

INFLUENCE OF CUTOMER RELATIONSHIP MANAGEMENT (CRM) ON CUSTOMER LOYALTY IN BRI BENGKALIS BRANCH OFFICE

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ABSTRACT

This study aims to determine the effect of customer relationship management (CRM) on customer loyalty and how much influence customer relationship management (CRM) has on customer loyalty at the Bengkalis branch of BRI bank, by using elements of Customer Relationship Management (CRM) which include Continuity Marketing, One to One Marketing, and Partnering Program to determine the level of customer loyalty in this study. This research uses quantitative research by using primary data (questionnaire). The data analysis method used is a simple linear regression model. The sampling technique uses purposive techniques, sampling and data testing uses validity tests, reliability tests and classical assumption tests with a significance level of 5%. The results of this study indicate that customer relationship management which includes continuity Marketing, One to One Marketing, and Partnering Programs has a positive and significant effect on customer loyalty at Bank BRI Bengkalis branch and the magnitude of the influence of the Customer relationship Management variable on customer loyalty at Bank BRI Bengkalis is 50.6%.

Keywords: Bank BRI, Customer Relationship Management (CRM) dan customer loyalty