

ABSTRACT

THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) ON CUSTOMER LOYALTY A STUDY OF CUSTOMERS OF PT BPR

BANDUNG KIDUL

By

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Bandung Kidul to improve the quality of relationships with customers in order to maintain customer loyalty. Customer Relationship Management (CRM) is one of the important strategies implemented by companies to build long-term relationships through service, communication, and understanding of customer needs. This study aims to determine the level of Customer Relationship Management (CRM), the level of Customer Loyalty, and the effect of Customer Relationship Management (CRM) on Customer Loyalty in PT BPR Bandung Kidul customers. The results of the study show that Customer Relationship Management (CRM) is in the good category with a total score of 3,572, while Customer Loyalty is in the very good category with a total score of 2,750. Customer Relationship Management (CRM) has a positive and significant effect on Customer Loyalty in PT BPR Bandung Kidul customers. The results of the hypothesis test show that H_0 is rejected and H_1 is accepted, which means that Customer Relationship Management (CRM) has a significant effect on Customer Loyalty. The results of the simple linear regression analysis show a regression equation of $Y = 13.069 + 0.476$ with a significance value of <0.001 and a coefficient of determination (R^2) of 26.9%. These findings confirm that the better the implementation of Customer Relationship Management (CRM) through aspects of trust, commitment, communication, and closeness with customers, the higher the customer loyalty, demonstrated through repeat purchases, resilience to competitors, and willingness to recommend PT BPR Bandung Kidul to others.

Keywords: Customer Relationship Management (CRM), Customer Loyalty, Customer Loyalty, Bank Perekonomi Rakyat.

ABSTRAK

PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) TERHADAP *CUSTOMER LOYALTY* STUDI PADA NASABAH PT BPR BANDUNG KIDUL

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Bandung Kidul untuk meningkatkan kualitas hubungan dengan nasabah guna mempertahankan loyalitas pelanggan. *Customer Relationship Management* (CRM) menjadi salah satu strategi penting yang diterapkan perusahaan untuk membangun hubungan jangka panjang melalui pelayanan, komunikasi, serta pemahaman terhadap kebutuhan nasabah. Penelitian ini bertujuan untuk mengetahui tingkat *Customer Relationship Management* (CRM), tingkat *Customer Loyalty*, serta pengaruh *Customer Relationship Management* (CRM) terhadap *Customer Loyalty* pada nasabah PT BPR Bandung Kidul. Hasil penelitian menunjukkan bahwa *Customer Relationship Management* (CRM) berada pada kategori baik dengan skor total 3.572, sedangkan *Customer Loyalty* berada pada kategori sangat baik dengan skor total 2.750. *Customer Relationship Management* (CRM) berpengaruh positif dan signifikan terhadap *Customer Loyalty* pada nasabah PT BPR Bandung Kidul. Hasil uji hipotesis menunjukkan bahwa H_0 ditolak dan H_1 diterima, yang berarti *Customer Relationship Management* (CRM) berpengaruh signifikan terhadap *Customer Loyalty*. Hasil analisis regresi linier sederhana menunjukkan persamaan regresi $Y = 13,069 + 0,476$ dengan nilai signifikansi $<0,001$ dan koefisien determinasi (R^2) sebesar 27,6%. Temuan ini mengkonfirmasi bahwa semakin baik penerapan *Customer Relationship Management* (CRM) melalui aspek kepercayaan, komitmen, komunikasi, dan kedekatan dengan nasabah, maka semakin tinggi pula loyalitas nasabah yang ditunjukkan melalui pembelian ulang, ketahanan terhadap pesaing, dan kesediaan merekomendasikan PT BPR Bandung Kidul kepada orang lain.

Kata Kunci: *Customer Relationship Management* (CRM), *Customer Loyalty*, Loyalitas Nasabah, Bank perekonomian Rakyat.