

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran digital, inovasi manajemen, dan Customer Relationship Management (CRM) terhadap loyalitas pelanggan dengan customer trust sebagai variabel mediasi pada Toko Pertanian Sumbertani di Sempolan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian explanatory. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada pelanggan, sedangkan analisis data menggunakan Partial Least Square–Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa pemasaran digital, inovasi manajemen, dan CRM berpengaruh positif dan signifikan terhadap customer trust. Selain itu, customer trust berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Pemasaran digital, inovasi manajemen, dan CRM juga terbukti berpengaruh langsung terhadap loyalitas pelanggan. Hasil pengujian mediasi menunjukkan bahwa customer trust mampu memediasi pengaruh pemasaran digital, inovasi manajemen, dan CRM terhadap loyalitas pelanggan. Temuan ini menegaskan bahwa kepercayaan pelanggan memiliki peran strategis dalam memperkuat hubungan antara strategi pemasaran dan loyalitas pelanggan, khususnya pada konteks toko pertanian.

Kata kunci: pemasaran digital, inovasi manajemen, customer relationship management, customer trust, loyalitas pelanggan.

ABSTRACT

This research aims to analyze the effects of digital marketing, management innovation, and Customer Relationship Management (CRM) on customer loyalty, with customer trust as a mediating variable at Sumbertani Agricultural Store in Sempolan. The research employs a quantitative approach with an explanatory research design. Data were collected through questionnaires distributed to customers and analyzed using Partial Least Square–Structural Equation Modeling (PLS-SEM). The results indicate that digital marketing, management innovation, and CRM have a positive and significant effect on customer trust. Furthermore, customer trust has a positive and significant effect on customer loyalty. Digital marketing, management innovation, and CRM also directly influence customer loyalty. Mediation analysis confirms that customer trust plays a significant mediating role in the relationship between digital marketing, management innovation, CRM, and customer loyalty. These findings highlight that customer trust is a strategic mechanism that strengthens the relationship between marketing strategies and customer loyalty, particularly in the context of agricultural retail businesses.

Keywords: digital marketing, management innovation, customer relationship management, customer trust, customer loyalty.