

ABSTRAK

PT. Pos Indonesia (PERSERO) Cabang Utama Karawang merupakan perusahaan industri yang berkembang dibidang pelayanan jasa, dari pengiriman surat, barang, hingga sesuatu yang sangat penting. Selain itu, pelanggan biasanya datang langsung untuk melakukan pengiriman surat maupun barang. PT. Pos Indonesia juga melakukan yang namanya pendekatan customer relationship management dengan cara memberikan pelayanan terbaik untuk pelanggan, memberikan info-info menarik seputar Pos Indonesia, memberikan promosi dan diskon disetiap event menarik. Berdasarkan data penggunaan jasa 7 bulan terakhir, PT. Pos Indonesia (PERSERO) Cabang Utama Karawang mengalami fluktuasi (grafik naik-turun) penggunaan jasa terhadap produk yang diperjualbelikan. Naik turunnya penjualan tersebut menunjukkan ketidakpastian pelayanan jasa. Dengan ini peneliti tertarik melakukan penelitian di PT. Pos Indonesia (PERSERO) Cabang Utama Karawang dengan berjudul 'Analisis Pengaruh Customer Relationship Management (CRM) Terhadap Kepuasan Dan Loyalitas Pelanggan'. Hasil penelitian menunjukkan bahwa customer relationship management berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Dilihat dari hasil T-Statistics 21,399 atau $> 1,96$, artinya H_0 ditolak dan H_1 diterima, untuk customer relationship management berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai T-Statistics 2,520 atau $> 1,96$, artinya H_0 ditolak dan H_1 diterima. Sedangkan kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai T-Statistics 8,538 atau $> 1,96$, artinya H_0 ditolak dan H_1 diterima.

Kata Kunci : CRM, kepuasan pelanggan, loyalitas pelanggan, PLS

ABSTRACT

PT. Pos Indonesian (PERSERO) Karawang Main Branch is an industrial company that is growing in the field of services, from sending letters, goods, to something very important. In addition, customers usually come directly to send letters and goods. PT. Pos Indonesian also carries out what is called a customer relationship management approach by providing the best service for customers, providing interesting information about Pos Indonesia, providing promotions and discounts at every interesting event. Based on service usage data for the last 7 months, PT. Pos Indonesian (PERSERO) Main Branch Karawang experienced fluctuations (up and down graph) the use of services for the products traded. The ups and downs of sales indicate the uncertainty of service delivery. With this, researchers are interested in conducting research at PT. Pos Indonesian (PERSERO) Karawang Main Branch entitled 'Analysis of the Effect of Customer Relationship Management (CRM) on Customer Satisfaction and Loyalty'. The results showed that customer relationship management had a positive and significant effect on customer satisfaction. Judging from the results of T-Statistics 21,399 or > 1.96 , meaning that H_0 is rejected and H_1 is accepted, for customer relationship management it has a positive and significant effect on customer loyalty with a T-Statistics value of 2.520 or > 1.96 , meaning that H_0 is rejected and H_1 is accepted. Meanwhile, customer satisfaction has a positive and significant effect on customer loyalty with a T-Statistics value of 8.538 or > 1.96 , meaning that H_0 is rejected and H_1 is accepted.

Keywords : *customer loyalty, customer relationship management, customer satisfaction, partial least square*

