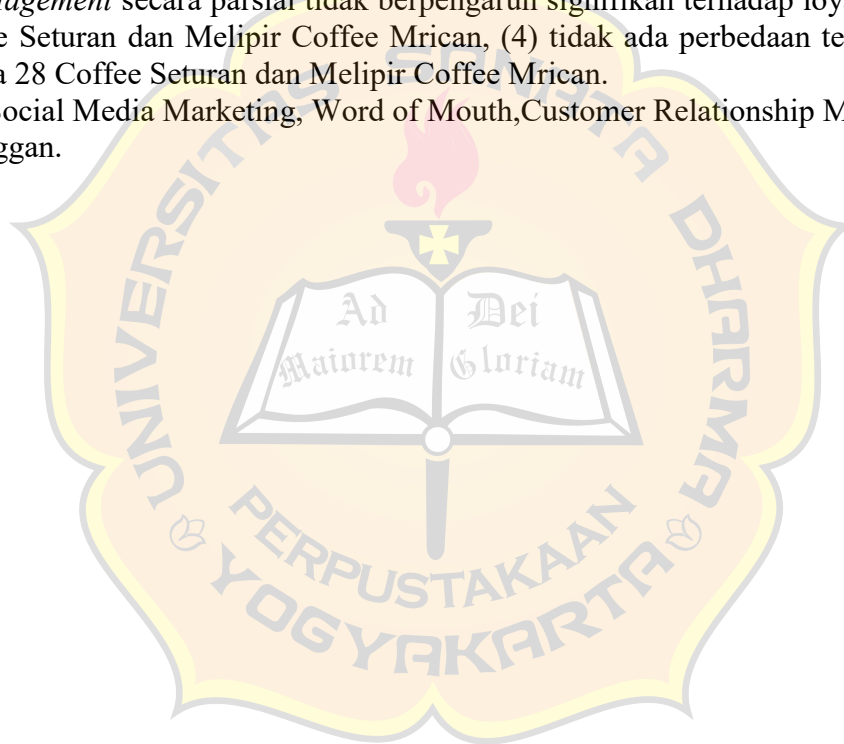


ABSTRAK

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *Social Media Marketing*, (2) pengaruh *Word of Mouth*, (3) pengaruh *Customer Relationship Management* terhadap loyalitas pelanggan, dan (4) perbedaan terhadap loyalitas pelanggan pada 28 Coffee Seturan dan Melipir Coffe Mrican. Populasi dalam penelitian ini adalah pelanggan yang pernah membeli dan mengkonsumsi 28 Coffe Seturan dan Melipir Coffee Mrican Teknik pengambilan sampel menggunakan *non probability sampling*, data diperoleh dengan membagikan kuisioner ke 100 responden. Teknik analisis data dalam penelitian ini adalah analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda dan uji ketetapan model. Analisis data menggunakan program aplikasi IBM SPSS versi 26. Hasil penelitian menunjukkan bahwa: (1) *Social Media Marketing* secara parsial berpengaruh signifikan terhadap loyalitas pelanggan baik di 28 Coffee Seturan maupun di Melipir Coffee Mrican, (2) *Word of Mouth* secara parsial tidak berpengaruh signifikan terhadap loyalitas pelanggan pada 28 Coffee Seturan dan Melipir Coffee Mrican, (3) *Customer Relationship Magement* secara parsial tidak berpengaruh signifikan terhadap loyalitas pelanggan pada 28 Coffee Seturan dan Melipir Coffee Mrican, (4) tidak ada perbedaan terhadap loyalitas pelanggan pada 28 Coffee Seturan dan Melipir Coffee Mrican.

Kata Kunci: Social Media Marketing, Word of Mouth, Customer Relationship Managemnt, loyalitas pelanggan.



ABSTRACT

This study aims to determine: (1) the influence of Social Media Marketing, (2) the influence of Word of Mouth, (3) the influence of Customer Relationship Management on customer loyalty, and (4) the differences in customer loyalty at 28 Coffee Seturan and Melipir Coffee Mrican. The population in this study were customers who had purchased and consumed 28 Coffee Seturan and Melipir Coffee Mrican. The sampling technique used non-probability sampling, data was obtained by distributing questionnaires to 100 respondents. The data analysis techniques in this research are descriptive analysis, classical assumption testing, multiple linear regression analysis and model determination testing. Data analysis used the IBM SPSS version 26 application program. The results showed that: (1) Social Media Marketing partially did not have a significant effect on customer loyalty at 28 Coffee Seturan but had a significant effect on customer loyalty at Melipir Coffee Mrican, Word of Mouth partially has no significant effect on customer loyalty at 28 Coffee Seturan and Melipir Coffee Mrican, (3) Customer Relationship Management has partially no significant effect on customer loyalty at 28 Coffee Seturan and Melipir Coffee Mrican, (4) there is no difference to customer loyalty at 28 Coffee Seturan and Covering Mrican Coffee.

Keywords: Social Media Marketing, Word of Mouth, Customer Relationship Management, customer loyalty.

