

ABSTRAK

M. Wahyu Arya Putra, NIM. 7103210035. Pengaruh *Customer Relationship Management* (CRM) Terhadap Loyalitas Pelanggan Pada PT. POS Indonesia (Persero) Kantor POS Besar Medan. Skripsi Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Tahun 2014.

Penelitian ini bertujuan untuk menganalisis pengaruh tiap-tiap variabel pada *Customer Relationship Management* (CRM), yang terdiri atas: teknologi, sumber daya manusia, proses, dan pengetahuan & wawasan terhadap loyalitas pelanggan pada PT. POS Indonesia (Persero) Kantor POS Besar Medan dan menganalisis pengaruh kontribusi tiap variabel penelitian terhadap loyalitas pelanggan.

Dalam penelitian ini data dikumpulkan melalui studi kepustakaan, observasi, wawancara dan angket (kuesioner) terhadap 94 responden dengan pengukuran skala *Likert* Interval. Teknik pengambilan sampel dengan teknik teknik *purposive sampling* dengan jenis sampelnya adalah *judgmental sampling*. Teknik analisis data yang digunakan yaitu metode analisis regresi linier berganda dengan rumus $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$ dengan uji hipotesis melalui uji simultan (Uji F) dan uji parsial (Uji t). Sebelumnya data harus memenuhi uji normalitas dan asumsi klasik untuk melihat normalitas data yang digunakan pada penelitian.

Dari hasil analisis data maka diperoleh persamaan analisis regresi linier berganda yaitu: $Y = 0,145 + 0,389 X_1 + 0,327 X_2 + 0,493 X_3 + 0,420 X_4 + e$. Koefisien determinasi (adjusted R_{square}) dengan hasil sebesar 62,7% yang artinya loyalitas pelanggan dapat dijelaskan oleh variabel *Customer Relationship Management* dan sisanya sebesar 37,3% dijelaskan oleh variabel lain diluar penelitian ini. Hasil uji simultan (Uji F) diperoleh F_{hitung} sebesar 40,071 dan F_{tabel} sebesar 2,47, sehingga nilai $F_{hitung} > F_{tabel}$ ($40,071 > 2,47$) pada $\alpha = 5\%$. Hasil uji parsial (Uji t) diperoleh hasil penilaian variabel teknologi $t_{hitung} > t_{tabel}$ ($2,302 > 1,985$), variabel sumber daya manusia $t_{hitung} > t_{tabel}$ ($1,991 > 1,985$), variabel proses $t_{hitung} > t_{tabel}$ ($2,878 > 1,985$), dan variabel pengetahuan & wawasan $t_{hitung} > t_{tabel}$ ($2,249 > 1,985$).

Dengan demikian hipotesis dalam penelitian ini dapat diterima yaitu terdapat pengaruh *Customer Relationship Management* (CRM), yang terdiri atas: teknologi, sumber daya manusia, proses, dan pengetahuan & wawasan baik secara simultan maupun parsial terhadap loyalitas pelanggan pada PT. POS Indonesia (Persero) Kantor POS Besar Medan.

Kata Kunci : *Customer Relationship Management* (CRM), Teknologi, Sumber Daya Manusia, Proses, Pengetahuan dan Wawasan, Loyalitas Pelanggan

ABSTRACT

M. Wahyu Arya Putra, NIM. 7103210035. The Influence of Customer Relationship Management (CRM) To Customer Loyalty In PT. POS Indonesia (Persero) The main Post Office Medan. Thesis Department of Management Faculty of Economics, State University of Medan 2014.

This research aims to analyze the influence of each variable on the Customer Relationship Management (CRM), which consists of: technology, human resources (People), processes, and knowledge and insight on customer loyalty at POS Indonesia (Persero) The main Post Office Medan and analyze the influence of each variable contributes to customer loyalty research.

In this research data were collected from library research, observation, interviews and questionnaires towards 94 respondents with a Likert scale of measurement interval. The sampling technique is purposive sampling with the sample type is judgmental sampling. Datas analysis technique used is multiple linear regression analyze method with the formula $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$ with hypotheses test, through simultaneous test (F test) and partial test (t test). Before do that test, data should satisfy the assumptions of normality and classical to see the normality of the data used in the research.

From the results of the data analyze then obtained the multiple regression analysis equation its: $Y = 0.145 + 0.389 X_1 + 0.327 X_2 + 0.493 X_3 + 0.420 X_4 + e$. The coefficient of determination (adjusted R_{square}) with the result 62.7% which means that customer loyalty can be explained by the variable Customer Relationship Management and the remaining 37.3% is explained by other variables outside of this research. The results of simultaneous test (Test F) of F_{hitung} is obtained by 40.071 and F_{table} of 2.47, so the value of $F_{count} > F_{table}$ ($40.071 > 2.47$) at $\alpha = 5\%$. Partial test results (t Test) assessment results obtained technology variable $t_{count} > t_{table}$ ($2.302 > 1,985$), human resource (people) variables $t_{count} > t_{table}$ ($1.991 > 1,985$), the variable $t_{count} > t_{table}$ ($2.878 > 1,985$), and the variable knowledge and insight $t_{count} > t_{table}$ ($2.249 > 1,985$).

Thus the hypothesis in this research can be accepted, that there are influences of Customer Relationship Management (CRM), which consists of: technology, human resources (people), processes, and knowledge and insight either simultaneously or partially to the customer loyalty at POS Indonesia (Persero) The Main Post Office Medan.

Keywords: Customer Relationship Management (CRM), Technology, Human Resources (People), Processes, Knowledge and Insights, Customer Loyalty