

## **ABSTRAK**

Penelitian ini mempunyai tujuan untuk menguji signifikan *customer relationship marketing* terhadap Loyalitas Pelanggan. Pada penelitian ini pengambilan sampel sebanyak 50 responden yang mengunjungi Salon Yayak dengan menggunakan kuisioner. Teknik sampling yang digunakan adalah *Non Probability Sampling* dengan pendekatan *Purposive Sampling*. Alat analisis menggunakan regresi linier berganda dengan software SPSS 21. Hasil uji t menunjukkan signifikansi *Understanding Customer Expectation* (0,044), *Building Service Partnership* (0,019), *Total Quality Management* (0,002), dan *Empowering Employees* (0,000) lebih kecil dari signifikansi 0,05 sehingga secara parsial berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil uji F menunjukkan nilai signifikansi sebesar 0,000 lebih kecil dari nilai signifikansi 0,05 sehingga secara simultan *Understanding Customer Expectation*, *Building Service Partnership*, *Total Quality Management*, dan *Empowering Employees* berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Uji koefisien determinasi menunjukkan bahwa 58,8% loyalitas pelanggan Salon Yayak dipengaruhi oleh *Understanding Customer Expectation*, *Building Service Partnership*, *Total Quality Management*, dan *Empowering Employees*, sedangkan sisanya sebesar 41,2% dipengaruhi oleh variabel lain diluar model atau persamaan, seperti keragaman produk, kepuasan pelanggan dan lain – lain.

**Kata Kunci:** *understanding customer expectation*, *building service partnership*, *total quality management*, *empowering employees* dan *loyalitas pelanggan*.

## **ABSTRACT**

This research has purpose to test signifikan customer relationship marketing to Customer Loyalty. In this research, 50 respondents sampled visiting Yayak Salon by using questionnaire. Sampling technique used is Non Probability Sampling with Purposive Sampling approach. Analyzer uses multiple linear regression with SPSS 21 software. The result of t test shows significance of Understanding Customer Expectation (0,044), Building Service Partnership (0,019), Total Quality Management (0,002), and Empowering Employees (0.000) less than 0.05 So that partially have a positive and significant impact on customer loyalty. Hail F test shows a significance value of 0.000 smaller than the significance value of 0.05 so that simultaneously Understanding Customer Expectation, Building Service Partnership, Total Quality Management, and Empowering Employees have a positive and significant impact on customer loyalty. The determination coefficient test shows that 58.8% of customer loyalty of Salon Yayak is influenced by Understanding Customer Expectation, Building Service Partnership, Total Quality Management and Empowering Employees, while the rest of 41,2% is influenced by other variables outside model or equation, such as product diversity , Customer satisfaction and others.

**Kata Kunci:** *understanding customer expectation, building service partnership, total quality management, empowering employees dan loyalitas pelanggan.*