

Analisis pelaksanaan program CRM yang diterapkan pada pelanggan fitness center Budi Gym 88 dan pengaruhnya terhadap kepuasan dan loyalitas pelanggan = Analysis of CRM programs is applied to the fitness center customer Budi Gym 88 and its impact on satisfaction and loyalty

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Abstrak

ABSTRAK

Salah satu metode yang digunakan dalam mempertahankan dan memuaskan pelanggan yaitu Model CRM (Customer Relationship Management). Maka dari itu, dalam penelitian ini penulis mengukur variabel-variabel yang mempengaruhi praktik CRM tersebut yaitu service quality, trust, communication, costumization, commitment, involvement terhadap satisfaction dan loyalty. Penelitian ini mengadopsi penelitian Ehsan Ahadmotlaghi and Dr Prafulla Pawar, International Refereed Research Journal, 2012 tentang program pelaksanaan customer satisfaction dan customer loyalty. Metode sampel yang digunakan dalam penelitian ini dengan teknik non probability sampling dengan jenis sampelnya purposive sampling. Sesuai dengan tujuan penelitian, maka penelitian ini akan menggunakan teknik analisis regresi sederhana dan analisis regresi berganda. Dari hasil analisis dapat diketahui ada atau tidaknya pengaruh variabel independen terhadap variabel dependen.

ABSTRACT

One method used to retain and satisfy customers, namely Model CRM (Customer Relationship Management). Therefore, in this study the authors measure the variables that affect the practice of CRM is that service quality, trust, communication, costumization, commitment, involvement on satisfaction and loyalty. This research study adopts Ahadmotlaghi Ehsan and Dr. Prafulla Pawar, International refereed Research Journal, 2012 on the program implementation customer satisfaction and customer loyalty. Sampling method used in this study with non-probability sampling technique to sample the type of purposive sampling. In accordance with the research objectives, this study will use the technique of simple regression analysis and multiple regression analysis. From the analysis it can be seen whether or not the influence of the independent variable on the dependent variable.