ABSTRAK

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ANALISIS PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* DAN *CONVENIENCE* TERHADAP *CUSTOMER LOYALTY* MELALUI *PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, CUSTOMER SATISFACTION,* DAN *IMAGE* PADA PELANGGAN SM AUDIO BROS SURABAYA
(xix + 179 halaman; 17 gambar; 65 tabel; 5 lampiran)

Pertumbuhan UMKM (Usaha Mikro, Kecil, dan Menengah) di Indonesia menunjukan pertumbuhan yang sangat baik. Dalam hal ini menuntut masyarakat Indonesia menjadi berpikir kreatif dan berkembang untuk dapat membuat ide bisnis untuk dapat memenuhi kebutuhan pelanggan dan keinginan pelanggan. Oleh karena itu, SM Audio Bros hadir ditengah persaingan bisinis di industri audio mobil, khususnya di Kota Surabaya, Jawa Timur.

Penelitian ini ditujukan untuk menganalisis pengaruh dimensi *Customer Relationship Management* dan *Convenience* terhadap *Customer Loyalty* melalui *Perceived Service Quality, Perceived Value, Customer Satisfaction* dan *Image* pada pelanggan SM Audio Bros. Sampel yang digunakan pada penelitian ini yaitu pada pria dan wanita, berusia antara 18-60 tahun yang tinggal di Provinsi Jawa Timur, khususnya di Kota Surabaya sejumlah 105 (seratus lima) responden dengan karakteristik responen pria dan wanita berusia 18-60 tahun, berdomisili di Kota Surabaya atau di Provinsi Jawa Timur, dan pernah melakukan transaksi di SM Audio Bros selama 2 (dua) kali dalam 2 (dua) tahun terakhir. Pengolahan dan penganalisisan data dalam penelitian ini yaitu dengan menggunakan Amos Versi 22.0 sebagai *software* untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa hubungan *Customer Relationship Management* memiliki pengaruh terhadap *Perceived Service Quality* dengan koefisien regresi sebesar 0.406, *Convenience* memiliki pengaruh terhadap *Perceived Service Quality* dengan koefisien regresi sebesar 0.292, *Perceived Service Quality* memiliki pengaruh terhadap *Perceived Value* dengan koefisien regresi sebesar 0.540, *Perceived Value* memiliki pengaruh terhadap *Satisfaction* dengan koefisien regresi sebesar 0.466, *Perceived Service Quality* memiliki pengaruh terhadap *Satisfaction* dengan koefisien regresi sebesar 0.320, *Satisfaction* memiliki pengaruh terhadap *Image* dengan koefisien regresi sebesar 0.758, *Image* memiliki pengaruh terhadap *Loyalty* dengan koefisien regresi sebesar 0.480, dan *Satisfaction* memiliki pengaruh terhadap *Loyalty* dengan koefisien regresi sebesar 0.375.

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Kata Kunci: *Customer Relationship Management, Convenience, Customer Loyalty, Perceived Service Quality, Perceived Value, Customer Satisfaction, Image*

ABSTRACT

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(xix + 179 pages; 17 figures; 65 tables; 5 attachment)

The growth of the UMKM (Micro, Small, and Medium Enterprises) in Indonesia shows a significant growth.In this case, it requires the Indonesian people to think creatively and create business ideas to meet customer needs and customer desires. Therefore, the presence of SM Audio Bros in the midst of business competition in the car audio industry, especially in the city of Surabaya, East Java.

This study aims to analyze the effect of Customer Relationship Management and Convenience dimensions on Customer Loyalty through Perceived Service Quality, Perceived Value, Customer Satisfaction, and Image. The sample used in this study is male and female, aged 18-60 years who live in East Java Province, especially Surabaya City, a total of 105 respondents with the characteristics of male and female respondents aged 18-60 years, domiciled in Surabaya City or the other city on East Java Province, and have transaction at SM Audio Bros atleast 2 times in the last 2 years. For processing and analyzing data in this study, namely by using Amos version 22.0 as software for data processing.

These empirical findings indicate that the relationship between Customer Relationship Management has influence on Perceived Service Quality with a regession coefficient of 0.406, Convenience has influence on Perceived Service Quality with a regession coefficient of 0.292, Perceived Service Quality has influence on Perceived Value with a regession coefficient of 0.540, Perceived Value has influence on Satisfaction with a regession coefficient of 0.466, Perceived Service Quality has influence on Satisfaction with a regession coefficient of 0.320, Satisfaction has influence on Image with a regession coefficient of 0.758, Image has influence on Loyalty with a regession coefficient of 0.480, and Satisfaction has influence on Loyalty with a regession coefficient of 0.375.