

ABSTRAK

PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT DAN KUALITAS LAYANAN TERHADAP LOYALITAS PELANGGAN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING

Studi Pengguna Go-Pay Pada Aplikasi GO-JEK Di Kota Yogyakarta

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Penelitian ini bertujuan untuk mengetahui : (1) profil pengguna Go-Pay pada aplikasi GO-JEK di Kota Yogyakarta, (2) pengaruh *Customer Relationship Management* terhadap kepuasan pelanggan, (3) pengaruh kualitas layanan terhadap kepuasan pelanggan, (4) pengaruh kepuasan pelanggan terhadap loyalitas pelanggan, (5) pengaruh *Customer Relationship Management* terhadap loyalitas pelanggan, (6) pengaruh kualitas layanan terhadap loyalitas pelanggan, (7) kepuasan pelanggan memediasi pengaruh *Customer Relationship Management* dan kualitas layanan terhadap loyalitas pelanggan, dan (8) perbedaan persepsi terhadap *Customer Relationship Management* antara pelanggan yang mengisi saldo Go-Pay \leq Rp 50.000 dengan pelanggan yang mengisi saldo Go-Pay $>$ Rp 50.000. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner *online*. Analisis data menggunakan Analisis Jalur (*Path Analysis*), Uji Sobel dan Uji Mann-Whitney. Dari penelitian ini dapat disimpulkan bahwa : (1) mayoritas profil pengguna Go-Pay di Kota Yogyakarta adalah perempuan, usia 18-22 tahun, memiliki pekerjaan sebagai mahasiswa/mahasiswi, berpenghasilan Rp 1.000.001 – Rp 2.000.000/bulan, jumlah pengisian saldo Go-Pay $>$ Rp 50.000, lebih sering menggunakan layanan Go-Food dengan pembayaran melalui Go-Pay, dan menggunakan *mobile banking*, *internet banking*, dan *SMS banking* sebagai sarana pengisian saldo Go-Pay, (2) *Customer Relationship Management* berpengaruh terhadap kepuasan pelanggan, (3) kualitas layanan berpengaruh terhadap kepuasan pelanggan, (4) kepuasan pelanggan berpengaruh terhadap loyalitas pelanggan, (5) *Customer Relationship Management* berpengaruh terhadap loyalitas pelanggan, (6) kualitas layanan tidak berpengaruh terhadap loyalitas pelanggan, (7) kepuasan pelanggan terbukti memediasi pengaruh *Customer Relationship Management* dan kualitas layanan terhadap loyalitas pelanggan, dan (8) tidak terdapat perbedaan persepsi terhadap *Customer Relationship Management* antara pelanggan yang mengisi saldo Go-Pay \leq Rp 50.000 dengan pelanggan yang mengisi saldo Go-Pay $>$ Rp 50.000.

Kata Kunci : *Customer Relationship Management*, Kualitas Layanan, Kepuasan Pelanggan, Loyalitas Pelanggan.

ABSTRACT

THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE QUALITY TOWARD CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE Study at Go-Pay User on GO-JEK Application in Yogyakarta City

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The purpose of this research is to find out : (1) Go-Pay user profiles of GO-JEK applications in Yogyakarta City, (2) the influence of customer relationship management toward customer satisfaction, (3) the influence of service quality toward customer satisfaction, (4) the influence of customer satisfaction toward customer loyalty, (5) the influence of customer relationship management toward customer loyalty, (6) the influence of service quality toward customer loyalty, (7) if customer satisfaction mediates the influence of customer relationship management and service quality toward customer loyalty, and (8) differences in perception of customers relationship management between customers who fill Go-Pay balances \leq IDR 50.000 and customers who fill Go-Pay balances $>$ IDR 50.000. The sample techniques for this reasearch by using *purposive sampling* method with 100 respondents. Data collection techniques by using online questionnaires. Data analysis by using *Path Analysis*, *Sobel Test* and *Mann-Whitney Test*. This research concludes that : (1) the majority of Go-Pay user profiles in the city of Yogyakarta are women, aged 18-22 years, college students, earning from IDR 1.000.001 - Rp 2.000.000/month, the number of topping up balances Go-Pay $>$ IDR 50.000, more often use the Go-Food service with payments through Go-Pay, and use mobile banking, internet banking, and SMS banking as a means of topping up Go-Pay balances, (2) customer relationship management influenced customer satisfaction , (3) service quality influenced customer satisfaction, (4) customer satisfaction influenced customer loyalty, (5) customer relationship management influenced customer loyalty, (6) service quality did not influence customer loyalty, (7) customer satisfaction mediated the influence of customer relationship management and service quality toward customer loyalty, and (8) there was no difference in perception of customer relationship management between customers who fill Go-Pay balances \leq IDR 50.000 and customers who fill Go-Pay balances $>$ IDR 50.000.

Keywords : Customer Relationship Management, Service Quality, Customer Satisfaction, Customer Loyalty.