

ABSTRAK

PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) TERHADAP *CUSTOMER RETENTION* (Studi Pada Pelanggan Starbucks Coffee di Bandar Lampung)

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Kepuasan terhadap suatu produk dapat tergambarkan dari sikap konsumen yang ingin mendatangi kembali gerai atau toko tempat membeli produk/jasa tersebut (*customer retention*). *Customer retention* yang dilakukan konsumen Starbucks Bandar Lampung pada penelitian ini diduga dipengaruhi oleh *Customer Relationship Marketing* (CRM) yang terdiri dari *financial bonding*, *social bonding*, *customizations bonding*, dan *structural bonding*. Keaktifan *membership* pada tiga gerai Starbucks di Bandar Lampung tidak melebihi 50% artinya terjadi ketidakefektifan sistem *membership* di Starbucks Bandar Lampung. Hal ini merupakan salah satu permasalahan yang menjadi pembahasan pada penelitian ini. *Financial bonding* berkaitan dengan ikatan yang digunakan perusahaan atau penyedia jasa melalui manfaat ekonomi seperti harga, diskon, dan insentif keuangan lainnya. *Social bonding* merupakan hubungan yang kuat antara pelanggan dan bagian dari perusahaan dengan latar belakang dan kepentingan yang sama dan dengan adanya dukungan material dan emosional. *Customization bonding* merupakan tahap memberikan kemudahan dan fleksibilitas permintaan dan pemesanan dalam jumlah tertentu, serta menerapkan setiap ekspektasi dan harapan pelanggan. *Structural bonding* adalah strategi perusahaan yang dapat membentuk pelanggan menjadi loyal kepada perusahaan.

Penelitian ini bertujuan untuk menganalisis dan mengetahui pengaruh dari *Customer Relationship Management* (CRM) terhadap *customer retention* di Starbucks Coffee di Bandar Lampung. Data yang digunakan pada penelitian ini merupakan data primer yang diperoleh dari pelanggan melalui kuesioner. Populasi melibatkan orang-orang yang pernah bertransaksi di Starbucks Coffee Bandar Lampung sebagai *customer*. Jumlah sampel yang digunakan sebanyak 150 pelanggan ataupun *customer*. Hasil penelitian ini menunjukkan bahwa *financial bonding* berpengaruh terhadap *customer retention* di Starbucks Bandar Lampung; *Social bonding* tidak berpengaruh terhadap *customer retention* di Starbucks Bandar Lampung; *customization bonding* berpengaruh terhadap *customer*

retention di Starbucks Bandar Lampung; dan *structural bonding* berpengaruh terhadap *customer retention* di Starbucks Bandar Lampung.

Kata Kunci: *Customization, Customer Retention, Customer Relationship Management, Financial, Social, Structural.*

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT
(CRM) ON CUSTOMER RETENTION
(Study of Starbucks Coffee Customers in Bandar Lampung)**

By

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Satisfaction with a product can be reflected in the attitude of consumers who want to return to the outlet or shop where they purchased the product/service (customer retention). Customer retention by Starbucks Bandar Lampung consumers in this research is thought to be influenced by Customer Relationship Marketing (CRM) which consists of financial bonding, social bonding, customizations bonding, and structural bonding. Membership activity at three Starbucks outlets in Bandar Lampung does not exceed 50%, meaning that the membership system at Starbucks Bandar Lampung is ineffective. This is one of the problems discussed in this research. Financial bonding relates to ties used by companies or service providers through economic benefits such as prices, discounts and other financial incentives. Social bonding is a strong relationship between customers and members of the company with the same background and interests and with material and emotional support. Customization bonding is the stage of providing convenience and flexibility for requests and orders in certain quantities, as well as implementing every customer's expectations and expectations. Structural bonding is a company strategy that can make customers loyal to the company.

This study aims to analyze and determine the effect of Customer Relationship Management (CRM) on customer retention at Starbucks Coffee in Bandar Lampung. The data used in this research is primary data obtained from pelanggants through questionnaires. The population involves people who have made transactions at Starbucks Coffee Bandar Lampung as customers. The number of samples used was 150 pelanggants or customers.

The results of this research show that financial bonding has an effect on customer retention at Starbucks Bandar Lampung; Social bonding has no effect on customer retention at Starbucks Bandar Lampung; customization bonding affects customer retention at Starbucks Bandar Lampung; and structural bonding influences customer retention at Starbucks Bandar Lampung.

Keywords: Customization, Customer Retention, Customer Relationship Management, Financial, Social, Structural.