ABSTRACT

THE INFLUENCE OF IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE CUSTOMER LOYALTY IN BLOSSOM FACTORY OUTLET DAGO

By : Asri Agustin Lestari

Under Guidance : Elvira Aziz, SE., MT.

To create a loyal customer is not an easy task, although the quality of the product and made the best possible facilities, but management Blossom Factory Outlet Dago still feel customers have not maximized and want to further increase the number of loyal consumers and brand positioning want to create community . this is due to the proliferation of factory outlet in Bandung, Dago especially the region that reaches up to approximately 19 factory outlet, which in fact it has became one of the location where the famous factory outlet, giving rice to such a tight competition to gain a loyal customer following.

The method used by writer is descriptive and verification methods of analysis with a sample with 99 people who are visitor Blossom Factory Outlet Dago, and using simple linear analysis to determine the mathematical model, product moment correlation analysis (pearson) to calculate the level of their relationship, the analysis of determination for know the impact, the authors use the software SPSS for windows version 13.00for facility.

Result for this study showed that simple linear regression equation is Y = 6,815 + 0,307X, the correlation between Customer Relationship Management with Customer Loyalty are strong and have a positive relationship. Magnitude of the effect of customer relationship management application customer loyalty by 43,7% and the rest of 56,3% influenced of other factor is not examined by the authors. Thus the better customer relationship management will increasingly impact on customer loyalty.

Keyword : Customer Relationship Management, Customer Loyalty