

ABSTRAK

Riska Febriana Pratiwi (0901303), “**Analisis Kinerja Customer Relationship management (CRM) Terhadap Loyalitas Pelanggan**(Survei Pada Pemegang Kartu Anggota Alisha Fancy Shop di Kota Bandung)”. Di bawah Bimbingan Dr. Hj. Raih Hurriyati, M.Si

Persaingan pada industri ritel fesyen khususnya fesyen muslim cukup tinggi, terutama pada salah satu penjualan produk scarves dan pashmina hal ini berkaitan dengan kemampuan masing-masing pemain bisnis butik fesyen muslim dalam memelihara manajemen pemasaran, supaya produk yang mereka ciptakan dikenal oleh banyak pelanggan dipasaran sehingga mampu menciptakan nilai loyalitas pelanggan. Upaya yang dilakukan oleh Alisha Fancy Shop dalam meningkatkan serta mempertahankan hubungan dengan pelanggan jangka panjang untuk memperoleh sebuah loyalitas pelanggan scarves dan pashmina merek Alisha Fancy Shop yaitu dengan menerapkan program *Customer relationship management (CRM)*. Kinerja Customer relationship management diindikasikan berpengaruh terhadap loyalitas pelanggan scarves dan pashmina merek Alisha.

Penelitian ini bertujuan untuk 1) memperoleh gambaran mengenai pelaksanaan Kinerja Customer Relationship manajemen (CRM) Alisha di Kota Bandung, 2) mengetahui tingkat loyalitas pelanggan pada butik Alisha di Kota Bandung, 3) Memperoleh gambaran seberapa besar pengaruh kinerja Customer Relationship management (CRM) Alisha terhadap Loyalitas pelanggan pada konsumen Alisha di Kota Bandung. Objek penelitian ini adalah Pemegang kartu anggota Alisha Fancy Shop di Kota Bandung. Variabel bebas dalam penelitian ini adalah kinerja *Customer Relationship management (CRM)* terhadap loyalitas pelanggan sebagai variabel tidak bebas. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif, dan metode yang digunakan adalah *explanatory survey* dengan teknik *simple random sampling*, dengan jumlah responden 79 responden. Teknik analisa data yang digunakan adalah regresi linier sederhana dengan alat bantu *software* komputer SPSS 21.0. Hasil yang diperoleh dalam penelitian ini menyatakan bahwa kinerja *Customer relationship Management (CRM)* berpengaruh terhadap loyalitas pelanggan scarves dan pashmina merek Alisha sebesar 22,3%. Dari hasil penelitian terhadap pengujian hipotesis dapat diketahui bahwa persepsi efek CRM memiliki pengaruh yang positif terhadap loyalitas pelanggan.

Berdasarkan hasil penelitian terdapat pengaruh yang signifikan dari *Customer Relationship Management (CRM)* terhadap loyalitas pelanggan dalam penelitian ini terdapat temuan mengenai 1) kinerja *Customer Relationship management (CRM)* terdiri dari *Continuity marketing*, *one to one marketing*, dan *partnering program* dilaksanakan dengan baik, 2) loyalitas pelanggan pada produk scarves dan pashmina merek Alisha dilakukan dengan baik oleh para pemegang kartu anggota Alisha Fancy Shop di Kota Bandung. 3) Customer relationship Management (CRM) memiliki pengaruh lemah pada loyalitas pelanggan, dan dimensi pada loyalitas pelanggan paling tinggi yaitu *purchase across product and service lines* dibanding dimensi lain.

Berdasarkan Hasil Penelitian, penulis merekomendasikan supaya penulis selektif dalam memilih konsep pemasaran yang mampu menciptakan hubungan jangka panjang sebagai salah satu strategi untuk meningkatkan loyalitas pelanggan scarves dan pashmina merek Alisha.

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

ABSTRACT

Riska Febriana Pratiwi (0901303), "The Analysis of Customer Relationship Management (CRM) performance towards customer loyalty (Survey on member of Alisha Fancy Shop in Bandung city.) Under supervision of Dr. Hj. Raih Hurriyati, M.Si.

Competition on fashion ritel industry especially moslem fashion is quite high, primarily in one of scarves and pashmina product selling, it is related to the ability of each competitor of moslem fashion boutique in maintaining business management, in order to make the product famous among the customers with the result it is able to create customer loyalty. The effort that is conducted by Alisha Fancy Shop on improving and maintaining relationship with customer in long term to obtain a loyalty of scarves and pashmina customers in Alisha Fancy Shop brand by implementing Customer relationship management (CRM) performance program. The performance of Customer relationship management is indicated has influence towards customer loyalty of scarves and pashmina with brand Alisha.

This research is aimed to 1) obtain a description about the implementation of memperoleh gambaran Customer Relationship management (CRM) performance of Alishain Bandung City, 2) knowing degree of customer loyalty in Alisha boutique in Bandung city, 3) obtain a description of how much the influence of Customer Relationship management (CRM) performance of Alisha towards customer loyalty on Alisha consumer in Bandung city. The object of this research are members of Alisha Fancy Shop in Bandung. Independent variable on this research is Customer Relationship management (CRM) performance.towards customer loyalty as dependent variable. The kind of research which is used is descriptive and verificative, explanatory survey was chosen as method of this research by using simple random sampling technique, the amount of respondent are 79. Data analysis technique which was used is linear regression by using SPSS 21.0 software. The result that was obtained in this research stated that Customer relationship Management (CRM) customer has influences toward customer loyalty in scarves and pashmina with brand Alisha as much 22,3%. Based on the result towards hypotheses test, it can be found that the perception of CRM effect has positive influence towards customer loyalty.

Based on the result of this research, there is significant influence from Customer Relationship Management (CRM) towards customer loyalty, in this research there are some findings about 1) The performance of Customer Relationship management (CRM) consists of Continuity marketing, one to one marketing, and partnering program was conducted successfully, 2)Customer loyalty in pashmina and scarves product of brand Alisha was conducted well by members of Alisha Fancy Shop in Bandung city. 3) Customer relationship Management (CRM) has waek influence toward customer loyalty., and the highest dimension on customer loyalty are purchase across product and service lines if it is compared with other dimension.

Based on the result of this research, researcher recommends so that the researcher is selective in choosing marketing concept which is able to create long term relationship as one of strategy to improve customer loyalty of scarves and pashmina with brand Alisha.

Keywords : Customer Relationship Management (CRM), Customer Loyalty

