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Pengaruh Faktor - Faktor *Customer Relationship Management* Terhadap Loyalitas Pelanggan (*Survey Pada PT Harmoni Dinamik Indonesia di Jakarta Tahun 2022*)  
Bibliografi: 5 bab, 117 Hal + Lampiran + 14 Buku + 4 Internet

## ABSTRAK

Kondisi perekonomian ditengah pandemi mengalami guncangan yang keras, banyak dari perusahaan menutup usaha mereka. Namun tidak dengan produk kesehatan. Ditengah pandemi, permintaan akan produk kesehatan meningkat seiring dengan kebutuhan masyarakat. Salah satunya produk yang sedang ramai adalah *Clover Honey*, salah satu produk dari PT. Harmoni Dinamik Indonesia. Ditengah tingginya permintaan, PT. Harmoni Dinamik Indonesia dengan sistem penjualan *Multi Level Marketing (MLM)* dapat menjadi alternatif bagi menunjang imunitas tubuh. Dengan fenomena ini, peneliti tertarik bagaimana hubungan pelanggan dapat berpengaruh terhadap loyalitas pelanggan pada PT. Harmoni Dinamik Indonesia.

Teori bauran pemasaran 4C (*Customer, Cost, Convenience, Communication*) pada era *new normal* dinilai lebih efisien diakarekanan perubahan perilaku masyarakat pada pandemi Covid-19. tidak hanya pada pemasaran dan penjualan produk tetapi juga pada komunikasi dengan target pelanggan dari proses awal hingga akhir.

Metode yang digunakan menggunakan metode kuantitatif melalui metode kuesioner sebagai Instrumen pengumpulan datanya dengan menggunakan skala likert. Subjek dalam penelitian ini adalah anggota PT. Harmoni Dinamik Indonesia di Jakarta dengan jumlah sampel sebesar 97 responden. Penelitian ini menggunakan metode survei dengan teknik *purposive sampling*. Dianalisis menggunakan regresi linear sederhana.

Hasil penelitian menunjukkan bahwa *customer relationship management* (CRM) memiliki pengaruh yang signifikan terhadap loyalitas pelanggan. *Customer relationship management* mempengaruhi loyalitas pelanggan sebesar 49%, sedangkan 51% dipengaruhi oleh faktor lain. dapat disimpulkan bahwa terdapat pengaruh yang signifikan customer relationship management terhadap loyalitas pelanggan.

**Kata Kunci:** *Ekonomi, Pandemi, CRM, Loyalitas Pelanggan*



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The Influence of Customer Relationship Management Factors on Customer Loyalty (Survey at PT Harmoni Dinamik Indonesia in Jakarta 2022)  
Biography: 5 Chapters, 117 Pages + Appendix + 14 Books + 4 Internet

## ABSTRAK

Economic conditions in the midst of a pandemic experienced severe shocks, many companies closed their businesses. But not with health products. In the midst of a pandemic, the demand for health products is increasing in line with the needs of the community. One of the most popular products is Clover Honey, a product from PT. Indonesian Dynamic Harmony. In the midst of high demand, PT. Harmoni Dynamic Indonesia with the Multi Level Marketing (MLM) sales system can be an alternative to support the body's immunity. With this phenomenon, researchers are interested in how customer relations can affect customer loyalty at PT. Indonesian Dynamic Harmony.

The 4C marketing mix theory (Customer, Cost, Convenience, Communication) in the new normal era is considered more efficient due to changes in people's behavior during the Covid-19 pandemic. not only on product marketing and sales but also on communication with target customers from start to finish.

The method used is a quantitative method through the questionnaire method as the data collection instrument using a Likert scale. The subjects in this study were members of PT. Harmonic Dynamics of Indonesia in Jakarta with a total sample of 97 respondents. This study uses a survey method with purposive sampling technique. Analyzed using simple linear regression.

The results showed that customer relationship management (CRM) has a significant influence on customer loyalty. Customer relationship management affects customer loyalty by 49%, while 51% is influenced by other factors. it can be concluded that there is a significant influence customer relationship management on customer loyalty.

Keywords: *Economy, Pandemic, CRM, Customer Loyalty*