

## **ABSTRAK**

Penelitian ini untuk mengetahui *Customer Relationship Management* berpengaruh terhadap Citra Merek dan Kepercayaan merek serta implikasinya terhadap Loyalitas nasabah pada penggunaan *E-money* BRIZZI Bank BRI yang digunakan pada alat transportasi Transjakarta. Penelitian ini dilakukan terhadap 248 responden. Tehnik pengambilan sampel yang digunakan adalah tehnik *judgement sampling*. Untuk menjawab perumusan masalah, tujuan dan hipotesis penelitian ini, maka analisis yang dipergunakan adalah analisis *Structural Equation Model* (SEM).

Hasil penelitian menunjukkan bahwa variabel CRM berpengaruh signifikan terhadap citra merek dan kepercayaan merek dan juga kepercayaan merek berpengaruh signifikan terhadap loyalitas akan tetapi untuk varibel citra merek tidak berpengaruh secara signifikan terhadap variabel loyalitas.

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Kata Kunci : *Customer Relationship Management*, Citra Merek, Kepercayaan Merek, Loyalitas.

## **ABSTRACT**

*This research was held to find out about the Customer Relationship Management effects to the Brand Image and Brand Trust and the implications to the customers loyalty in the use of E-money BRIZZI Bank BRI which is used on the Transjakarta transportation. This research was conducted to 248 respondents. The sampling technique used in this research is the judgement samplingtechnique. To answer the questions of the problem, purposes and hypothesis of this research, the analysis used on this research is the Structural Equation Model (SEM) technique.*

*The result of this research showed that the CRM variables significantly effected to the brand image and brand trust and also the brand trust significantly effected to the loyalty but the brand image variables didn't significantly effected to the loyalty variables.*

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**Keywords :** Customer Relationship Managements, Brand Image, Brand Trust, Loyalty.