

ABSTRAK**PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT DAN
CUSTOMER EXPERIENCE TERHADAP MINAT BELI ULANG
DENGAN DI MEDIASI OLEH KEPUASAN PELANGGAN**

Studi pada Mahasiswa Pelanggan GrabFood di Kabupaten Sleman

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Penelitian ini bertujuan untuk mengetahui: 1) *customer relationship management* berpengaruh signifikan terhadap kepuasan pelanggan, 2) *customer experience* berpengaruh signifikan terhadap kepuasan pelanggan, 3) *customer relationship management* berpengaruh signifikan terhadap minat beli ulang, 4) *customer experience* berpengaruh signifikan terhadap minat beli ulang, 5) kepuasan pelanggan berpengaruh signifikan terhadap minat beli ulang, 6) kepuasan pelanggan memediasi pengaruh *customer relationship management* terhadap minat beli ulang, 7) kepuasan pelanggan memediasi pengaruh *customer experience* terhadap minat beli ulang. Teknik pengambilan sampel dalam penelitian ini menggunakan *incidental sampling*. Data diperoleh dengan membagikan kuesioner kepada 115 responden. Teknik analisis data dalam penelitian ini menggunakan *Partial Least Square WarpPLS 6.0*. Hasil penelitian ini menunjukkan bahwa: 1) *customer relationship management* berpengaruh signifikan terhadap kepuasan pelanggan, 2) *customer experience* berpengaruh signifikan terhadap kepuasan pelanggan, 3) *customer relationship management* tidak berpengaruh signifikan terhadap minat beli ulang, 4) *customer experience* berpengaruh secara signifikan terhadap minat beli ulang, 5) kepuasan pelanggan berpengaruh secara signifikan terhadap minat beli ulang 6) kepuasan pelanggan memediasi pengaruh *customer relationship management* terhadap minat beli ulang, 7) kepuasan pelanggan memediasi pengaruh *customer experience* terhadap minat beli ulang.

Kata kunci: *Customer Relationship Management, Customer Experience, Kepuasan Pelanggan, dan Minat Beli Ulang.*

ABSTRACT

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT
AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION
MEDIATED BY CUSTOMER SATISFACTION**

Study on GrabFood Customer Students in Sleman Regency

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This study aims to determine: 1) customer relationship management has a significant influence on customer satisfaction, 2) customer experience has a significant influence on customer satisfaction, 3) customer relationship management has a significant influence on repurchase intention, 4) customer experience has a significant influence on repurchase intention, 5) customer satisfaction has a significant influence on repurchase intention, 6) customer satisfaction mediates the influence of customer relationship management on repurchase intention, 7) customer satisfaction mediates the influence of customer experience on repurchase intention. The sampling technique in this study uses incidental sampling. The data was obtained by distributing questionnaires to 115 respondents. The data analysis technique uses Warp PLS 6.0 Partial Least Square. The results of this study indicate that: 1) customer relationship management has a significant influence on customer satisfaction, 2) customer experience has a significant influence on customer satisfaction, 3) customer relationship management has no significant influence on repurchase intention, 4) customer experience has a significant influence on repurchase intention, 5) customer satisfaction has a significant influence on repurchase intention, 6) customer satisfaction mediates the influence of customer relationship management on repurchase intention, 7) customer satisfaction mediates the influence of customer experience on repurchase intention.

Keywords: Customer Relationship Management, Customer Experience, Customer Satisfaction, and Repurchase Intention.