

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui Analisa Pengaruh *Customer Relationship Management* (CRM) terhadap Kepuasan dan Dampaknya pada Loyalitas Konsumen PT. Raharja Duta Solusindo dengan mengukur indikator-indikator yang mempengaruhi variabel *Customer Relationship Management* (CRM), Kepuasan dan Loyalitas Konsumen. Penelitian ini menerapkan desain penelitian deskriptif dengan menggunakan metode survei. Pengambilan sampel menggunakan kriteria tertentu dimana responden pernah mengikuti pelatihan minimum 1 kali di PT. Raharja Duta Solusindo sebagai teknik pengambilan sampel. Penelitian ini diuji menggunakan pendekatan model persamaan struktural (*structural equation modeling*) – Lisrel untuk menguji pengaruh signifikansi dari keseluruhan model dan jalur yang telah ditentukan sebelumnya. Temuan menunjukkan bahwa variabel *Customer Relationship Management* (CRM) berpengaruh positif dan signifikan terhadap Kepuasan, *Customer Relationship Management* (CRM) berpengaruh positif dan signifikan terhadap Loyalitas Konsumen serta kepuasan konsumen berpengaruh positif dan signifikan terhadap loyalitas konsumen.

Kata kunci: *Customer Relationship Management* (CRM), Kepuasan, Loyalitas



ABSTRACT

The purpose of this influence was to have better industry of study was to Analysis the Customer Relations (CRM) on Satisfaction and Its Impact on Customer Loyalty of PT. Raharja Duta Solusindo by measuring indicators that influence the Customer Relationship Management (CRM) variable, Customer Satisfaction and Loyalty. This research uses descriptive research design using survey methods. Sampling uses certain criteria where respondents have attended at least 1 training at PT. Raharja Duta Solusindo as a sampling technique. This study examined using structural equation modeling (structural equation modeling) - Lisrel to examine the significance of the relationship of the overall model and predetermined pathway. The findings show that the variable Customer Relationship Management (CRM) shows a positive and significant impact on Satisfaction, Customer Relationship Management (CRM) has a positive and significant effect on Customer Loyalty and customer satisfaction shows positive and significant impact on customer loyalty.

Keywords: Customer Relationship Management (CRM), Satisfaction, Loyalty

