

ABSTRAK

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh *Customer Relationship Marketing* dan Orientasi Pasar terhadap Loyalitas Pelanggan melalui Keputusan Pembelian pada PT. Hayati Pratama Mandiri. Metode yang digunakan adalah *Structur Equation Modeling* (SEM) dengan Partial Least Square (PLS) 3.3. Dengan mengedarkan kuesioner sebanyak 60 responden. Hasil analisis data menyimpulkan, terdapat pengaruh positif dan signifikan *Customer Relationship Marketing* terhadap Keputusan Pembelian.

Terdapat pengaruh positif dan tidak signifikan Orientasi Pasar terhadap Keputusan Pembelian. Terdapat pengaruh negatif dan signifikan *Customer Relationship Marketing* terhadap Loyalitas Pelanggan. Terdapat pengaruh negatif dan tidak signifikan Orientasi Pasar terhadap Loyalitas Pelanggan. Terdapat pengaruh positif dan signifikan Keputusan Pembelian terhadap Loyalitas Pelanggan. Terdapat pengaruh positif dan signifikan *Customer Relationship Marketing* terhadap Loyalitas Pelanggan melalui Keputusan Pembelian. Terdapat pengaruh positif dan tidak signifikan Orientasi Pasar terhadap Loyalitas Pelanggan meelalui Keputusan Pembelian

Kata Kunci : *Customer Relationship Marketing*, Orientasi Pasar, Loyalitas Pelanggan, Keputusan Pembelian.

ABSTRACT

This study aims to determine how much influence Customer Relationship Marketing and Market Orientation have on Customer Loyalty through Purchasing Decisions at PT. Independent Primary Life. The method used is Structural Equation Modeling (SEM) with Partial Least Square (PLS) 3.3. By circulating the questionnaire as many as 60 respondents. The results of the data analysis concluded that there was a positive and significant effect of Customer Relationship Marketing on Purchasing Decisions.

There is a positive and insignificant effect of Market Orientation on Purchasing Decisions. There is a negative and significant effect of Customer Relationship Marketing on Customer Loyalty. There is a negative and insignificant effect of Market Orientation on Customer Loyalty. There is a positive and significant effect of Purchase Decision on Customer Loyalty. There is a positive and significant influence of Customer Relationship Marketing on Customer Loyalty through Purchasing Decisions. There is a positive and insignificant effect of Market Orientation on Customer Loyalty through Purchasing Decisions.

Keywords: Customer Relationship Marketing, Market Orientation, Customer Loyalty, Purchase Decision.