

**PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT DAN
KUALITAS PELAYANAN TERHADAP LOYALITAS PELANGGAN
DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL MEDIASI**
(Studi Pada Konsumen PT. Matahari Department Store Mojokerto)

ABSTRAKSI

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh customer relationship management dan kualitas pelayanan terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai mediasi terhadap loyalitas pelanggan PT. Matahari *Departement Store* Mojokerto. Populasi dalam penulisan ini adalah pelanggan yang memiliki member PT. Matahari *Departement Store* Mojokerto. Sampel dalam penulisan ini berjumlah 100 orang. Metode analisis data dalam penulisan ini menggunakan analisis SEM (*Structural Equation Modeling*). Hasil penelitian menunjukkan bahwa *customer relationship management* dan kualitas pelayanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, *customer relationship ranagement* dan kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, *customer relationship management* berpengaruh positif dalam memediasi kepuasan pelanggan terhadap loyalitas pelanggan, kualitas layanan berpengaruh positif dalam memediasi kepuasan pelanggan terhadap loyalitas pelanggan. Kesimpulan dari penulisan ini adalah semakin baik customer relationship management dan kualitas pelayanan yang diterapkan, maka akan meningkatkan loyalitas pelanggan dan semakin baik customer relationship management dan kualitas pelayanan yang dimediasi kepuasan pelanggan akan meningkatkan loyalitas pelanggan PT. Matahari *Departement Store* Mojokerto.

Kata Kunci : Customer Relationship Management, Kualitas Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan

THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE

(Study at Consumers of PT Matahari Department Store Mojokerto)

ABSTRACTION

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This study aims to determine and analyze the effect of customer relationship management and service quality on customer loyalty with customer satisfaction as a mediation of customer loyalty at PT. Matahari *Departement Store* Mojokerto. The population in this writing are customers who have members of PT. Matahari *Departement Store* Mojokerto. The sample in this writing is 100 peoples. The data analysis method in this paper uses SEM (*Structural Equation Modeling*) analysis. The results showed that customer relationship management and service quality had a positive and significant effect on customer satisfaction, customer relationship management and service quality had a positive and significant effect on customer loyalty, customer satisfaction had a positive and significant effect on customer loyalty, customer relationship management had a positive effect on mediating satisfaction customers to customer loyalty, service quality has a positive effect in mediating customer satisfaction with customer loyalty. The conclusion of this paper is that between the customer relationship management and the quality of services implemented, it will increase customer loyalty and the better customer relationship management and service quality mediated by customer satisfaction will increase customer loyalty PT. Matahari *Departement Store* Mojokerto.

Keywords : Customer Relationship Management, Service Quality, Customer Satisfaction, Customer Loyalty