

ABSTRAK

Rizka Isnaniar Usman (1101870) “Pengaruh *Customer Relationship Management* melalui *Membership Program* dalam Meningkatkan Loyalitas Pelanggan (Survey pada Member Salon MOZ5 Bandung)”. dibawah bimbingan Dr.Ratih Hurriyati, M.P.

Salon MOZ5 merupakan salah satu salon yang cukup terkenal menurut pandangan wanita muslim di Kota Bandung. Namun pada tahun 2014 terjadi penurunan jumlah *member* yang menunjukkan tingkat loyalitas pelanggan yang menurun pada salon MOZ5.

Penelitian ini bertujuan untuk mengetahui gambaran mengenai pengaruh *Customer Relationship Management* melalui *Membership Program* dalam meningkatkan Loyalitas Pelanggan pada salon MOZ5 Bandung.

Penelitian ini menggunakan metode deskriptif dan verifikatif. Sampel pada penelitian ini berjumlah 100 responden. Teknik analisis yang digunakan adalah analisis regresi linier sederhana. Pengujian hipotesis dengan menggunakan uji t-test untuk melihat pengaruh parsial.

Hasil penelitian menunjukan bahwa gambaran *Customer Relationship Management* melalui *Membership Program* salon MOZ5 Bandung berada dalam kategori baik dengan jumlah skor sebesar 4.005 pada garis kontinum, serta gambaran Loyalitas Pelanggan di salon MOZ5 Bandung yang juga berada pada kategori tinggi dengan jumlah 2.366 pada garis kontinum. Hasil perhitungan korelasi variabel *Customer Relationship Management* melalui *Membership Program* memiliki hubungan yang positif dengan klasifikasi kuat terhadap Loyalitas Pelanggan. Hasil perhitungan analisis regresi linier diketahui bahwa Loyalitas Pelanggan dipengaruhi oleh *Customer Relationship Management* melalui *Membership Program* sebesar 40,2%, sedangkan sisanya yaitu sebesar 59,8% dipengaruhi oleh faktor-faktor lain yang tidak diteliti oleh penulis.

Kata Kunci: *Customer Relationship Management, Membership Program, Loyalitas Pelanggan.*

ABSTRACT

Rizka Isnaniar Usman (1101870) "The Effect of Customer Relationship Management through Membership Program in Increasing Customer Loyalty (Survey on Members MOZ5 Beauty Salon Bandung)". Under guidance Dr.Ratih Hurriyati, M.P.

MOZ5 beauty salon is one of the most well-known beauty salon in Bandung. It is confirmed by almost every Muslim women in Bandung. Yet, in 2014, there was a decline amount of member showing low-level of customer loyalty on MOZ5 beauty salon.

This research aims at finding out the effect of Customer Relationship Management through Membership Program in increasing Customer Loyalty of MOZ5 beauty salon Bandung.

For this, descriptive method and verification method is conducted. Sample was taken from 100 respondent. Technique of analysis used simple linear regression analysis. Hypothesis testing is conducted using T-Test to find out partial effect.

The findings shows that Customer Relationship Management through Membership Program in MOZ5 Salon Bandung is placed in good category with 4.005 at continuum line, moreover, Customer Loyalty in MOZ5 Salon Bandung is also categorized in high category with 2.366 at continuum line. The calculation result of correlation shows that variable of Customer Relationship Management through Membership Program has positive relationship with a strong classification towards Customer Loyalty. From linear regression analysis, it is found that Customer Loyalty is affected by Customer Relationship Management through Membership Program with 40.2%, meanwhile, the rest is 59.8% affected by other factors which not being the researcher's concern.

Keywords: Customer Relationship Management, Membership Program, Customer Loyalty