

ABSTRACT

This study is descriptive-quantitative in nature. Both primary and secondary data were employed. Secondary data were obtained through journals, book and related publications. Primary data were obtained using questionnaire which was distributed to the target responden. Using a census technique, 119 responden were obtained. Path analysis was employed in this study. The result showed that customer relationship marketing, customer value and product quality had individually positive and significant impact on customer satisfaction, customer satisfaction and a significant effect on customer loyalty. The analysis also showed that customer relationship marketing, customer value and product quality, simultaneously had positive and significant impact on customer satisfaction, customer relationship marketing, customer value, Product quality and customer satisfaction had a significant positive effect on customer loyalty. The empirical findings indicate PT. Source Food Ingredient need to pay attention to factors such as customer relationship marketing, customer value, product quality and customer satisfaction, because these factors shown to affect the level of customer loyalty. Theoretical implications and suggestions for future research are also discussed in the final part in this study.

Keywords: CRM, customer value, product quality, customer satisfaction, customer loyalty.



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ABSTRAK

Penelitian ini bersifat deskriptif-kuantitatif. Dalam penelitian ini menggunakan data primer dan data sekunder. Data sekunder diperoleh melalui jurnal, buku dan publikasi terkait. Data primer diperoleh dengan menggunakan kuesioner yang dibagikan kepada target responden. Menggunakan teknik sensus terhadap 119 responden. metode yang digunakan dalam penelitian ini adalah analisis Jalur. Hasil penelitian menunjukkan bahwa hubungan pemasaran, nilai pelanggan dan kualitas produk memiliki dampak individual positif dan signifikan terhadap kepuasan pelanggan, kepuasan pelanggan dan berpengaruh signifikan terhadap loyalitas pelanggan. Analisis juga menunjukkan bahwa pemasaran hubungan pelanggan, nilai pelanggan dan kualitas produk, sekaligus memiliki dampak positif dan signifikan terhadap kepuasan pelanggan dan hubungan pemasaran pelanggan, nilai pelanggan, kualitas produk dan kepuasan pelanggan memiliki pengaruh positif yang signifikan terhadap loyalitas pelanggan. Temuan empiris menunjukkan PT. Sumber Food Ingredient harus memperhatikan faktor-faktor seperti hubungan pemasaran, nilai pelanggan, kualitas produk dan kepuasan pelanggan, karena faktor-faktor ini terbukti mempengaruhi tingkat loyalitas pelanggan. Implikasi teoritis dan saran untuk penelitian mendatang juga dibahas dalam bagian akhir dalam penelitian ini.

Kata kunci : CRM, nilai pelanggan, kualitas produk, kepuasan pelanggan, loyalitas pelanggan.



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