

## ABSTRAK

Cornellya Wahyu Vonny. 2022. Skripsi. **Pengaruh *Digital Marketing*, *Customer Relationship Management*, dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan *Kentucky Fried Chicken* (KFC) Kota Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi Universitas Panca Marga Probolinggo

Penelitian ini dilakukan dengan tujuan untuk mengetahui pengaruh *Digital Marketing*, *Customer Relationship Management*, dan Kualitas Pelayanan terhadap Kepuasan Pelanggan *Kentucky Fried Chicken* (KFC) Kota Probolinggo baik secara parsial dan simultan, serta untuk mengetahui pengaruh paling dominan dari *Digital Marketing*, *Customer Relationship Management*, dan Kualitas Pelayanan terhadap Kepuasan Pelanggan *Kentucky Fried Chicken* (KFC) Kota Probolinggo.

Jenis penelitian yang digunakan adalah penelitian kuantitatif, dengan variabel bebas yang digunakan adalah *Digital Marketing*, *Customer Relationship Management*, dan Kualitas Pelayanan. Sedangkan variabel terikat yang digunakan dalam penelitian ini adalah Kepuasan Pelanggan. Sampel dalam penelitian ini adalah sebanyak 85 pelanggan dari jumlah populasi 485. Pengambilan sampel dilakukan dengan metode *purosize sampling*.

Hasil penelitian, menunjukkan, uji hipotesis (Uji-t) yang telah dilakukan dapat disimpulkan bahwa : 1) *Digital Marketing* berpengaruh positif terhadap kepuasan pelanggan. 2) *Customer Relationship Management* berpengaruh positif terhadap kepuasan pelanggan. 3) Kualitas Pelayanan berpengaruh positif terhadap kepuasan pelanggan. Hipotesis ketiga yang di tetapkan tidak terbukti bahwa “Diduga variabel kualitas pelayanan berpengaruh dominan terhadap kepuasan pelanggan *Kentucky Fried Chicken* (KFC) Kota Probolinggo” melainkan yang terbukti adalah variabel *digital marketing* yang berpengaruh dominan terhadap kepuasan pelanggan *Kentucky Fried Chicken* (KFC) Kota Probolinggo.

**Kata kunci** : *digital marketing*, *customer relationship management*, kualitas pelayanan dan kepuasan pelanggan

## **ABSTRACT**

Cornellya Wahyu. Vonny. 2022. *Thesis. The Influence of Digital Marketing, Customer Relationship Management, and Service Quality on Kentucky Fried Chicken (KFC) Customer Satisfaction in Probolinggo City.* Management Study Program, Faculty of Economics, Panca Marga University Probolinggo

*This study was conducted with the aim of determining the influence of Digital Marketing, Customer Relationship Management, and Service Quality on Customer Satisfaction of Kentucky Fried Chicken (KFC) Probolinggo City both partially and simultaneously, as well as to determine the most dominant influence of Digital Marketing, Customer Relationship Management, and Quality of Service to Customer Satisfaction Kentucky Fried Chicken (KFC) Probolinggo City.*

*The type of research used is quantitative research, with the free variables used are Digital Marketing, Customer Relationship Management, and Service Quality. While the bound variable used in this study is Customer Satisfaction. The sample in this study was 85 customers out of a total population of 485. Sampling is carried out by purposive sampling method.*

*The results of the study, showing, the hypothesis test (t-test) that has been carried out can be concluded that: 1) Digital Marketing has a positive effect on customer satisfaction. 2) Customer Relationship Management has a positive effect on customer satisfaction. 3) Service Quality has a positive effect on customer satisfaction. The third hypothesis that was determined was not proven that "It is suspected that the service quality variable has a dominant effect on Kentucky Fried Chicken (KFC) customer satisfaction in Probolinggo City" but what is proven is a digital marketing variable that has a dominant effect on Kentucky Fried Chicken (KFC) customer satisfaction in Probolinggo City.*

**Keywords :** *digital marketing, customer relationship management, service quality, and customer satisfaction*