

**PENGARUH CUSTOMER RELATIONSHIP MARKETING,
KEPERCAYAAN, DAN KEPUASAN TERHADAP LOYALITAS
PELANGGAN (STUDI KASUS PADA NATASHA SKIN CARE DI
KUDUS)**

ZHAFARINA HADYAN

*Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,
Universitas Dian Nuswantoro Semarang*

URL : <http://dinus.ac.id/>

Email : 211201102113@mhs.dinus.ac.id

ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh customer relationship marketing, kepercayaan, dan kepuasan terhadap loyalitas pelanggan. Customer relationship marketing atau CRM adalah salah satu bentuk kualitas layanan, yaitu komitmen, komunikasi, dan penanganan konflik. Objek penelitian adalah Natasha Skin Care di Kudus. Pada penelitian ini menggunakan metode non probability sampling dengan teknik penentuan sampel menggunakan purposive sampling, sebanyak 110 responden berpartisipasi dalam penelitian ini. Untuk mengetahui seberapa besar perubahan variabel dependen terhadap variabel independennya digunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa komitmen, komunikasi, penanganan konflik, kepercayaan, dan kepuasan berpengaruh positif terhadap loyalitas pelanggan. Hal ini menunjukkan bahwa loyalitas pelanggan akan semakin meningkat jika Natasha Skin Care meningkatkan variabel-variabel komitmen, komunikasi, penanganan konflik, kepercayaan, dan kepuasan. Dari kelima variabel independen tersebut yang berpengaruh dominan terhadap loyalitas pelanggan Natasha Skin Care di Kudus adalah variabel kepuasan.

Kata Kunci : customer relationship marketing, kepercayaan, kepuasan, dan loyalitas pelanggan

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MARKETING,
TRUST, AND SATISFACTION ON CUSTOMER LOYALTY (CASE
STUDY ON NATASHA SKIN CARE KUDUS)**

ZHAFARINA HADYAN

*Program Studi Manajemen - S1, Fakultas Ekonomi & Bisnis,
Universitas Dian Nuswantoro Semarang
URL : <http://dinus.ac.id/>
Email : 211201102113@mhs.dinus.ac.id*

ABSTRACT

This research aims to investigate the influence of customer relationship marketing, trust, satisfaction on customer loyalty. Customer relationship marketing or CRM is one of service quality, that include commitment, communication, and conflict handling. The object of this study is the Kudus branch of Natasha Skin Care. In this study using non-probability sampling method with a sampling technique using purposive sampling, there are 110 respondents who participate in this research. To find out how much the dependent variables changes in the independent variables used multiple linear regression analysis. The results verifies that commitment, communication, conflict handling, trust, and satisfaction of Natasha Skin Care have positive effect on customer loyalty. This suggests that customer loyalty will increase if the Natasha Skin Care Kudus improve relationship marketing variables, that include commitment, communication, and conflict handling, trust, and satisfaction. From the five independent variables, the dominant variable that influence customer loyalty of Natasha Skin Care Kudus is satisfaction.

Keyword : customer relationship marketing, conflict handling, trust, satisfaction, and customer loyalty.