

Analisis pengaruh electronic customer relationship management terhadap loyalitas pelanggan melalui kepuasan pelanggan sebagai variabel perantara pada situs Livingsocial Indonesia = The influence of electronic customer relationship management towards customer loyalty through customer satisfaction as mediator variable on Livingsocial Indonesia website

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Abstrak

Penggunaan Customer Relationship Management pada dunia bisnis semakin penting. Hal ini disebabkan oleh kebutuhan pelanggan akan layanan yang lebih personal. Demi meningkatkan lingkup dan kualitas interaksinya, perusahaan kini mengembangkan satu konsep pendekatan baru yaitu electronic Customer Relationship (eCRM) yang memanfaatkan kemajuan teknologi informasi berbasis jaringan internet. Penerapan eCRM secara maksimal diharapkan dapat memberi kepuasan pada pelanggan guna mendorong perilaku pembelian berulang yang pada akhirnya membentuk sikap loyal dalam diri pelanggan. Penelitian ini bertujuan untuk melihat pengaruh penerapan eCRM dari tahapan pre purchase, at purchase, post purchase, terhadap pembentukan loyalitas pelanggan dengan terlebih dulu mengukur variabel kepuasan pelanggan pada situs perbelanjaan online Livingsocial Indonesia.

Hasil penelitian ini menunjukkan bahwa; 1. fitur-fitur pada tahapan siklus transaksi dari eCRM berpengaruh signifikan terhadap kepuasan pelanggan, 2. eCRM memiliki pengaruh terhadap pembentukan loyalitas pelanggan secara langsung, 3. kepuasan pelanggan memiliki pengaruh yang signifikan terhadap loyalitas pelanggan, 4. eCRM berpengaruh secara signifikan terhadap loyalitas pelanggan melalui kepuasan pelanggan variabel perantara.

The use of Customer Relationship Management is increasingly important in the business world. This is due to the customer's needs will be more personalized service. In order to improve the scope and quality of the interaction, the company is now developing a concept of a new approach namely electronic Customer Relationship Management (eCRM) which take advantage of advances in information technology based internet network.

Maximally, eCRM application is expected to give satisfaction to the customer in order to encourage repeat purchase behavior which in turn shape attitudes in loyal customers themselves. This study aimed to examine the effect of the implementation of customer loyalty by first measuring the proper variable customer satisfaction on the online shopping site Livingsocial Indonesia.

The results of this study indicate that; 1. the features in the transaction cycle stages of eCRM have a significant effect on customer satisfaction, 2. eCRM has an influence on the formation of customer loyalty directly, 3. customer satisfaction has a significant effect on customer loyalty, 4. ECRM has a significant effect on customer loyalty through customer satisfaction intermediate variables.