

ABSTRAK

**PENGARUH DIGITAL MARKETING DAN CUSTOMER
RELATIONSHIP MARKETING TERHADAP CUSTOMER
LOYALTY DIMEDIASI OLEH CUSTOMER SATISFACTION
Studi Pada Gen Z Pelanggan Starbucks di DIY**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung *digital marketing* terhadap *customer loyalty* pada Gen Z pelanggan Starbucks, (2) pengaruh secara langsung *customer relationship marketing* terhadap *customer loyalty* pada Gen Z pelanggan Starbucks, (3) pengaruh *digital marketing* terhadap *customer loyalty* pada Gen Z pelanggan Starbucks dengan dimediasi oleh *customer satisfaction*, (4) pengaruh *customer relationship marketing* terhadap *customer loyalty* pada Gen Z pelanggan Starbucks dengan dimediasi oleh *customer satisfaction*. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan metode *purposive sampling*, data diperoleh melalui kuesioner dalam bentuk *Google Form* yang disebarakan kepada 96 responden yang memenuhi kriteria. Teknik analisis data menggunakan *Partial Least Square* dengan *SmartPLS 4*. Hasil penelitian ini menunjukkan bahwa: (1) *digital marketing* berpengaruh secara langsung terhadap *customer loyalty* pada Gen Z pelanggan Starbucks, (2) *customer relationship marketing* berpengaruh secara langsung terhadap *customer loyalty* pada Gen Z pelanggan Starbucks, (3) *digital marketing* berpengaruh terhadap *customer loyalty* pada Gen Z pelanggan Starbucks dengan dimediasi secara parsial oleh *customer satisfaction*, (4) *customer relationship marketing* berpengaruh terhadap *customer loyalty* pada Gen Z pelanggan Starbucks dengan dimediasi secara parsial oleh *customer satisfaction*.

Kata Kunci: *Digital Marketing, Customer Relationship Marketing, Customer Satisfaction, Customer Loyalty.*

ABSTRACT

**THE INFLUENCE OF DIGITAL MARKETING AND CUSTOMER
RELATIONSHIP MARKETING ON CUSTOMER LOYALTY
MEDIATED BY CUSTOMER SATISFACTION
Study on Gen Z Starbucks Customers in DIY**

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This study aims to determine: (1) the direct influence of digital marketing on customer loyalty among Gen Z Starbucks customers, (2) the direct influence of customer relationship marketing on customer loyalty among Gen Z Starbucks customers, (3) the influence of digital marketing on customer loyalty among Gen Z Starbucks customers mediated by customer satisfaction, (4) the influence of customer relationship marketing on customer loyalty among Gen Z Starbucks customers mediated by customer satisfaction. The sampling technique used non-probability sampling with purposive sampling method, data was obtained through a questionnaire in the form of Google Form distributed to 96 respondents who met the criteria. The data analysis technique used Partial Least Square with SmartPLS 4. The results of this study indicate that: (1) digital marketing has a direct influence on customer loyalty among Gen Z Starbucks customers, (2) customer relationship marketing has a direct influence on customer loyalty among Gen Z Starbucks customers, (3) digital marketing has an influence on customer loyalty among Gen Z Starbucks customers mediated partially by customer satisfaction, (4) customer relationship marketing has an influence on customer loyalty among Gen Z Starbucks customers mediated partially by customer satisfaction.

Keywords: Digital Marketing, Customer Relationship Marketing, Customer Satisfaction, Customer Loyalty.