

Analisis Pengaruh Customer Relationship Management Terhadap Competitive Advantage Melalui Customer Loyalty Sebagai Mediasi (Studi pada Shopee) = The Effect of Customer Relationship Management on Competitive Advantage Through Customer Loyalty as a Mediating Variable (Study on Shopee)

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Abstrak

Persaingan e-commerce untuk mendapatkan pelanggan membuat pelaku industri online memerlukan nilai unggul dan berbagai upaya untuk meningkatkan hubungan dengan pelanggan agar tercipta loyalitas terhadap e-commerce. Penelitian ini bertujuan meneliti customer relationship management terhadap competitive advantage dan customer loyalty sebagai variabel mediasi pada Shopee sebagai e-commerce dengan pengunjung terbanyak di Indonesia. Penelitian dilakukan dengan pendekatan kuantitatif dengan penyebaran kuesioner kepada 130 responden menggunakan teknik non-probability sampling berupa purposive dan dianalisis menggunakan SPSS dan SmartPLS. Hasil penelitian menunjukkan bahwa dimensi customer relationship management yaitu customer orientation memiliki pengaruh positif terhadap customer loyalty, sedangkan customer knowledge dan technology capabilities memiliki pengaruh negatif terhadap customer loyalty. Pada variabel competitive advantage ditemukan technology capabilities memiliki hubungan yang positif, sedangkan pada customer knowledge dan customer orientation ditemukan hubungan yang negatif. Ditemukan juga bahwa customer loyalty tidak memiliki pengaruh terhadap competitive advantage. Dan juga customer loyalty tidak memediasi hubungan antara customer relationship management dan competitive advantage.

.....E-commerce competition to get customers means that online industry players need superior value and various efforts to improve relationships with customers to create loyalty to e-commerce. This research aims to examine customer relationship management regarding competitive advantage and customer loyalty as mediating variables in Shopee as the e-commerce with the most visitors in Indonesia. The research was carried out with a quantitative approach by distributing questionnaires to 130 respondents using a non-probability sampling technique in the form of purposive and analyzed using SPSS and SmartPLS. The results of the research show that the customer relationship management dimension, namely customer orientation, has a positive influence on customer loyalty, while customer knowledge and technology capabilities have a negative influence on customer loyalty. For the competitive advantage variable, technology capabilities were found to have a positive relationship, while for customer knowledge and customer orientation a negative relationship was found. It was also found that customer loyalty has no influence on competitive advantage. And also customer loyalty does not mediate the relationship between customer relationship management and competitive advantage.