

## ABSTRAK

Semakin banyaknya persaingan bisnis di bidang industri jasa pengiriman uang dan barang, mengharuskan perusahaan untuk terus melakukan berbagai macam strategi dalam menciptakan pelanggan yang loyal. Berbagai strategi yang dapat dilakukan agar terciptanya loyalitas pelanggan yaitu dengan mengembangkan *customer relationship manajemen*, kualitas pelayanan dan juga nilai pelanggan. Oleh sebab itu, tujuan yang hendak dicapai dalam penelitian ini, yaitu untuk menguji pengaruh *customer relationship management*, kualitas layanan, dan nilai pelanggan terhadap loyalitas pelanggan PT. Pos Indonesia Kota Padang dimana Variabel penelitian yaitu *Customer Relationship Management* (X1) Kualitas Pelanggan (X2) Nilai Pelanggan (X3) dan Loyalitas Pelanggan (Y).

Pada penelitian ini yang menjadi populasi adalah pelanggan pengguna jasa PT. Pos Indonesia yang pernah melakukan transaksi di Kantor Pos Kota Padang. Cara pengambilan sampel menggunakan teknik *purposive sampling* dengan sampel sebanyak 120 responden. Pengumpulan data dilakukan menggunakan kuesioner. Instrumen telah diuji coba dan telah memenuhi syarat validitas dan reliabilitas. Pengujian hipotesis menggunakan analisis regresi berganda.

Hasil penelitian yang didapat yaitu : a). Terdapat pengaruh yang signifikan antara *Customer Relationship Management (CRM)* terhadap Loyalitas Pelanggan. (b). Terdapat pengaruh yang signifikan antara Kualitas Layanan terhadap Loyalitas Pelanggan. (c). Terdapat pengaruh yang tidak signifikan antara Nilai Pelanggan terhadap Loyalitas Pelanggan. (d). Terdapat pengaruh yang signifikan antara *Customer Relationship Management (CRM)*, Kualitas Layanan dan Nilai Pelanggan terhadap Loyalitas Pelanggan.

**Kata kunci:** *customer relationship management, kualitas layanan, nilai pelanggan, loyalitas pelanggan*

## ABSTRACT

*The increasing number of business competition in the money and goods delivery service industry, requires companies to continue to share various strategies in creating loyal customers. Various strategies that can be used to create customer loyalty are by developing customer relationship management, service quality and customer value. Therefore, the goal to be achieved in this study is to examine the effect of customer relationship management, service quality and customer value on customer loyalty at PT. Pos Indonesia Padang city where the research variables are Customer Relationship Management (CRM) (X1) Customer Quality (X2) Customer Value (X3) and Customer Loyalty (Y).*

*In this study, the population is customers who use the service of PT. Pos Indonesia, which has made transactions at the Padang City Pos Office. The sampling method used was purposive sampling technique with a sample of 120 respondents. Data collection was carried out using a questionnaire. The instrument has been and has met the validity and reliability requirements. Hypothesis testing using multiple regression analysis.*

*The research results obtained are : a). There is a significant influence between Customer Relationship Management (CRM) on Customer Loyalty. (b). There is a significant influence between Service Quality on Customer Loyalty. (c). There is an insignificant effect between Customer Value on Customer Loyalty. (d). There is a significant influence between Customer Relationship Management (CRM), Service Quality and Customer Value on Customer Loyalty.*

***Keywords : customer relationship management, service quality, customer value, customer loyalty***