

ABSTRACT

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THE INFLUENCE OF SERVICE QUALITY AND CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY WITH MEDIATING CUSTOMER SATISFACTION OF XYZ JAKARTA HIGH SCHOOL STUDENTS

(xiv + 162 pages: 13 figures; 16 tables; 56 attachments)

Schools are educational institutions that provide public services, especially students. In its development, the school needs to know the extent of the loyalty of students served. Customer loyalty is very important for the sustainability of an organization to maintain its long-term existence. To realize it, the school must be able to provide good service quality to the students who are customers. Other factors that can affect customer loyalty are customer relationship management and customer satisfaction. The study utilizes a quantitative approach by collecting data using a questionnaire in the form of a Google form with a Likert scale. The respondents of this study were 202 XYZ Jakarta High School students. The research findings indicate that service quality has a positive effect on customer loyalty and customer satisfaction. Customer relationship management has a negative effect on customer loyalty but has a positive effect on customer satisfaction. Both service quality and customer relationship management have positive effect on customer loyalty through the mediation of customer satisfaction.

Keywords: customer loyalty, service quality, customer relationship management, customer satisfaction

References: 40 (2003-2022)

ABSTRAK

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PENGARUH *SERVICE QUALITY* DAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP *CUSTOMER LOYALTY* DENGAN MEDIASI *CUSTOMER SATISFACTION* SISWA DI SMA XYZ JAKARTA

(xiv + 162 halaman: 13 gambar; 16 tabel; 56 lampiran)

Sekolah merupakan Lembaga Pendidikan yang memberikan pelayanan kepada masyarakat, khususnya siswa. Dalam perkembangannya, sekolah perlu mengetahui sejauh mana loyalitas siswa yang dilayani. *Customer loyalty* merupakan hal yang sangat penting bagi keberlangsungan organisasi untuk mempertahankan keberadaan jangka panjang. Untuk mewujudkannya, sekolah harus dapat memberikan *service quality* yang baik kepada siswa yang menjadi pelanggannya. Faktor lain yang dapat mempengaruhi loyalitas yaitu *customer relationship management* dan *customer satisfaction*. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan datanya menggunakan kuesioner berupa *google form* dengan skala *Likert*. Responden dari penelitian ini adalah siswa SMA XYZ Jakarta sebanyak 202 siswa. Hasil penelitian menunjukkan bahwa *service quality* berpengaruh positif terhadap *customer loyalty* dan *customer satisfaction*. *Customer relationship management* berpengaruh negatif terhadap *customer loyalty* tetapi berpengaruh positif terhadap *customer satisfaction*. *Service quality* dan *customer relationship management* keduanya berpengaruh positif terhadap *customer loyalty* melalui mediasi *customer satisfaction*.

Kata kunci: *customer loyalty*, *service quality*, *customer relationship management*, *customer satisfaction*

Referensi: 40 (2003-2022)