are the customer of PT XYZ who have used the product of PT.XYZ during period more than 6 months. The sampling method that used is purposive sampling technique. Validity and reliability was conducted to test the instrument. Furthermore the classical assumption test and simple linear regression analysis are used too. These results indicate that the customer relationship management program has a significant positive effect on customer loyalty. Based on the results of R^2 which is 0.887, shows that customer relationship management in this study provide proportion to customer loyalty of 88.7%. Suggested to PT XYZ for the more intense in dealing with customers and doing personal touch to the customers. And for further research recommended to add some other variables such as personal selling because suspected that there is direct influence of direct communication from personal selling which will affect customer loyalty and customer satisfaction.

Keywords: *Cutomer relationship management, customer loyalty*

² Students of Management Studies, University of Bakrie