

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Electronic Customer Relationship Management (E-CRM)* terhadap *loyalitas customer*, pengaruh *service quality* terhadap *loyalitas customer* serta pengaruh *Electronic Customer Relationship Management (E-CRM)* dan *service quality* memberikan pengaruh yang positif terhadap *loyalitas customer* PT. Java Abadi Gemilang di Surabaya.

Teknik pengumpulan data dengan kuesioner dengan jumlah populasi sebanyak 755 responden yaitu pelanggan yang sudah pernah menggunakan jasa PT. Java Abadi Gemilang di Surabaya, jumlah sampel sebanyak 89 responden. Teknik penentuan sampel menggunakan rumus slovin, sedangkan teknik pengambilan sampel menggunakan *Simple Random Sampling*. Metode yang digunakan dalam penelitian ini adalah analisis regresi berganda.

Hasil penelitian menunjukkan bahwa *Electronic Customer Relationship Management (E-CRM)* berpengaruh positif terhadap *loyalitas customer*, *service quality* berpengaruh positif terhadap *loyalitas customer* dan *Electronic Customer Relationship Management (E-CRM)* dan *service quality* secara simultan berpengaruh positif dan signifikan terhadap *loyalitas customer*.

Kata kunci : *Electronic Customer Relationship Management (E-CRM)*, *Service Quality*, *Loyalitas Customer*

ABSTRACT

This study aims to determine the effect of Electronic Customer Relationship Management (E-CRM) on customer loyalty, the effect of service quality on customer loyalty and the influence of Electronic Customer Relationship Management (E-CRM) and service quality has a positive influence on customer loyalty of PT. Java Abadi Gemilang in Surabaya.

Data collection techniques with questionnaires with a total population of 755 respondents, namely customers who have used the services of PT. Java Abadi Gemilang in Surabaya, the number of samples was 89 respondents. The technique of determining the sample using slovin formula, while the sampling technique uses Simple Random Sampling. The method used in this research is multiple regression analysis.

The results show that Electronic Customer Relationship Management (E-CRM) has a positive effect on customer loyalty, service quality has a positive effect on customer loyalty and Electronic Customer Relationship Management (E-CRM) and service quality simultaneously shows a positive and significant relationship to customer loyalty .

Keywords: Electronic Customer Relationship Management (E-CRM), Service Quality, Customer Loyalty