

***CUSTOMER RELATIONSHIP MANAGEMENT (CRM) EFFECT TOWARDS
CUSTOMER'S LOYALTY (a Study of Consumer of PT. Astra International Tbk-
Toyota AUTO 2000)***

Desi Anggraini

Department of Business Administration, Faculty of Social and Political Sciences
University of Lampung

Abstrak: Purpose of this research is to find out how big 4 main factors effect as simultaneous customer's loyalty to the company. And the second one is to find out how big 4 main factors effect as partial customer's loyalty to the company.

Research type that is used is explanative research. Population of this type of research is the customer of PT. Astra International Tbk-Toyota AUTO 2000 Raden Intan Bandar Lampung. Customer Relationsip Management (CRM) to implement the strategy, needs 4 main factors, technology, employees, process and knowledge and insight. One of companies that is using this CRM strategy is AUTO 2000 Raden Intan Bandar Lampung. After a literature review and hypothesis formulation, data were collected through questionnaires distributed method to 97 respondents. The analysis technique used in this research is a double linear analysis using SPSS 16.0. Based on the calculation and discussion t test can be concluded that the variabel of eployess and their knowledge and insight of significant effect on customer loyalty. The technology and process variables had no significant effect on customer loyalty. Based on test results f that has been done, the value of 3,960 f tabel and f count of 5,078, then f count > f tabel, which means that there is a simultaneous influence of technology, people, processes and knowledge and insight of customer loyalty AUTO 2000 Raden Intan Bandar Lampung.

Keywords : Customer Relationship Management (CRM), customer loyalty