

ABSTRAK

Ayu Pertiwi, Pengaruh *Customer Relationship Management* Dan Kualitas Pelayanan Terhadap *Perceive Of Customer Retention* (Studi Kasus Pengguna Jasa Layanan Kartu Prabayar Tri). Dibimbing Oleh Bapak Sugiyanto.

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Customer Relationship Management* Dan Kualitas Pelayanan Terhadap *Perceive Of Customer Retention* Pada Pengguna Jasa Layanan Kartu Prabayar Tri di wilayah Jakarta Barat. *Customer Relationship Management* sebagai variabel independen, *Perceive Of Customer Retention* sebagai variabel dependen, dan Kualitas Pelayanan sebagai variabel mediator. Teknik analisis data menggunakan Analisis Jalur, terbagi menjadi tahap 1 dan tahap 2. Sampel yang diambil sebanyak 200 responden yakni seluruh orang yang menggunakan kartu prabayar Tri selama minimal 6 bulan, sudah pernah mengisi ulang kartu prabayar Tri sebanyak minimal 3 kali, berdomisili di wilayah Jakarta Barat dan mempunyai penghasilan tetap.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) variabel *Customer Relationship Management* berpengaruh signifikan terhadap variabel Kualitas Pelayanan (b) variabel Kualitas Pelayanan berpengaruh signifikan terhadap variabel *Perceive Of Customer Retention* (c) variabel *Customer Relationship Management* berpengaruh tidak signifikan terhadap variabel *Perceive Of Customer Retention* (d) pengaruh tidak langsung variabel *Customer Relationship Management* terhadap variabel *Perceive Of Customer Retention* melalui variabel Kualitas Pelayanan lebih besar dibandingkan pengaruh langsung variabel *Customer Relationship Management* terhadap variabel *Perceive Of Customer Retention*.

Kata Kunci : *Customer Relationship Management*, Kualitas Pelayanan dan *Perceive Of Customer Retention*

ABSTRACT

Ayu Pertiwi, *Influence of Customer Relationship Management And Service Quality Towards Perceive Of Customer Retention (Case Study of Tri Prepaid Card Service User). Supervised by Mr. Sugiyanto.*

This study aims to determine how much influence Customer Relationship Management And Service Quality Towards Perceive Of Customer Retention On Tri Prepaid Card Service Users in West Jakarta. Customer Relationship Management as independent variable, Perceive Of Customer Retention as dependent variable, and Service Quality as mediator variable. Data analysis technique using Path Analysis, divided into stage 1 and stage 2. Samples taken as much as 200 respondents is all people who use Tri prepaid card for at least 6 months, have been recharged Tri prepaid card at least 3 times, domiciled in the Jakarta area West and have a steady income.

Based on the result of the research, it can be concluded that (a) Customer Relationship Management variable has significant effect on Service Quality variable (b) Service Quality variable has significant effect to variable Perceive Of Customer Retention (c) Customer Relationship Management variable has no significant effect on Perceive Of Customer Retention (d) indirect influence variable Customer Relationship Management to variable Perceive Of Customer Retention through Service Quality is greater than direct influence variable Customer Relationship Management to variable Perceive Of Customer Retention.

Keywords : Customer Relationship Management, Service Quality and Perceive Of Customer Retention