

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Customer Relationship Management (CRM) terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel intervening pada pengguna platform e-commerce Shopee. Latar belakang penelitian ini didasarkan pada dominasi Shopee dalam pasar e-commerce Indonesia dan pentingnya membangun hubungan jangka panjang dengan pelanggan di tengah persaingan yang ketat. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap pengguna aktif Shopee. Teknik pengambilan sampel yang digunakan adalah purposive sampling, dengan kriteria responden berusia minimal 17 tahun dan melakukan transaksi minimal dua kali dalam tiga bulan terakhir. Data dianalisis menggunakan regresi linier berganda melalui aplikasi SPSS. Hasil penelitian menunjukkan bahwa CRM berpengaruh positif dan signifikan terhadap kepuasan pelanggan serta loyalitas pelanggan. Selain itu, kepuasan pelanggan juga terbukti memiliki pengaruh positif terhadap loyalitas pelanggan dan memediasi hubungan antara CRM dan loyalitas pelanggan. Temuan ini menegaskan pentingnya strategi CRM dalam menciptakan kepuasan yang berdampak pada loyalitas pelanggan di era digital. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dan praktis dalam pengembangan strategi pemasaran berbasis hubungan pelanggan, khususnya dalam sektor e-commerce.

Kata Kunci: Customer Relationship Management (CRM), Kepuasan Pelanggan, Loyalitas Pelanggan, Shopee, E-Commerce

ABSTRACT

This study aims to analyze the influence of Customer Relationship Management (CRM) on customer loyalty with customer satisfaction as a mediating variable among users of the Shopee e-commerce platform. The research is motivated by Shopee's dominance in the Indonesian e-commerce market and the importance of building long-term customer relationships amidst intense competition. This study employs a quantitative approach using a survey method targeting active Shopee users. The sampling technique used is purposive sampling, with respondents required to be at least 17 years old and have made at least one purchase within the last three months. Data were analyzed using multiple linear regression with SPSS software. The results show that CRM has a positive and significant effect on both customer satisfaction and customer loyalty. Moreover, customer satisfaction also positively influences customer loyalty and mediates the relationship between CRM and customer loyalty. These findings highlight the critical role of CRM strategies in fostering satisfaction, which subsequently enhances customer loyalty in the digital era. This research is expected to contribute both theoretically and practically to the development of relationship-based marketing strategies, particularly in the e-commerce sector.

Keywords: *Customer Relationship Management (CRM), Customer Satisfaction, Customer Loyalty, Shopee, E-Commerce.*