

ABSTRAK

Loyalitas pelanggan dipengaruhi oleh beberapa faktor salah satunya adalah *customer relationship management*. Dalam penelitian ini terdapat ketidaksesuaian antara *customer relationship management* yang diharapkan dengan kenyataannya. *Customer relationship management* PT.Telkom Lembong Bandung tidak bisa berinteraksi dan membangun hubungan dengan pelanggannya. Penelitian ini bertujuan untuk mengetahui pengaruh *customer relationship management* dengan indikator karyawan, proses dan teknologi terhadap loyalitas pelanggan pada Indihome PT.Telkom Lembong Bandung. Jumlah responden yang digunakan pada penelitian ini sebanyak 100 responden menggunakan teknik *simple random sampling*. Data kualitatif yang dikuantitatifkan melalui data kuesioner kepada responden Indihome. Teknik analisis yang digunakan pada penelitian ini yaitu analisis regresi sederhana, Koefisien korelasi, Koefisien Determinasi dan Uji Hipotesis (Uji t). berdasarkan hasil penelitian penelitian menunjukkan bahwa *customer relationship management* berpengaruh positif dan signifikan terhadap loyalitas pelanggan secara parsial maupun simultan. Kesimpulan hasil analisis menggambarkan *customer relationship management* dan loyalitas pelanggan dalam kategori baik. Sedangkan analisis verifikatif menunjukkan *customer relationship management* dipengaruhi oleh loyalitas pelanggan.

Kata Kunci : *Customer Relationship Management*, Loyalitas Pelanggan

ABSTRACT

Customer loyalty is influenced by several factors, one of which is customer relationship management. In this study, there is a discrepancy between the expected customer relationship management and the reality. Customer relationship management PT.Telkom Lembong Bandung cannot interact and build relationships with its customers. This study aims to determine the effect of customer relationship management with employee, process and technology indicators on customer loyalty at Indihome PT.Telkom Lembong Bandung. The number of respondents used in this study were 100 respondents using simple random sampling technique. Qualitative data were quantified through questionnaire data to Indihome respondents. The analysis technique used in this research is simple regression analysis, correlation coefficient, coefficient of determination and hypothesis testing (t test). based on the results of research research shows that customer relationship management has a positive and significant effect on customer loyalty partially or simultaneously. The conclusion of the analysis describes customer relationship management and customer loyalty in the good category. While the verification analysis shows that customer relationship management is influenced by customer loyalty.

Keywords: Customer Relationship Management, Customer Loyalty