ABSTRAK

LOYALITAS PELANGGAN DI SOCIOLLA DITINJAU DARI *E-SERVICE QUALITY, CUSTOMER RELATIONSHIP MANAGEMENT* DAN *CUSTOMER PERCEIVED VALUE*

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Penelitian bertujuan untuk mengetahui hubungan loyalitas pelanggan terhadap e-*service qualiy*, *customer relationship management*, dan *customer perceived value* di Sociolla.

Penelitian ini merupakan penelitian deskriptif kualitatif dengan subjek penelitian adalah mahasiswa Universitas Sanata Dharma yang dalam 3 (tiga) bulan terakhir melakukan transaksi pembelian melalui aplikasi Soco by Sociolla dengan sampel penelitian sebanyak 100 orang. Teknik pengumpulan data dalam pelitian ini menggunakan kuisioner dengan teknis analisis data deskriptif.

Dari hasil penelitian ini dapat disimpulkan bahwa (1)tingginya penilaian terhadap aspek-aspek *e-service quality*, terutama efisiensi, berkontribusi positif terhadap loyalitas pelanggan terhadap aplikasi Sociolla (2)Sociolla berhasil mengintegrasikan indikator manusia, proses, dan teknologi dalam CRM mereka untuk memaksimalkan loyalitas pelanggan. Dengan fokus pada pengalaman pelanggan yang positif, Sociolla tidak hanya menciptakan transaksi yang efisien tetapi juga hubungan berkelanjutan dan saling menguntungkan antara perusahaan dan pelanggan mereka. (3) Dengan memanfaatkan data dari testimoni pelanggan, Sociolla dapat terus meningkatkan strategi mereka dalam meningkatkan nilai-nilai yang diharapkan oleh pelanggan dan menciptakan pengalaman yang lebih memuaskan di masa depan.

Kata kunci:, loyalitas pelanggan, e-service quality, customer relationship management, customer perceived value

ABSTRACT

CUSTOMER LOYALTY IN SOCIOLLA IS REVIEWED FROM E-SERVICE QUALITY, CUSTOMER RELATIONSHIP MANAGEMENT AND CUSTOMER PERCEIVED VALUE

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The research aims to determine the relationship between customer loyalty and e-service quality, customer relationship management, and the perceived value of customers at Sociolla.

This research is a qualitative descriptive study with the research subjects being Sanata Dharma University students who in the last 3 (three) months made purchase transactions via the Soco by Sociolla application with a research sample of 100 people. The data collection technique in this research uses a questionnaire with descriptive data analysis techniques.

From the results of this study, it can be concluded that (1) the high ratings of e-service quality aspects, especially efficiency, contribute positively to customer loyalty towards the Sociolla application; (2) Sociolla has successfully integrated human, process, and technology indicators in their CRM to maximize customer loyalty. By focusing on positive customer experiences, Sociolla not only creates efficient transactions but also sustainable and mutually beneficial relationships between the company and its customers; (3) By utilizing data from customer testimonials, Sociolla can continue to enhance their strategies to improve the values expected by customers and create more satisfying experiences in the future.

Keywords : customer loyalty, customers, e-service quality, customer relationship management, and customer perceived value