# ABSTRAK

Skripsi dengan judul Pengaruh *Customer Relationship Management* Dan *Customer Satisfaction* Terhadap *Customer Loyality* (Studi Kasus Pada Nasabah Prioritas Bank Mandiri Cabang Bandung Kantor Pusat Telkom) dilatarbelakangi oleh fenomena kurangnya edukasi produk, khususnya update pada aplikasi livin by Mandiri yang mengakibatkan nasabah tersendat untuk bertransaksi, tidak proaktif dalam menggali kebutuhan kenyamanan dalam komunikasi petugas di cabang tersebut dianggap kurang komunikatif, *customer service* yang menerima keluhan tidak mampu memberikan jawaban yang memuaskan ditambah lagi proses penanganan yang begitu lama, hal ini menarik untuk mengetahui faktor yang menjadi penyebab permasalahan di atas, sehingga ditentukanlah judul seperti di atas dan memiliki rumusan masalah 1) Bagaimana tanggapan responden mengenai *Customer Relationship Management, Customer Satisfaction* dan *Customer Loyality* pada PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom. 2) Seberapa besar pengaruh *Customer Relationship Management* dan *Customer Satisfaction* terhadap *Customer Loyality* pada PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom secara parsial. 3) Seberapa besar pengaruh *Customer Relationship Management* dan *Customer Satisfaction* terhadap *Customer Loyality* pada PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom secara simultan, dengan tujuan untuk mengetahui dan mendapatkan jawaban dari permasalahan yang telah dirumuskan tersebut.

Penelitian ini menggunakan metode penelitian kuantitatif, Adapun sumber data yang digunakan adalah data nasabah PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom dan pengumpulan data dari hasil penyebaran kuesioner kepada nasabah PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom. Data akan dianalisis dengan menggunakan Analisis Deskriptif, Uji Asumsi Klasik, dan Analisis Verifikatif. Populasi dalam penelitian ini adalah nasabah PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom tahun 2021-2022. Metode pengambilan sampel dengan metode *Probability Sampling* dengan menggunakan rumus *propotional Slovin*.

Berdasarkan analisis yang telah dilakukan, diperoleh kesimpulan bahwa Kondisi *Customer Relationship Management* pada PT. Bank Mandiri (Persero) Tbk, KC Bandung Kantor Pusat Telkom diperoleh nilai rata-rata sebesar 3,57 termasuk dalam kategori baik dan kondisi *Customer Satisfaction* diperoleh nilai rata-rata sebesar 3,83 termasuk dalam kategori Baik. Kondisi *Customer Loyality* diperoleh nilai rata-rata sebesar 3,73 termasuk dalam kategori Baik. Secra parsial *Customer Relationship Management* berpengaruh positif dan signifikan terhadap *Customer Loyality*. secara parsial *Customer Satisfaction* berpengaruh positif dan signifikan terhadap variabel *Customer Loyality*. secara simultan (uji F) *Customer Relationship Management* dan *Customer Satisfaction* berpengaruh positif dan signifikan Terhadap *Customer Loyality*. Hal ini didukung oleh hasil dari beberapa pengujian yang telah dilakukan.

Kata Kunci: *Customer Relationship Management, Customer Satisfaction, Customer Loyality*

*ABSTRACT*

*Thesis with the title The Effect of Customer Relationship Management and Customer Satisfaction on Customer Loyalty (Case Study on Priority Customers of Bank Mandiri Bandung Branch Telkom Head Office) is motivated by the phenomenon of lack of product education, especially updates on the livin by Mandiri application which causes customers to stagnate in transactions, not being proactive in exploring the need for comfort in communication, officers at the branch are considered less communicative, customer service who received complaints was unable to provide satisfactory answers plus the handling process took so long, it is interesting to know the factors that cause the problems above, so the title is determined as above and has a problem formulation 1) What are the responses of respondents regarding Customer Relationship Management, Customer Satisfaction and Customer Loyalty at PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office. 2) How big is the influence of Customer Relationship Management and Customer Satisfaction on Customer Loyalty at PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office partially. 3) How big is the influence of Customer Relationship Management and Customer Satisfaction on Customer Loyalty at PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office simultaneously, with the aim of knowing and getting answers to the problems that have been formulated.*

*This research uses quantitative research methods. The data sources used are customer data of PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office and collecting data from the results of distributing questionnaires to customers of PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office. The data will be analyzed using Descriptive Analysis, Classical Assumption Test, and Verification Analysis. The population in this study were customers of PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office in 2021-2022. The sampling method is the Probability Sampling method using the Slovin proportional formula.*

*Based on the analysis that has been done, it can be concluded that the condition of Customer Relationship Management at PT. Bank Mandiri (Persero) Tbk, KC Bandung Telkom Head Office obtained an average score of 3.57 included in the good category and the condition of Customer Satisfaction obtained an average value of 3.83 included in the Good category. Customer Loyalty conditions obtained an average value of 3.73 included in the Good category. Partially, Customer Relationship Management has a positive and significant effect on Customer Loyalty. Partially, Customer Satisfaction ha positive and significant effect on the Customer Loyalty variable. Simultaneoı (F test) Customer Relationship Management and Customer Satisfaction have a positive and significant effect on Customer Loyalty. This is supported by the results of several tests that have been carried out.*

*Keywords: Customer Relationship Management, Customer Satisfaction, Customer Loyalty*