

INTISARI

Penelitian ini bertujuan untuk menganalisis Pengaruh *Customer Relationship Management* terhadap Kepuasan Konsumen dan Loyalitas Konsumen. Subjek penelitian ini adalah studi pada pengguna kartu perdana telepon selular Simpati di Yogyakarta yang telah menggunakan layanan Simpati selama 1 tahun dan berumur lebih dari 18. Sampel dalam penelitian ini berjumlah 140 responden yang ditentukan dengan teknik *purposive sampling*. Alat analisis yang digunakan *Structural Equation Modeling (SEM)*.

Berdasarkan analisis diperoleh hasil bahwa *Customer Relationship Management* berpengaruh positif dan signifikan terhadap Kepuasan Konsumen, *Customer Relationship Management* berpengaruh positif dan signifikan terhadap Loyalitas Konsumen, Kepuasan Konsumen berpengaruh positif dan signifikan terhadap Loyalitas Konsumen, Kepuasan Konsumen memediasi pengaruh *Customer Relationship Management* terhadap Loyalitas Konsumen.

Kata Kunci : Customer Relationship Management, Kepuasan. Loyalitas.

ABSTRACT

This research aims to analyze the influence of Customer Relationship Management on Consumer Satisfaction and Consumer Loyalty. The subject of this study was a study on Simpati cellular phone starter card users in Yogyakarta who had used Simpati services for 1 year and were more than 18. The sample in this study amounted to 140 respondents determined by purposive sampling technique. The analysis tool used is Structural Equation Modeling (SEM).

Based on the analysis obtained that Customer Relationship Management has a positive and significant effect on Consumer Satisfaction, Customer Relationship Management has a positive and significant effect on Consumer Loyalty, Consumer Satisfaction has a positive and significant effect on Consumer Loyalty, Consumer Satisfaction mediates the effect of Customer Relationship Management on Consumer Loyalty.

Keywords: Customer Relationship Management, Satisfaction. Loyalty.