

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT
(CRM) AND SERVICE QUALITY ON CONSUMER LOYALTY
MOTORCYCLES IN BANDAR LAMPUNG CITY**

ABSTRACT

By

Niky Selvia

This research aims to determine the influence of Customer Relationship Management (CRM) and service quality on consumer loyalty for motorbikes in the city of Bandar Lampung. The target population for this research is the motorbike user community in the city of Bandar Lampung, and the sample was taken from the entire population using a non-probability sampling method. The results of the research show that the Customer Relationship Management (CRM) variable does not partially have a positive and significant effect on motorbike consumer loyalty in the city of Bandar Lampung. This means that the first hypothesis is rejected. Service quality does not partially have a positive and significant effect on motorcycle consumer loyalty in the city of Bandar Lampung. This means that the second hypothesis is rejected. Customer Relationship Management (CRM) and service quality together have a positive and significant effect on motorbike consumer loyalty in the city of Bandar Lampung. This means that the third hypothesis is accepted. Meanwhile, based on the coefficient of determination (R^2), the coefficient of determination shows an Adjusted R Square number with a value of 0.027. This shows that 02.7% of the influence can be explained by the independent variables (Customer Relationship Management (CRM) and service quality) on the dependent variable. (consumer loyalty), while the remaining 16.4% is explained by other variables not tested in this study.

Keywords: Consumer loyalty, Customer Relationship Management (CRM), service quality, motorbikes.

**PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) DAN
KUALITAS LAYANAN TERHADAP LOYALITAS KONSUMEN
SEPEDA MOTOR DI KOTA BANDAR LAMPUNG**

ABSTRAK

Oleh

Niky Selvia

Penelitian ini bertujuan untuk mengetahui Untuk menguji pengaruh *Customer Relationship Management* (CRM) dan kualitas layanan terhadap loyalitas konsumen sepeda motor di kota Bandar Lampung. Populasi sasaran penelitian ini adalah masyarakat pengguna sepeda motor di kota Bandar Lampung, dan sampel mengambil keseluruhan dari populasi dengan menggunakan metode pengambilan sampel *nonprobability sampling*. Hasil penelitian menunjukkan bahwa variabel *Customer Relationship Management* (CRM) secara parsial berpengaruh positif dan signifikan terhadap loyalitas konsumen sepeda motor pada di Kota Bandar Lampung. Artinya hipotesis pertama diterima. Kualitas Layanan secara parsial berpengaruh positif dan signifikan terhadap loyalitas konsumen sepeda motor di Kota Bandar Lampung. Artinya hipotesis kedua diterima. *Customer Relationship Management* (CRM) dan kualitas layanan secara bersama berpengaruh positif dan signifikan terhadap loyalitas konsumen sepeda motor di Kota Bandar Lampung. Artinya hipotesis ketiga diterima. Sedangkan berdasarkan pada koefisien determinasi (R^2) koefisien determinasi menunjukkan angka Adjusted R Square dengan nilai 0,027. Hal ini menunjukkan bahwa 02,7% pengaruh yang dapat dijelaskan oleh variabel bebas (*Customer Relationship Management* (CRM) dan kualitas layanan) terhadap variabel terikat (loyalitas konsumen), sedangkan sisanya 16,4 % dijelaskan oleh variabel lain yang tidak diuji dalam penelitian ini.

Kata Kunci: Loyalitas konsumen, *Customer Relationship Management* (CRM), kualitas layanan, sepeda motor.

DAFTAR ISI