ABSTRAK

Eka Nur Rizky, 2022. Pengaruh *Customer Relationship Management*, Kualitas Layanan, Dan *Customer Satisfaction* Terhadap *Customer Loyalty* pada Pelanggan Cafe Sicuro Kabupaten Blitar. Skripsi : Progam Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas Wiraraja Madura. Pembimbing : Ahmad Ghufrony, SE., MM.

Saat ini semakin banyak anak muda memilih untuk memulai bisnis mereka sendiri. Ada banyak wirausaha yang memiliki ciri khas, ide yang unik, dan fresh. Terlalu banyak pilihan produk membuat persaingan ketat dan tidak dapat disangkal bahwa para pemilik berusaha mempertahankan pelangkan atau konsumen. Dalam hal ini *Customer Relationship Management* memiliki peran penting untuk menarik pelangganagar tercipta sebuah kesan yang nyaman antara pelanggan dan usaha tersebut.

Jenis Penelitian ini adalah penelitian kuantitatif, dengan populasi konsumen Cafe Sicuro Kota Blitar. Teknik pengambilan sampel pada penelitian ini menggunakan metode sampling insidental. Pengumpulan data dilakukan dengan menggunakan teknik kuesioner, observasi dan wawancara. Analisis data yang digunakan adalah Uji Statistik Deskriptif, Analisis Instrumen Penelitian, Uji Asumsi Klasik, Uji Regresi Linear Berganda, Uji Hipotesis.

Hasil penelitian ini diketahui bahwa nilai signifikan variabel Kualitas Layanan lebih tinggi dari pada *Customer Relationship Management* dan *Customer Satisfcation*. Maka dapat disimpulkan bahwa *Customer Loyalty* banyak dipengaruhi oleh Kualitas Layanan. Semakin Kualitas Layanan yang diberikan oleh Cafe Sicuro, maka semakin baik akan dapat pengaruh baik terhadap Cafe Sicuro.

Kata Kunci : Pengaruh Customer Relationship Management, Kualitas Layanan, Dan Customer Satisfaction Terhadap Customer Loyalty.

ABSTRACT

Eka Nur Rizky, 2022. *The Influence of Customer Relationship Management, Service Quality, and Customer Satisfaction on Customer Loyalty to Cafe Sicuro Customers,* Blitar Regency. Thesis : Management Studies Program, Faculty of Economics and Business, University of Wiraraja Madura. Supervisor : Ahmad Ghufrony, SE., MM.

Today more and more young people are choosing to start their own business. There are many entrepreneurs who have characteristics, unique and fresh ideas. Too many product choices create intense competition and it is undeniable that owners are trying to retain customers or consumers. In this case, Customer Relationship Management has an important role to attract customers in order to create a comfortable impression between the customer and the business.

This type of research is a quantitative research, with a population of consumers Cafe Sicuro Blitar City. The sampling technique in this study used incidental sampling method. Data was collected using questionnaire, observation and interview techniques. Analysis of the data used is Descriptive Statistical Test, Analysis of Research Instruments, Classical Assumption Test, Multiple Linear Regression Test, Hypothesis Testing.

The results of this study note that the significant value of the Service Quality variable is higher than that of Customer Relationship Management and Customer Satisfaction. So it can be concluded that Customer Loyalty is much influenced by Service Quality. The more quality of service provided by the owner of Cafe Sicuro, the better it will be to have a good influence on Cafe Sicuro.

Keywords: Influence of Customer Relationship Management, Service Quality, and Customer Satisfaction on Customer Loyalty.