

ABSTRAK

***Customer Relationship Marketing* pengaruhnya terhadap Kepercayaan dan Loyalitas Pelanggan.**

(Dimibing oleh : Ibu Rina Anindita)

Penelitian ini dilakukan bertujuan untuk mengetahui *Customer relationship marketing* pengaruhnya terhadap kepercayaan, dan juga untuk mengetahui pengaruh kepercayaan terhadap loyalitas pelanggan serta untuk mengetahui pengaruh *customer relationship marketing* terhadap loyalitas pelanggan.

Metode analisis yang digunakan dalam penelitian ini adalah *Path Analysis*. Peneniltian ini meneliti responden sebanyak 55 responden yang merupakan pelanggan yang telah menggunakan produk-produk dari PT. Kaindo Nirmla Cemerlang.

Dari hasil analisis penelitian ini menunjukkan pengaruh antara variabel *Customer Relationship Marketing* terhadap variabel Kepercayaan, dapat diperoleh kesimpulan bahwa tidak ada pengaruh yang signifikan. Dan Dari hasil analisis pengaruh antara variabel Kepercayaan terhadap variabel Loyalitas Pelanggan, dapat diperoleh kesimpulan bahwa *Customer Relationship Marketing* terbukti secara signifikan dapat mempengaruhi Loyalitas Pelanggan. Jadi saat performa *Customer Relationship Marketing* semakin meningkat, maka Loyalitas Pelanggan juga akan meningkat.

Kata kunci: *Customer relationship marketing*, Kepercayaan, Loyalitas pelanggan

ABSTRACT

Influence of Customer Relationship Marketing on the customer's Trust dan Loyalty.

(Guided by : Ms. Rina Anindita)

This study aimed to find out customer relationship marketing effect on confidence and also to determine the effect of trust on customer loyalty as well as to determine the influence of customer relationship on customer loyalty. The methods of analysis used in this research is Path analysis. This study examined the respondents as many as 55 respondents who are customers who have the product of PT. Kaindo Nirmala Cemerlang both companies.

This research shows the influence of variables customer relationship marketing to variable trust can be concluded that there was no significant effect, and from the analysis of the influence of variable customer loyalty can be concluded that there is a significant effect. Customer relationship marketing has been proven can significantly affect customer loyalty, so when the performance of customer relationship marketing is increasing it will also increase customer loyalty.

Keyword: customer relationship marketing, trust, customer loyalty