

ABSTRAK

PENGARUH PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) TERHADAP LOYALITAS PELANGGAN DI INDUSTRI TEKNOLOGI DAN KOMUNIKASI

(STUDI PADA PELANGGAN B2B PT. PLN ICON PLUS DI INDONESIA)

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Penelitian ini bertujuan untuk menganalisis pengaruh penerapan Customer Relationship Management (CRM) terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel mediasi pada pelanggan B2B PT PLN Icon Plus di Indonesia. Penelitian menggunakan pendekatan kuantitatif dengan pengumpulan data melalui kuesioner yang disebarakan kepada 160 pelanggan B2B PT PLN Icon Plus. Data dianalisis menggunakan metode Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa Customer Relationship Management (CRM) berpengaruh positif dan signifikan terhadap kepuasan pelanggan ($\beta = 0,714$; $p < 0,001$) serta loyalitas pelanggan ($\beta = 0,242$; $p = 0,022$). Kepuasan pelanggan juga terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan ($\beta = 0,523$; $p < 0,001$). Selain itu, kepuasan pelanggan mampu memediasi secara positif dan signifikan hubungan antara CRM dan loyalitas pelanggan ($\beta = 0,374$; $p < 0,001$). Temuan ini menunjukkan bahwa implementasi E-CRM yang efektif dapat meningkatkan kepuasan pelanggan dan memperkuat loyalitas pelanggan B2B PT PLN Icon Plus.

Kata Kunci: CRM, Customer Relationship Management, Kepuasan Pelanggan, Loyalitas Pelanggan, PT PLN Icon Plus.

ABSTRACT

***THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
IMPLEMENTATION ON CUSTOMER LOYALTY IN THE TECHNOLOGY
AND COMMUNICATION INDUSTRY
(A STUDY AT B2B CUSTOMER OF PT PLN ICON PLUS IN INDONESIA)***

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This study aims to analyze the effect of Customer Relationship Management (CRM) on customer loyalty, with customer satisfaction acting as a mediating variable among B2B customers of PT PLN Icon Plus in Indonesia. A quantitative approach was employed, and data were collected through questionnaires distributed to 160 B2B customers of PT PLN Icon Plus. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that Customer Relationship Management (CRM) has a positive and significant effect on customer satisfaction ($\beta = 0.714$; $p < 0.001$) and customer loyalty ($\beta = 0.242$; $p = 0.022$). Customer satisfaction also has a positive and significant effect on customer loyalty ($\beta = 0.523$; $p < 0.001$). Furthermore, customer satisfaction significantly mediates the relationship between CRM and customer loyalty ($\beta = 0.374$; $p < 0.001$). These findings suggest that effective E-CRM implementation enhances customer satisfaction and strengthens customer loyalty among PT PLN Icon Plus's B2B customers.

Keywords: *CRM, Customer Relationship Management, Customer Satisfaction, Customer Loyalty, PT PLN Icon Plus.*