ABSTRAK

Judul	**: Pengaruh *Customer Relationship Management* dan *After Sales Service* melalui *Customer Satisfaction* terhadap *Customer Loyalty E-Commerce* Shopee di wilayah Tangerang** (di bimbing oleh R.A. Nurlinda SE,MM)
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Program Studi	: Manajemen Bisnis

Seiring perkembangan teknologi *e-commerce* Shopee Bisnis online dan perkembangan dunia online memang sudah sangat pesat saat ini. Shopee adalah aplikasi *Market place online* untuk jual beli di ponsel dengan mudah dan cepat. Shopee menawarkan berbagai macam produk-produk mulai dari produk fashion sampai dengan produk untuk kebutuhan sehari-hari. Shopee hadir dalam bentuk aplikasi mobile untuk memudahkan penggunanya dalam melakukan kegiatan belanja online tanpa harus membuka website melalui perangkat *computer*. Sasaran pengguna Shopee adalah kalangan muda yang saat ini terbiasa melakukan kegiatan dengan bantuan gadget termasuk kegiatan berbelanja. untuk itu Shopee hadir dalam bentuk aplikasi mobile guna untuk menunjang kegiatan berbelanja yang mudah dan cepat. Kategori produk yang ditawarkan Shopee lebih mengarah pada produk fashion dan perlengkapan rumah tangga. Pada halaman awal pengguna akan disambut dengan 21 kategori yang tersedia di Shopee, Shopee harus melakukan berbagai cara untuk mempertahankan eksistensinya ke pelanggan, salah satunya adalah dengan memperhatikan faktor-faktor apa sajakah yang mempengaruhi loyalty pelanggan. Penelitian ini bertujuan untuk mengetahui Pengaruh *Customer Relationship Management and After Sales Service* melalui *Customer Satisfaction* terhadap *Customer Loyalty*. Populasinya adalah pelanggan yang menggunakan *e-commerce* Shopee sebanyak 6 bulan sekali dalam satu tahun. Sampel yang digunakan berjumlah 160 orang. Analisis data yang digunakan adalah *path analysis* dengan *Customer Loyalty* sebagai variabel Independen, *Customer Satisfaction* sebagai variabel intervening, *Customer Relationship management* dan *After Sales Service* sebagai variabel dependen. Dengan hasil penelitian *Customer Relationship Management* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, *After Sales Service* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*, *Customer Relationship Management* berpengaruh terhadap *Customer Satisfaction* melalui *Customer Loyalty* dan *After Sales Service* berpengaruh terhadap *Customer Satisfaction* melalui *Customer Loyalty* .

Kata Kunci: *Customer Relationship Management* , *After Sales Service* , *Customer Satisfaction* dan *Customer Loyalty*.

Title : ***The Influence of Customer Relationship Management and After Sales Service through Customer Satisfaction on Shopee E-Commerce Customer Loyalty in the Tangerang area*** *(guided by R.A. Nurlinda SE, MM)*

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ABSTRACT

Along with the development of e-commerce technology Shopee Online business and the development of the online world has indeed been very fast at this time. Shopee is an online Market place application for buying and selling on mobile phones easily and quickly. Shopee offers a variety of products ranging from fashion products to products for everyday needs. Shopee is present in the form of a mobile application to make it easier for users to do online shopping without having to open a website through a computer device. The target of Shopee users is young people who are currently accustomed to doing activities with the help of gadgets including shopping activities. for that Shopee is present in the form of a mobile application to support shopping activities that are easy and fast. The product categories offered by Shopee are more focused on fashion products and household appliances. On the first page, users will be greeted with 21 categories available at Shopee, Shopee must do various ways to maintain their existence to customers, one of which is to pay attention to what factors influence customer loyalty. This study aims to determine the effect of Customer Relationship Management and After Sales Service through Customer Satisfaction on Customer Loyalty. The population is customers who use Shopee e-commerce as many as 6 months in a year. The sample used amounted to 160 people. Analysis of the data used is path analysis with Customer Loyalty as an Independent variable, Customer Satisfaction as an intervening variable, Customer Relationship management and After Sales Service as the dependent variable. With the results of Customer Relationship Management research having a positive and significant effect on Customer Satisfaction, After Sales Service has a positive and significant effect on Customer Satisfaction, Customer Relationship Management has an effect on Customer Satisfaction through Customer Loyalty and After Sales Service has an effect on Customer Satisfaction through Customer Loyalty.

Keywords: Customer Relationship Management, After Sales Service, Customer Satisfaction and Customer Loyalty.