

**PENGARUH *OMNICHANNEL SERVICE QUALITY* DAN  
*CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP  
*CUSTOMER ENGAGEMENT***

**(Studi pada Pelanggan Cottonink)**

**SKRIPSI**

**Diajukan untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar Sarjana  
Pendidikan pada Program Studi Pendidikan Bisnis**



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**2022**

**PENGARUH *OMNICHANNEL SERVICE QUALITY* DAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP *CUSTOMER ENGAGEMENT***

**(Studi pada Pelanggan Cottonink)**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

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**PENGARUH OMNICHANNEL SERVICE QUALITY DAN CUSTOMER**  
**RELATIONSHIP MANAGEMENT TERHADAP CUSTOMER**  
**ENGAGEMENT**  
**(Studi pada Pelanggan Cottonink)**

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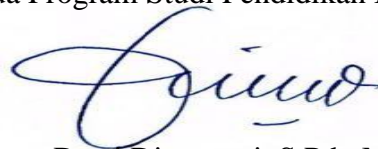


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## **PERNYATAAN KEASLIAN SKRIPSI**

Dengan ini menyatakan bahwa skripsi dengan judul “Pengaruh *Omnichannel Service Quality* dan *Customer Relationship Management* terhadap *Customer Engagement* (Studi pada Pelanggan Cottonink)” beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

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## ABSTRAK

Hifzhil Rahman (1701207), **Pengaruh *Omnichannel Service Quality* dan *Customer Relationship Management* terhadap *Customer Engagement*** (Studi pada Pelanggan Cottonink) dibawah bimbingan Prof. Dr. Ratih Hurriyati, M.P dan Lisnawati S.Pd., MM.

Industri *fashion* masih terus mengalami perkembangan sehingga menghasilkan trend mode dan gaya serta menjadi sebuah peluang dalam berbisnis. Dengan peluang ini, banyak munculnya perusahaan yang berfokus di industri *fashion*. Perusahaan harus terus melakukan pelayanan kepada pelanggannya lebih baik daripada pesaing-pesaingnya, dan memperkuat hubungan dengan pelanggannya agar pelanggan tidak berlari ke perusahaan lain dan tercapainya kesuksesan *customer engagement*. Penelitian ini bertujuan untuk mengetahui Pengaruh *Omnichannel Service Quality* dan *Customer Relationship Management* terhadap *Customer Engagement*. Jenis penelitian yang digunakan adalah deskriptif verifikatif yaitu dengan penggambaran dan pemaparan variabel-variabel yang diteliti dan kemudian ditarik kesimpulan. Variabel terikat dalam penelitian ini adalah customer engagement (Y), *omnichannel service quality* (X1) dan *customer relationship management* (X2) sebagai variabel bebas. Populasi dalam penelitian ini adalah pengunjung website Cottonink. Pengambilan sampel dalam penelitian ini menggunakan metode purposive sampling (pengambilan sampel dengan menentukan kriteria-kriteria tertentu) dengan menggunakan teknik non-probability sampling terhadap 200 pengunjung website. Teknik analisis yang digunakan adalah analisis *Structural Equation Modeling* (SEM) dengan alat bantu program IBM SPSS AMOS versi 26.0 for Windows. Hasil temuan penelitian ini menunjukkan bahwa gambaran *omnichannel service quality* dan *customer relationship management* terhadap *customer engagement* berada pada kategori baik. *Omnichannel service quality* dan *Customer relationship management* memiliki pengaruh yang positif dan signifikan terhadap *customer engagement*.

**Kata kunci:** *Omnichannel Service Quality, Customer Relationship Management, dan Customer Engagement*

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## ABSTRACT

Hifzhil Rahman (1701207), **Influence of *Omnichannel Service Quality and Customer Relationship Management on Customer Engagement*** (Study on Customer Cottonink) under the guidance of Prof. Dr. Ratih Hurriyati, M.P and Lisnawati S.Pd., MM.

Fashion industry has been developing so that it produces fashion and style trends, and it has become a business opportunity. With this opportunity, lots of companies has focused on the fashion industries. Companies must continue serving their customers better than their competitors, and strengthen relationships with their customers so that customers will not run to other companies and achieve successful customer engagement. This research aims at determining the effect of Omnichannel Service Quality and Customer Relationship Management on Customer Engagement. The type of this research used is descriptive verification, namely by describing and explaining the studied variables, then taking conclusions. The dependent variables in this research are customer engagement (Y), omnichannel service quality (X1) and customer relationship management (X1) as independent variables. The population of this research were visitors to the Cottonink website. Sampling in this research has used a purposive sampling method (sampling by determining certain criteria) using a non-probability sampling technique of 200 website visitors. The analysis technique used is Structural Equation Modeling (SEM) analysis with IBM SPSS AMOS version 26.0 for Windows program tools. The results of this research indicate that the description of omnichannel service quality and customer relationship management on customer engagement is in the good category. Omnichannel service quality and Customer relationship management have a positive and significant impact on customer engagement.

**Keywords:** *Omnichannel Service Quality, Customer Relationship Management, Customer Engagement*

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