

ABSTRAK

**PENGARUH KUALITAS LAYANAN DAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP LOYALITAS PELANGGAN DI CV. BAMB'S BROTHER RENT CAR**

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Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kualitas layanan dan *customer relationship management* terhadap loyalitas pelanggan di CV. Bamb's Brother Rent Car.

Penelitian ini merupakan penelitian korelasional yang dilaksanakan di CV. Bamb's Brother Rent Car Yogyakarta yang dilaksanakan pada bulan Maret hingga April 2015. Populasi dari penelitian ini sebanyak 75 pelanggan di CV. Bamb's Brother Rent Car. Sampel diambil dengan teknik sampling jenuh. Data dikumpulkan dengan menggunakan kuesioner, observasi, dan dokumentasi. Variabel dependen yang digunakan adalah loyalitas pelanggan, sedangkan variabel independen yang digunakan untuk penelitian ini adalah kualitas layanan dan *customer relationship management*. Analisis data dilakukan dengan metode regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa: (1) ada pengaruh signifikan kualitas layanan terhadap loyalitas pelanggan ( $\beta = 0,261$  dengan  $\text{sig} = 0,02 < 0,05$ ), (2) tidak ada pengaruh signifikan *customer relationship management* terhadap loyalitas pelanggan ( $\beta = 0,034$  dengan  $\text{sig} = 0,800 > 0,05$ ), (3) Hasil uji  $R^2$  pada penelitian ini diperoleh nilai  $R^2$  (Adjusted R Square) sebesar 0,240. Hal ini menunjukkan bahwa loyalitas pelanggan dipengaruhi oleh kualitas layanan dan *customer relationship management* sebesar 24%.

Kata Kunci: kualitas layanan, CRM, loyalitas pelanggan.

ABSTRACT

**THE EFFECT OF THE SERVICE QUALITY AND CUSTOMER  
RELATIONSHIP MANAGEMENT TO THE CUSTOMER LOYALTY IN  
CV. BAMB'S BROTHER RENT CAR**

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This study aims to examine and analyze the effect of the service quality and *customer relationship management* to the customer loyalty in CV. Bamb's Brother Rent Car.

This research is a correlational research which was conducted from March to April 2015. The population of this research were 75 customers in CV. Bamb's Brother Rent Car. Samples were taken by using Saturated Sampling Techniques. Data were collected by questionnaires, interviews, and documentation. The dependent variance was the customer loyalty, whereas the independent variances for this research were the service quality and *customer relationship management*. Data were analyzed by using multiple regression analysis.

This result shows that: (1) there are positive and significant of service quality to the customer loyalty ( $\beta = 0,261$  with  $\text{sig} = 0,02 < 0,05$ ), (2) there isn't any significant effect on the amount of *customer relationship management* to customer's loyalty ( $\beta = 0,034$  with  $\text{sig} = 0,800 > 0,05$ ), (3) R square ( $R^2$ ) shows the figure of 0,240 which means 24% rate of customer loyalty can be explained by the variable service quality and *customer relationship management*.

Keywords: quality service, CRM, customer loyalty