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The Effect of Customer Relationship Marketing to Customer Loyalty on PT. Aplikasi Karya Anak Bangsa (Gojek Indonesia)
(Survey of Women and Men, aged 18-34 years old, domiciled in Jabodetabek)
Number of Pages : x + 95 pages + 22 attachment
Bibliography : 33 references, years : 2008 – 2017

ABSTRACT

The transportation business is one of the businesses that is influenced by the advancement of information and communication technology. One of them is Gojek. Gojek is an Indonesian technology company that serves transportation through Ojek services. In facing competition in the online transportation business, Gojek developed a customer relationship management strategy by publishing Gopay and Gopoint as loyalty programs. Therefore, this study aims to answer the question of how much influence the customer relationship management has on customer loyalty.

This study discuss the CRM theory and its components including the processes (identification, differentiation, interaction, personality), as well as the loyalty theory proposed by Griffin.

The type of research used is explanatory. The research method used is quantitative approach using survey method through questionnaire distributions, which was distributed using purposive sampling technique as many as 97 respondents and using statistical analysis namely correlation analysis and regression analysis.

The results of simple linear regression show that there is a strong relationship between the variables of CRM and Customer Loyalty activities of 0.466 so that there is an influence between these variables.

This study concludes that there is an influence of customer relationship marketing on customer loyalty by 27.1%.

Keywords : The Effect of Customer Relationship Marketing and Customer Loyalty



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Pengaruh *Customer Relationship Marketing* Terhadap *Customer Loyalty* Pada PT. Aplikasi Karya Anak Bangsa (Gojek Indonesia)
(Survei pada perempuan dan laki-laki, usia 18-34 tahun, domisili Jabodetabek)
Jumlah Halaman : x + 95 halaman + 22 lampiran
Bibliografi : 33 acuan, tahun : 2008 – 2017

ABSTRAK

Bisnis transportasi menjadi salah satu bisnis yang terkena dampak dari kemajuan teknologi informasi dan komunikasi. Salah satunya adalah Gojek. Gojek adalah perusahaan teknologi asal Indonesia yang melayani angkutan taransportasi melalui jasa ojek. Dalam menghadapi persaingan di bisnis transportasi *online*, Gojek menyusun strategi *customer relationship management* dengan mengeluarkan Gopay dan Gopoints sebagai program *loyalty*. Oleh karena itu, penelitian ini bertujuan untuk menjawab pertanyaan seberapa besar pengaruh *customer relationship management* terhadap *customer loyalty*.

Dalam penelitian ini membahas mengenai teori CRM dan komponen-komponennya antara lain proses (identifikasi, diferensiasi, interaksi, personalitas), serta teori loyalitas yang dikemukakan oleh Griffin.

Tipe penelitian yang digunakan adalah eksplanatif. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan metode survey melalui penyebaran kuesioner yang disebarluaskan menggunakan teknik *purposive sampling* sebanyak 97 responden dan menggunakan analisa statistik yaitu analisa korelasi dan analisa regresi.

Hasil regresi linier sederhana menunjukkan adanya hubungan yang cukup kuat antara variabel kegiatan CRM dan Customer Loyalty sebesar 0.466 sehingga terjadi pengaruh antara variabel tersebut.

Penelitian ini menyimpulkan bahwa ada pengaruh customer relationship marketing terhadap customer loyalty sebesar 27,1%.

Kata Kunci : Pengaruh Customer Relationship Marketing dan Customer Loyalty