

ABSTRAK

Wardana, Riki Kurnia. 2020. Skripsi. **Pengaruh *Customer Relationship Management* (CRM) dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada UD. Batik Manggur Kota Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di UD. Batik Manggur Kota Probolinggo dengan tujuan untuk mengetahui “Pengaruh *Customer Relationship Management* (X_1) dan Kualitas Pelayanan (X_2) Secara simultan dan parsial terhadap loyalitas pelanggan (Y) di UD. Batik Manggur Kota Probolinggo.” Dan untuk mengetahui pengaruh dominan antara variabel *Customer Relationship Management* (X_1) dan Kualitas Pelayanan (X_2) parsial terhadap loyalitas pelanggan (Y) di UD. Batik Manggur Kota Probolinggo.

Jenis penelitian yang digunakan adalah diskriptif kuantitatif. Dengan variabel Independen (bebas) *Customer Relationship Management* (X_1) dan Kualitas Pelayanan (X_2), dan Variabel dependen (terikat) loyalitas pelanggan (Y). Jumlah sampel sebanyak 51 pelanggan diperoleh dari populasi yang berjumlah 51 pelanggan dengan menggunakan penelittian sampel jenuh dengan teknik *purposive sumpling* yaitu seluruh atau semua populasi digunakan sebagai sampel. Dengan menggunakan analisis data menggunakan regresi linier berganda dengan uji f dan uji t.

Hasil penelitian menunjukkan *Customer Relationship Management* (X_1) dan Kualitas Pelayanan (X_2) berpengaruh signifikan secara simultan terhadap loyalitas pelanggan (Y). UD. Batik Manggur Kota Probolinggo dari perhitungan uji f diperoleh $f_{hitung} 40,080 > f_{tabel} 3,19$ dengan nilai signifikan $0,000 < 0,05$ selain itu adjusted R square yang besar 0,791% yang berarti besarnya variabel bebas terhadap variabel terikat adalah 79,1% sedangkan sisanya yaitu 0,209 atau 20,9% dipengaruhi oleh variabel lain, dan uji t diketahui bahwa secara parsial variabel *Customer Relationship Management* (X_1) mempunyai pengaruh yang signifikan terhadap variabel loyalitas pelanggan (Y) diperoleh perhitungan uji $t_{hitung} 3,651 > t_{tabel} 2,010$ dan variabel Kualitas Pelayanan (X_2) mempunyai pengaruh yang signifikan terhadap variabel loyalitas pelanggan (Y) diperoleh perhitungan uji $t_{hitung} 3,591 > t_{tabel} 2,010$. Dan variabel yang paling dominan pengaruhnya adalah variabel *Customer Relationship Management* (X_1).

Kata Kunci : *Customer Relationship Management* (CRM), Kualitas Pelayanan, Loyalitas Pelanggan

ABSTRACT

Wardana, Riki Kurnia. 2020. Thesis. Influence of **Customer Relationship Management (CRM) and quality of service towards customer loyalty to UD. Batik mwine City of Probolinggo**. Management study Program, Faculty of Economics, Panca Marga University of Probolinggo.

Research is conducted in UD. Batik Mwine City of Probolinggo with the aim to know "influence of Customer Relationship Management (X1) and quality of service (X2) simultaneously and partially towards customer loyalty (Y) in UD. The Batik of Probolinggo. And to know the dominant effect between the Customer Relationship Management (X1) variable and the service quality (X2) is partial to customer loyalty (Y) in UD. Batik mwine City of Probolinggo.

The type of research used is quantitative diskriptif. With the variables independent (free) *Customer Relationship Management* (X1) and service quality (X2), and the dependent variables (bound) customer loyalty (Y). The sample amount of 51 customers is obtained from the population of 51 customers by using the study of saturated samples with purposive sumpling technique i.e. all or all populations are used as samples. By using data analysis using multiple linear regression with F Test and T test.

The results showed the Customer Relationship Management (X1) and the quality of Service (X2) a significant and simultaneous complainant to the customer loyalty (Y). Ud. Batik Mwine City of Probolinggo from the test calculation F obtained fcount 40.080 > Ftable 3.19 with a significant value of $0.000 < 0.05$ In addition the adjusted R Square is a large 0.791% which means the magnitude of the free variable to the bound variable is 79.1% while the rest is 0.209 or 20.9% influenced by other variables, and test t known that a partial customer Relationship Management (X1) variable has a significant influence on customer loyalty variables (Y) obtained calculation Test Thitung 3.651 > This 2.010 and variable quality Service (X2) has a significant influence on customer loyalty variables (Y) obtained test calculation Thitung 3.591 > this 2.010. And the most dominant variable of influence is the Customer Relationship Management (X1) variable.

Keywords: Customer Relationship Management (CRM), quality of service, customer loyalty