

**PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT*
TERHADAP *CUSTOMER LOYALTY*
(Studi Kasus PT. Lotte Shopping Indonesia Store 05 Bandung)**

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ABSTRAK

Menjaga hubungan yang baik dengan pelanggan biasa dikenal dengan *Customer Relationship Management*. Pelanggan merupakan target dari ujung tombak perusahaan dan mereka bagaikan raja yang harus dilayani secara individual. Perusahaan tidak dapat memaksakan produk atau jasanya ke pelanggan, akan tetapi sekarang pelangganlah yang perlu diperhatikan kebutuhan, keinginan, dan perilakunya. Pelanggan memainkan peranan penting dalam bisnis suatu perusahaan dan perusahaan dituntut untuk dapat menjaga hubungan baik dan berupaya mempertahankannya dalam jangka waktu yang panjang sehingga pelanggan dan perusahaan akan merasa saling membutuhkan dan menguntungkan.

Penelitian ini dilakukan di PT. Lotte Shopping Indonesia Store 05 Bandung. Responden dalam penelitian ini adalah 100 orang pelanggan yang berkunjung dan berbelanja di LOTTE*Mart Wholesale* Bandung. Peneliti menemukan suatu fenomena sehingga dapat memunculkan suatu gagasan untuk menentukan judul skripsi. Tujuan penelitian ini adalah untuk mengetahui besarnya pengaruh *Customer Relationship Management* terhadap *Customer Loyalty* studi kasus PT. Lotte Shopping Indonesia Store 05 Bandung.

Metode statistik yang digunakan adalah Uji Validitas dan Uji Reliabilitas menggunakan program SPSS 20 dan analisis regresi linier sederhana. Dengan metode pengumpulan data melalui wawancara, observasi dan kuesioner. Dan kuesioner menggunakan skala ordinal. Hasil penelitian menunjukkan bahwa *Customer Relationship Management* berpengaruh positif terhadap *Customer Loyalty* yang ditunjukkan oleh hasil analisis regresi. *Customer Relationship Management* memiliki korelasi yang kuat terhadap *Customer Loyalty*. Dan *Customer Relationship Management* mempengaruhi *Customer Loyalty* sebesar 58,6% sedangkan sisanya sebesar 41,4% dipengaruhi oleh faktor-faktor lain yang tidak diteliti.

Kata kunci: *Customer Relationship Management, Customer Loyalty*

**INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT
ON CUSTOMER LOYALTY
(Case Study PT. Lotte Shopping Indonesia Store 05 Bandung)**

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ABSTRACT

Maintaining a good relationship with customers is commonly known as Customer Relationship Management. Customer is the target of its cutting edge and they like the king who must be served individually. The Company can not impose its products or services to customers, but now the customer who needs to consider the needs, desires, and behaviors. Customers play an important role in a company's business and the company is expected to maintain good relations and seek to maintain it in the long term so that the customer and the company will feel their need and benefit.

This research was conducted at PT. Lotte Shopping Indonesia Store 05 Bandung. Respondents in this study were 100 customers who visit and shop at LOTTEMart Wholesale Bandung. Researchers discovered a phenomenon that can bring an idea to determine the title of the thesis. The purpose of this study was to determine the influence of Customer Relationship Management on Customer Loyalty case study of PT. Lotte Shopping Indonesia Store 05 Bandung.

The statistical method used is Validity and Reliability Test using SPSS 20 and simple linear regression analysis. With the method of collecting data through interviews, observation and questionnaires. And questionnaires using an ordinal scale. The results showed that the Customer Relationship Management positive effect on customer loyalty shown by the results of the regression analysis. Customer Relationship Management has a strong correlation with customer loyalty. And Customer Relationship Management Customer Loyalty influence by 58.6% while the remaining 41.4% is influenced by other factors not examined.

Key words: Customer Relationship Management, Customer Loyalty