

PENGARUH KUALITAS PELAYANAN DAN *CUSTOMER RELATIONSHIP
MANAGEMENT* TERHADAP LOYALITAS PELANGGAN
(Studi pada *Coffee Shop Starbucks* Malang)

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menjelaskan pengaruh signifikan kualitas pelayanan terhadap loyalitas pelanggan Starbucks di Kota Malang dan untuk mengetahui dan menjelaskan pengaruh signifikan *customer relationship management* terhadap loyalitas pelanggan Starbucks di Kota Malang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi semua pelanggan Starbucks di Kota Malang dengan sampel penelitian sebanyak 100 pelanggan, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien determinasi. Berdasarkan hasil penelitian menunjukkan bahwa Kualitas pelayanan termasuk kategori baik, semakin baik kualitas pelayanan semakin semakin tinggi loyalitas pelanggan Starbucks Cabang Malang dan *Customer Relationship Management* (CRM) termasuk kategori baik, semakin baik *Customer Relationship Management* (CRM) semakin tinggi loyalitas pelanggan Starbucks Cabang Malang

Kata Kunci: kualitas layanan, Customer Relationship Management (CRM) dan Loyalitas pelanggan

THE EFFECT OF SERVICE QUALITY AND CUSTOMER RELATIONSHIP
MANAGEMENT ON CUSTOMER LOYALTY
(Study at Coffee Shop Starbucks Malang)

ABSTRACT

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This research aims to find out and explain the significant impact of service quality on Starbucks customer loyalty in Malang city and to know and explain the significant influence of customer relationship management on Starbucks customer loyalty in Malang City. Research uses expansive research methods implemented through data collection in the field. Population of all Starbucks customers in Malang with a research sample of 100 customers, data analysis using multiple Linear Regression statistical methods and hypothesis testing and eliminated coefficients. Based on the results of research shows that The quality of service belongs to the good category, the better the quality of service the higher customer loyalty of Starbuck Malang Branch and Customer Relationship Management (CRM) belongs to the good category, the better Customer Relationship Management (CRM) the higher customer loyalty starbuck Malang Branch

Keywords: service quality, Customer Relationship Management (CRM) and Customer loyalty