

ABSTRAK

**PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT DAN
SOCIAL MEDIA MARKETING TERHADAP CUSTOMER
LOYALTY PADA MATAHARI DEPARTMENT STORE
Studi pada Mahasiswa FE USD Pelanggan Matahari Department Store**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh secara simultan *customer relationship management* dan *social media marketing* terhadap *customer loyalty*, 2) pengaruh *customer relationship management* terhadap *customer loyalty*, 3) pengaruh *social media marketing* terhadap *customer loyalty*. Populasi dalam penelitian ini adalah mahasiswa dan mahasiswi Fakultas Ekonomi, Universitas Sanata Dharma Yogyakarta yang telah melakukan pembelian produk di Matahari Department Store minimal 2 kali dalam 1 tahun terakhir, pernah berinteraksi secara *offline* dengan pegawai atau *online*, mengikuti atau pernah mengunjungi media sosial atau kanal komunikasi resmi Matahari Department Store. Data diperoleh melalui kuesioner kepada 96 responden. Teknik pengambilan sampel yang digunakan adalah *non probability sampling* dengan *purposive sampling*. Teknik analisis data dalam penelitian ini adalah analisis regresi linear berganda dengan menggunakan program SPSS 27. Hasil penelitian ini menunjukkan bahwa 1) *customer relationship management* dan *social media marketing* secara simultan berpengaruh terhadap *customer loyalty*, 2) *customer relationship management* berpengaruh terhadap *customer loyalty*, 3) *social media marketing* berpengaruh terhadap *customer loyalty*.

Kata Kunci: *Customer Relationship Management*, *Social Media Marketing*, dan *Customer Loyalty*.

ABSTRACT

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT AND
SOCIAL MEDIA MARKETING ON CUSTOMER LOYALTY AT MATAHARI
DEPARTMENT STORE**

Study on FE USD Students Customers of Matahari Department Store

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This study aims to determine: 1) the simultaneous influence of customer relationship management and social media marketing on customer loyalty, 2) The effect of customer relationship management on customer loyalty, 3) The effect of social media marketing on customer loyalty. The population in this study was students of Faculty of Economics, Sanata Dharma University Yogyakarta who have purchased products at Matahari Department Store at least twice in the last 1 year, have interacted with employees, offline or online, followed or have visited Matahari Department Store's social media or official communication channels. The data were obtain from questionnaires distributed to 96 respondents. The sampling technique used is non probability sampling with purposive sampling. The data analysis technique in this study is multiple linear regression analysis using the SPSS 27 program. The results of this study indicate that 1) customer relationship management and social media marketing simultaneously affect customer loyalty, 2) customer relationship management affects customer loyalty, 3) social media marketing affects customer loyalty.

Keywords: Customer Relationship Management, Social Media Marketing, Customer Loyalty