

Analisis pengaruh electronic customer relationship management (e-CRM) dengan e-satisfaction sebagai variabel perantara terhadap e-loyalty: studi pada campaign "plus friend" KakaoTalk = The influence analysis of electronic customer relationship management (e-CRM) through e-satisfaction as mediating variable towards e-loyalty: study on KakaoTalk "plus friend" campaign

Ramadhanu Dwi Nugraha, author

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Abstrak

KakaoTalk merupakan sebuah aplikasi pesan instan yang sedang berusaha mempertahankan para penggunanya melalui kampanye program Plus Friend. Penelitian ini bertujuan untuk menganalisis pengaruh implementasi e-customer relationship management terhadap e-satisfaction dan e-loyalty pada pengguna KakaoTalk. Penelitian ini menggunakan pendekatan kuantitatif, dimana data dan informasi dikumpulkan melalui survei dengan alat bantu kuesioner dan juga studi kepustakaan. Analisis data yang digunakan dalam penelitian ini adalah analisis multivariat dengan menggunakan analisis jalur dan uji Sobel menggunakan SPSS. Hasil penelitian menunjukkan bahwa implementasi e-customer relationship management memiliki pengaruh yang kuat terhadap loyalitas (e-loyalty) melalui variabel kepuasan pelanggan (e-satisfaction).

.....KakaoTalk is an instant messaging application which tried to maintain its users through Plus Friend program campaign. This research objective is to analyze the influence of e-customer relationship management implementation towards e-satisfaction and e-loyalty on KakaoTalk users. This research uses quantitative approach, which both data and information collected through survey using tools such as questionnaire and bibliographical studies as well. Data analysis used in this research is multivariat analysis using path analysis and Sobel test through SPSS. The results showed that e-customer relationship management implementation has significant impact towards e-loyalty through e-satisfaction.