

ABSTRAK

Pengaruh *Customer Relationship Management* (CRM) dan Kualitas Pelayanan Terhadap Loyalitas Klien Prioritas Di PT Arka Data Primatama Tangerang

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Industri *Internet Service Provider* (ISP) di Indonesia berkembang pesat seiring meningkatnya kebutuhan bisnis akan layanan internet yang cepat dan stabil. Persaingan yang semakin ketat menuntut perusahaan ISP tidak hanya mengandalkan keunggulan teknis, tetapi juga meningkatkan kualitas pelayanan dan pengelolaan hubungan pelanggan. PT Arka Data Primatama sebagai salah satu ISP regional di wilayah Jabodetabek menghadapi fenomena perpindahan klien prioritas, gangguan jaringan berulang, serta keluhan terkait kecepatan penanganan layanan, sehingga diperlukan analisis mengenai peran *Customer Relationship Management* (CRM) dan kualitas pelayanan dalam meningkatkan loyalitas klien prioritas. Penelitian ini bertujuan untuk menganalisis pengaruh CRM dan kualitas pelayanan terhadap loyalitas klien prioritas di PT Arka Data Primatama Tangerang. Metode penelitian menggunakan pendekatan kuantitatif dengan analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi, dengan data diperoleh melalui kuesioner kepada pelanggan yang memenuhi kriteria penelitian. Hasil penelitian menunjukkan bahwa CRM dan kualitas pelayanan secara parsial berpengaruh positif dan signifikan terhadap loyalitas klien prioritas, serta secara simultan kedua variabel tersebut memberikan pengaruh signifikan terhadap loyalitas klien. Temuan ini mengindikasikan bahwa pengelolaan hubungan pelanggan yang efektif dan pelayanan berkualitas mampu meningkatkan kepuasan, kepercayaan, serta komitmen klien untuk tetap menggunakan layanan perusahaan. Penelitian ini memiliki perbedaan dengan studi sebelumnya karena mengintegrasikan variabel CRM, kualitas pelayanan, dan loyalitas klien prioritas dalam satu model analisis, sedangkan sebagian besar penelitian terdahulu membahas variabel tersebut secara terpisah atau hanya menggabungkan dua variabel, khususnya dalam konteks perusahaan jasa dengan segmen klien prioritas.

Kata Kunci: *Customer Relationship Management*, Kualitas Pelayanan, Loyalitas Klien.

ABSTRACT

The Influence of Customer Relationship Management (CRM) and Service Quality on Priority Client Loyalty at PT Arka Data Primatama Tangerang

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The Internet Service Provider (ISP) industry in Indonesia has grown rapidly due to increasing business demand for fast and reliable internet services. Intensifying competition requires ISP companies not only to rely on technical superiority but also to improve service quality and customer relationship management. PT Arka Data Primatama, a regional ISP in the Jabodetabek area, has experienced priority client switching, recurring network disruptions, and complaints regarding service response time, indicating the need to examine the role of Customer Relationship Management (CRM) and service quality in enhancing priority client loyalty. This study aims to analyze the effect of CRM and service quality on priority client loyalty at PT Arka Data Primatama Tangerang. A quantitative approach was employed using multiple linear regression analysis, t-test, F-test, and coefficient of determination, with data collected through questionnaires distributed to selected customers meeting the research criteria. The results indicate that CRM and service quality have a positive and significant effect on priority client loyalty both partially and simultaneously. These findings suggest that effective customer relationship management and high-quality service contribute to increased client satisfaction, trust, and commitment to continue using the company's services. This study differs from previous research by integrating CRM, service quality, and priority client loyalty into a single analytical model, whereas most prior studies examined these variables separately or combined only two variables, particularly in the context of service companies with priority client segments.

Keywords: *Customer Relationship Management, Service Quality, Client Loyalty.*