

ABSTRACT

This study aims: 1) to Know whether the Customer Satisfaction affect Customer Relationship Management. 2) to Know whether the Customer Perceived Value affect Customer Relationship Management. 3) to Know whether the Customer Satisfaction affect Loyalty. 4) to Know whether the Customer Perceived Value affect Loyalty 5) to Know whether the Customer Relationship Management affect Loyalty ?. This research is a quantitative approach, associative type. In this study, the population studied were 120 customers who were already members of Abbott Family Club loyalty as well who contacted via customer service on Pediasure Vanilla 850gr dairy products. And with samples that can describe population, then in determining the sample of this study using the technique non probability sampling with method Convenience Sampling.

Keywords: Customer Satisfaction, Customer Perceived Value, CRM and Loyalty



ABSTRAK

Penelitian ini bertujuan: 1) Apakah terdapat pengaruh *Customer Satisfaction* terhadap *Customer Relationship Management*. 2) Apakah terdapat pengaruh *Customer Perceived Value* terhadap *Customer Relationship Management*. 3) Apakah terdapat pengaruh *Customer Satisfaction* terhadap *Loyalty*. 4) Apakah terdapat pengaruh terdapat pengaruh *Customer Perceived Value* terhadap *Loyalty* 5) Apakah terdapat pengaruh *Customer Relationship Management* terhadap *Loyalty*?. Penelitian ini berpendekatan kuantitatif, berjenis asosiatif. Dalam penelitian ini, populasi yang diteliti adalah 120 pelanggan baik yang sudah menjadi *member loyalty* Abbott Family Club yang menghubungi melalui layanan pelanggan pada produk susu Pediasure Vanilla 850gr. Dan untuk mendapatkan sampel yang dapat menggambarkan populasi, maka dalam penentuan sampel penelitian ini menggunakan teknik *non probability sampling* yaitu dengan metode *Convenience Sampling*

Kata Kunci: *Customer Satisfaction*, *Customer Perceived Value*, CRM dan *Loyalty*

