

**PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP
CUSTOMER LOYALTY DENGAN *CUSTOMER SATISFACTION* SEBAGAI
VARIABEL *INTERVENING*
(Studi Pada Konsumen Mixue di Daerah Istimewa Yogyakarta)**

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INTISARI

Latar Belakang : Dengan banyaknya gerai Mixue yang tersebar di Daerah Istimewa Yogyakarta. Diharapkan, dapat mempertahankan hubungan dengan pelanggan mereka. Dalam hal ini Mixue harus dapat membangun dan mempertahankan hubungan pelanggan dengan baik dan menguntungkan serta menciptakan dan mempertahankan loyalitas pelanggan.

Tujuan Penelitian : Penelitian ini untuk mengetahui pengaruh dari *customer relationship management* terhadap *customer loyalty* dengan *customer satisfaction* sebagai variabel *intervening* (studi pada konsumen Mixue di Daerah Istimewa Yogyakarta).

Metode Penelitian : Jenis penelitian kuantitatif dengan metode *purposive sampling* dan jumlah sampel sebanyak 100 responden yang disebar melalui *google form*. Analisis data menggunakan *software SmartPLS* versi 4.0.

Kesimpulan : Disimpulkan bahwa *customer relationship management* memiliki pengaruh signifikan terhadap *customer satisfaction*, dan *customer satisfaction* berperan baik sebagai mediasi pengaruh dari *customer relationship management* terhadap *customer loyalty*. Namun, tidak terjadi pengaruh antara *customer relationship management* terhadap *customer loyalty*.

Kata Kunci : *Customer Relationship Management, Customer Loyalty, Customer Satisfaction.*

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**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON
CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS AN
INTERVENING VARIABLE**
(Study on Mixue Consumers in the Special Region of Yogyakarta)

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ABSTRACT

Background: With many Mixue outlets spread across the Special Region of Yogyakarta. Hopefully, it can maintain relationships with their customers. In this case Mixue must be able to build and maintain customer relationships well and profitably. As well as creating and maintaining customer loyalty.

Research Objective: This study is to determine the effect of customer relationship management on customer loyalty with customer satisfaction as an intervening variable (study on Mixue consumers in Special Region of Yogyakarta).

Research Methods: This type of quantitative research with purposive sampling method and a sample size of 100 respondents distributed via google form. Data analysis using SmartPLS software version 4.0.

Conclusion: It is concluded that customer relationship management has a significant influence on customer satisfaction, and customer satisfaction plays a good role as a mediating influence of customer relationship management on customer loyalty. However, there is no influence between customer relationship management on customer loyalty

Keywords: Customer Relationship Management, Customer Loyalty, Customer Satisfaction.

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