

Peran Kepuasan Pelanggan Dalam Memediasi Pengaruh Customer Relationship Management, Kualitas Layanan dan Kepercayaan terhadap Loyalitas Pelanggan (Studi Kasus pada Kantor Pos Semarang 50000)

AVIA DINDA LARASATI

(Pembimbing : Dr. Amron, SE, MM)

Manajemen - S1, FEB, Universitas Dian Nuswantoro

www.dinus.ac.id

Email : 211201302855@mhs.dinus.ac.id

ABSTRAK

Tujuan dari penelitian ini adalah mengetahui pengaruh customer relationship management, kualitas layanan dan kepercayaan terhadap loyalitas pelanggan melalui kepuasan pelanggan. Objek yang dipilih pada penelitian ini adalah Kantor Pos Semarang 50000. Adapun sampel dalam penelitian ini ditentukan dengan metode Purposive Random Sampling yang kemudian didapat sampel sebanyak 206 responden. Data pada penelitian ini diperoleh dengan metode kuesioner yang diisi secara mandiri. Analisis yang digunakan dalam penelitian ini menggunakan metode analisis Structural Equation Modeling (SEM). Hasil dari penelitian ini membuktikan dan memberi kesimpulan bahwa: (1) customer relationship management berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (2) kualitas layanan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (3) kepercayaan berpengaruh positif dan signifikan terhadap kepuasan pelanggan, (4) customer relationship management berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (5) kualitas layanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (6) kepercayaan berpengaruh negatif dan tidak signifikan terhadap loyalitas pelanggan, serta (7) kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci : customer relationship management, kualitas layanan, kepercayaan, kepuasan pelanggan dan loyalitas pelanggan

**The Role of Customer Satisfaction in Mediating the Influence
Customer Relationship Management, Service Quality and Trust on
Customer Loyalty (case study at Post Office Semarang 50000)**

AVIA DINDA LARASATI

(Lecturer : Dr. Amron, SE, MM)

*Bachelor of Management - S1, Faculty of Economy &
Business, DINUS University*

www.dinus.ac.id

Email : 211201302855@mhs.dinus.ac.id

ABSTRACT

The purpose of this research was to determine the effect of customer relationship management, service quality and trust on customer loyalty through customer satisfaction. Selected object in this research is the Post Office Semarang 50000. The sample in this research was determined by purposive random sampling method and then obtained sample of 206 respondents. The data in this research were obtained by questionnaire filled independently. The analysis used in this research using analysis of Structural Equation Modelling (SEM). The results of this research prove and give the conclusions that: (1) customer relationship management has positive and significant effect on customer satisfaction, (2) service quality has positive and significant effect on customer satisfaction, (3) trust has positive and significant effect on customer satisfaction, (4) customer relationship management has positive and significant effect on customer loyalty, (5) service quality has positive and significant effect on customer loyalty, (6) trust has negative and not significant effect on customer loyalty, and (7) customer satisfaction has positive and significant effect on customer loyalty.

Keyword : customer relationship management, service quality, trust, customer satisfaction and customer loyalty