

## **ABSTRACT**

*This research aims to examine and Analysis the Effect of Customer Relationship Management, Price Perception, and Quality of Service to Customer Loyalty Vehicle Logistic Brand Hino that became the object of research. The reaserch design used is quantitative and explanatory research type of survey methods. Data was collected using questionnaires to 105 respondents, the sampling technique used is online survey via customer emails as. The method of analysis is SPSS. The result of the research showed that customer relationship management has a positively and significant customer loyalty vehicle logistic, price perception have positiv and effect significant customer loyalty vehicle logistic, and quality of service positive and significant influence to customer loyalty vehicle logistic.*

*Keywords : customer relationship management, price perception, quality of service, customer loyalty.*



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## ABSTRAK

Penelitian ini bertujuan menguji dan menganalisis Analisis Pengaruh *Customer Relationship Management*, Persepsi Harga, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Kendaraan Niaga Merek Hino yang menjadi objek penelitian. Desain penelitian yang digunakan adalah jenis penelitian metode kuantitatif dan explanatory. Data dikumpulkan dengan menggunakan kuesioner yang diberikan kepada 105 responden, teknik pengambilan sampel yang digunakan adalah online melalui email pelanggan. Metode analisis yang digunakan adalah SPSS. Hasil penelitian menunjukkan bahwa variabel pengaruh manajemen hubungan pelanggan secara positif dan signifikan terhadap loyalitas pelanggan loyalitas pelanggan, persepsi harga logistik pelanggan loyalitas pelanggan positif dan signifikan, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan loyalitas pelanggan.

Kata kunci: *customer relationship management*, persepsi harga, kualitas pelayanan, loyalitas pelanggan.

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