

ABSTRAK

PT. Firdaus Kurnia Indah (PT. FKI) dengan merek Jafir Utama merupakan perusahaan yang bergerak di bidang jamu tradisional berbahan alami dari rempah-rempah. Perusahaan mengalami fluktuatif penjualan dari 9.000 pcs hingga 3.500 pcs pada tahun 2025, yang mengindikasikan adanya penurunan minat beli pelanggan. Penelitian bertujuan untuk menganalisis pengaruh *customer relationship management*, *product quality*, *brand image*, dan *customer satisfaction* terhadap *customer loyalty*, serta mengidentifikasi atribut yang perlu ditingkatkan sebagai dasar perumusan strategi perusahaan. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner. Sampel ditentukan menggunakan teknik *purposive sampling* dengan jumlah minimal 97 pelanggan aktif PT. FKI berdasarkan rumus Lemeshow. Analisis data dilakukan menggunakan PLS-SEM untuk menguji hubungan antar konstruk dan *Importance-Performance Analysis* untuk menentukan atribut prioritas perbaikan berdasarkan tingkat kepentingan dan kinerjanya. Hasil penelitian menunjukkan bahwa *product quality*, *brand image*, dan *customer satisfaction* terbukti berpengaruh positif dan signifikan dalam membentuk *Customer Loyalty* dengan nilai yang dinyatakan signifikan yaitu *t-statistics* > 1,96 dan *p-value* < 0,05. sedangkan *customer relationship management* belum berpengaruh positif dan signifikan terhadap kepuasan maupun loyalitas pelanggan. Hasil IPA menunjukkan bahwa atribut yang menjadi prioritas utama perbaikan adalah *Perceived Quality* (PQ8), yang mencerminkan persepsi pelanggan terhadap kualitas produk, kesesuaian dengan harapan, dan manfaat yang dirasakan setelah penggunaan produk. Selain itu, penelitian mendukung pencapaian SDGs pada aspek kesehatan (SDG 3), ekonomi (SDG 8), dan inovasi (SDG 9).

Kata Kunci: *Customer Relationship Management (CRM)*, *Loyalitas Pelanggan*, *Partial Least Square-Structural Equation Modeling (PLS-SEM)*, *Importance-Performance Analysis (IPA)*, *Jamu Tradisional*.

ABSTRACT

PT. Firdaus Kurnia Indah (PT. FKI), operating under the Jafir Utama brand, is a company engaged in the production of traditional herbal remedies made from natural spices. The company experienced sales fluctuations ranging from 9,000 units to 3,500 units in 2025, indicating a decline in customer purchasing interest. This study aims to analyze the influence of customer relationship management, product quality, brand image, and customer satisfaction on customer loyalty, as well as to identify attributes that need improvement as a basis for formulating corporate strategy. The research method used is quantitative, with data collected via a questionnaire. The sample was determined using purposive sampling, with a minimum of 97 active customers of PT. FKI based on the Lemeshow formula. Data analysis was conducted using PLS-SEM to test the relationships between constructs and Importance-Performance Analysis to determine priority attributes for improvement based on their level of importance and performance. The results of the study indicate that product quality, brand image, and customer satisfaction were found to have a positive and significant influence on customer loyalty, with significant values indicated by t-statistics > 1.96 and p-values < 0.05 . Meanwhile, customer relationship management did not have a positive and significant effect on either customer satisfaction or loyalty. The IPA results indicate that the top priority for improvement is Perceived Quality (PQ8), which reflects customers' perceptions of product quality, alignment with expectations, and the benefits they experience after using the product. Furthermore, this study supports the achievement of the SDGs in the areas of health (SDG3), the economy (SDG8), and innovation (SDG9).

Keywords: Customer Relationship Management (CRM), Customer Loyalty, Partial Least Square-Structural Equation Modeling (PLS-SEM), Importance-Performance Analysis (IPA), Traditional Herbal Medicine.