

ABSTRACT

This research is used to know the effect of product quality, e-marketing, and Electronic Customer Relationship Management with customer loyalty. The object of this research is Telkomsel prepaid card users in Central Jakarta. Data collection techniques were carried out by distributing questionnaires to 140 respondents. This study uses multiple linear regression method using the coefficient of determination to show how much influence between variables. The results showed that product quality has a positive and significant effect on customer loyalty, e-Marketing has a positive but insignificant effect on customer loyalty, and Electronic Customer Relationship Management has a positive and significant effect on customer loyalty.

Keywords: Product Quality, e-Marketing, Electronic Customer Relationship Management, Customer Loyalty



ABSTRAK

Penelitian ini digunakan untuk mengetahui pengaruh antara kualitas produk, *e-Marketing*, dan *Electronic Customer Relationship Management* dengan loyalitas pelanggan. Objek penelitian ini adalah pengguna kartu prabayar Telkomsel di Jakarta Pusat. Teknik pengumpulan data dilakukan dengan penyebaran kuesioner 140 responden. Penelitian ini menggunakan metode regresi linier berganda dengan menggunakan koefisien determinasi untuk menunjukkan seberapa besar pengaruh antar variabel. Hasil penelitian menunjukkan bahwa Kualitas Produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, *e-Marketing* berpengaruh positif namun tidak signifikan terhadap loyalitas pelanggan, dan *Electronic Customer Relationship Management* berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci: Kualitas Produk, *e-Marketing*, *Electronic Customer Relationship Management*, Loyalitas Pelanggan

