

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Customer Relationship Management (CRM) terhadap loyalitas pelanggan dengan kepuasan konsumen sebagai variabel mediasi pada Klinik Mata EDC Bangkalan. Latar belakang penelitian ini didasarkan pada pentingnya pengelolaan hubungan pelanggan dalam meningkatkan kepuasan dan loyalitas pasien di tengah persaingan layanan kesehatan yang semakin kompetitif. Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis Partial Least Square-Structural Equation Modeling (PLS-SEM) melalui aplikasi SmartPLS. Populasi dalam penelitian ini adalah 13.403 pasien Klinik Mata EDC Bangkalan, dengan pengambilan sampel menggunakan teknik purposive sampling. Data dikumpulkan melalui penyebaran kuesioner dengan skala Likert. Hasil penelitian menunjukkan bahwa Customer Relationship Management (CRM) memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan serta loyalitas pelanggan. Selain itu, kepuasan pelanggan juga terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Lebih lanjut, kepuasan pelanggan mampu berperan sebagai variabel mediasi yang menghubungkan pengaruh CRM terhadap loyalitas pelanggan. Temuan ini menegaskan bahwa penerapan CRM yang efektif mampu meningkatkan kepuasan pasien yang pada akhirnya berdampak pada peningkatan loyalitas pelanggan. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dan praktis dalam pengembangan strategi pemasaran berbasis hubungan pelanggan, khususnya dalam sektor layanan kesehatan.

Kata kunci: *Customer Relationship Management (CRM), Kepuasan Pelanggan, Loyalitas Pelanggan, Klinik Mata.*

ABSTRACT

This research aims to analyze the influence of Customer Relationship Management (CRM) on customer loyalty with consumer satisfaction as a mediating variable at the EDC Bangkalan Eye Clinic. The background of this research is based on the importance of customer relationship management in increasing patient satisfaction and loyalty amidst increasingly competitive healthcare services. This research uses a quantitative approach with the Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis method through the SmartPLS application. The population in this study was 13,403 patients of the EDC Bangkalan Eye Clinic, with sampling using purposive sampling technique. Data were collected through the distribution of questionnaires with a Likert scale. The results showed that Customer Relationship Management (CRM) has a positive and significant influence on customer satisfaction and customer loyalty. In addition, customer satisfaction is also proven to have a positive and significant effect on customer loyalty. Furthermore, customer satisfaction is able to act as a mediating variable that connects the influence of CRM on customer loyalty. These findings affirm that effective CRM implementation is able to increase patient satisfaction which ultimately impacts on increasing customer loyalty. This research is expected to contribute theoretically and practically in developing customer relationship-based marketing strategies, especially in the healthcare sector.

Keywords: *Customer Relationship Management (CRM), Customer Satisfaction, Customer Loyalty, Eye Clinic.*