

## ABSTRAK

Judul: **Hubungan antara *Customer Relationship Management* (CRM) Dan Kepuasan dengan Loyalitas Pelanggan CV Karya Rubber Teknik**, disusun Oleh : **Devina Kristianti**, Nrp: 02.08.240, Di bawah bimbingan Ibu Sri Wiludjeng SP.,S.E.,M.P

Penerapan *Customer Relationship Management* (CRM) secara tidak langsung dikatakan sebagai pengkomputerisasian data pelanggan. Hal ini dimaksudkan agar perusahaan mengetahui apa yang menjadi kebutuhan dan keinginan pelanggan sehingga dapat terjalin hubungan yang baik dengan pelanggan. Penelitian berjudul Analisis Pengembangan *Customer Relationship Management* (CRM) Dalam Meningkatkan Loyalitas Pelanggan CV Karya Rubber Teknik. Tujuan penelitian untuk mengetahui pendapat konsumen tentang *Customer Relationship Management* yang dilaksanakan oleh perusahaan, menganalisis loyalitas konsumen terhadap produk CV Karya Rubber Teknik dan menganalisis pengaruh *Customer Relationship Management* terhadap loyalitas konsumen pada produk CV Karya Rubber Teknik. Metode penelitian yang digunakan adalah metode deskriptif dan explanatory, dengan teknik pengumpulan data melalui kuesioner dan observasi. Hasil penelitian menunjukkan bahwa pendapat konsumen tentang *Customer Relationship Management* yang dilaksanakan CV Karya Rubber Teknik dinilai baik. Walau demikian masih terdapat beberapa faktor yang perlu diperhatikan karena memiliki nilai di bawah rata-rata. Loyalitas konsumen terhadap produk CV Karya Rubber Teknik dinilai tinggi. Pengaruh *Customer Relationship Management* terhadap loyalitas konsumen pada produk CV Karya Rubber Teknik berdasarkan hasil persamaan regresi yang menunjukkan apabila variabel *Customer Relationship Management* tidak ada perubahan maka loyalitas pelanggan tinggi. Variabel *Customer Relationship Management* memiliki koefisien regresi bertanda positif hal ini berarti apabila *Customer Relationship Management* ditingkatkan, maka akan meningkatkan loyalitas pelanggan. Sedangkan variabel kepuasan sebagai variabel yang menjebatani loyalitas pelanggan memiliki koefisien regresi bertanda positif, hal ini berarti apabila pelanggan merasa puas, maka akan meningkatkan loyalitas pelanggan.

Kata kunci: *Customer Relationship marketing*, kepuasan, loyalitas pelanggan,

## ABSTRACT

Title: Relationship between Customer Relationship Management (CRM) Customer Loyalty And Satisfaction with Work CV Rubber Engineering, compiled By: Devina Kristianti, Nrp: 02.08.240, Under the guidance of Ms. Sri Wiludjeng SP., SE, MP

Application of Customer Relationship Management (CRM) is said to be indirectly computerized customer data. It is intended that the company knows what customers need and desire to be established good relationship with customers. The study, entitled Expansion Analysis Customer Relationship Management (CRM) in Improving Customer Loyalty paper CV Karya Rubber Teknik. The purpose of the research to find out what consumers about Customer Relationship Management implemented by the enterprise, analyzing consumer loyalty to products paper CV Rubber Technical and Customer Relationship Management to analyze the influence of consumer loyalty on CV Karya Rubber Teknik . The research method used is descriptive method and Explanatory, with data collection techniques through questionnaires and observation. The results showed that consumer opinion about Customer Relationship Management Work undertaken CV Karya Rubber Teknik, because the average value of the entire statement. Nevertheless there are still some factors that need to be observed as a value below the average. Consumer loyalty to products paper CV Karya Rubber Teknik was highly valued, because the average value of the entire statement. Customer Relationship Management influence on consumer loyalty on paper CV Karya Rubber Teknik based on the regression equation shows that when the variable Customer Relationship Management there is no variation or equal to 0 then the customer loyalty. Variable Customer Relationship Management has a large positive regression coefficient, this means when Customer Relationship Management increased every time, it will increase customer loyalty. whereas variable satisfaction as customer loyalty has a positive regression coefficient marked, this means that when a customer is satisfied with every first time, it will increase customer loyalty.

Keywords: Development of Customer Relationship Management, *satisfaction*, Customer Loyalty