

ABSTRAK

Penelitian ini bertujuan untuk menganalisis loyalitas pelanggan berdasarkan kinerja *Customer Relationship Management* (CRM) pada Kopi Janji Jiwa Gressmall Gresik. Metode yang digunakan adalah CRM Scorecard untuk mengukur kinerja CRM, *Importance Performance Analysis* (IPA) untuk menentukan prioritas perbaikan atribut layanan, serta algoritma Naïve Bayes dan Decision Tree untuk mengklasifikasikan loyalitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner kepada 260 responden. Variabel penelitian terdiri atas *customer value*, *customer satisfaction*, *customer interaction*, dan *customer knowledge* sebagai variabel independen, serta loyalitas pelanggan sebagai variabel dependen. Hasil pengujian menunjukkan bahwa *customer value*, *customer satisfaction*, dan *customer interaction* berpengaruh signifikan terhadap loyalitas pelanggan, sedangkan *customer knowledge* tidak berpengaruh signifikan. Hasil CRM Scorecard menunjukkan bahwa seluruh perspektif CRM berada pada kategori sangat baik, dengan skor tertinggi pada *customer interaction* sebesar 4,521 dan skor terendah pada *customer knowledge* sebesar 4,479. Hasil IPA menunjukkan tingkat kesesuaian rata-rata sebesar 102%, yang berarti kinerja layanan secara umum telah memenuhi harapan pelanggan. Namun, terdapat atribut prioritas utama yang perlu ditingkatkan, yaitu promosi dan *campaign*, pengumpulan informasi pelanggan, serta kesesuaian produk atau layanan dengan kebutuhan pelanggan. Pada analisis prediktif, Decision Tree menghasilkan performa terbaik dengan *accuracy* 85%, *precision* 86%, *recall* 93%, *F1-score* 0,845, dan *MCC* 0,632. Dengan demikian, penelitian ini menunjukkan bahwa peningkatan interaksi pelanggan, optimalisasi atribut prioritas IPA, dan pemanfaatan model klasifikasi dapat mendukung strategi peningkatan loyalitas pelanggan.

Kata Kunci: *Customer Relationship Management*, CRM Scorecard, *Importance Performance Analysis*, Loyalitas Pelanggan

ABSTRACT

This study aims to analyze customer loyalty based on the performance of Customer Relationship Management (CRM) at Kopi Janji Jiwa Gressmall Gresik. The methods employed include the CRM Scorecard to evaluate CRM performance, Importance–Performance Analysis (IPA) to determine priority service attributes for improvement, and classification algorithms, namely Naïve Bayes and Decision Tree, to predict customer loyalty. A quantitative approach was applied using primary data collected through questionnaires distributed to 260 respondents. The research variables consist of customer value, customer satisfaction, customer interaction, and customer knowledge as independent variables, and customer loyalty as the dependent variable. The results indicate that customer value, customer satisfaction, and customer interaction have a significant effect on customer loyalty, while customer knowledge does not show a significant effect. The CRM Scorecard results reveal that all CRM perspectives are categorized as very good, with the highest score in customer interaction (4.521) and the lowest in customer knowledge (4.479). The IPA results show an average conformity level of 102%, indicating that overall service performance has met and slightly exceeded customer expectations. However, several priority attributes require improvement, particularly promotion and campaign activities, customer data collection, and the alignment of products or services with customer needs. In the predictive analysis, the Decision Tree model demonstrates the best performance, achieving an accuracy of 85%, precision of 86%, recall of 93%, F1-score of 0.845, and MCC of 0.632. Therefore, this study highlights that enhancing customer interaction, optimizing priority attributes identified through IPA, and utilizing classification models can effectively support strategies for improving customer loyalty.

Keywords: *Customer Relationship Management, CRM Scorecard, Importance Performance Analysis, Customer Loyalty*