ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh dari dua variabel yaitu *customer relationship management* (CRM) dan kepercayaan konsumen terhadap loyalitas konsumen. Hipotesis dalam penelitian ini *customer relationship management* (CRM) dan kepercayaan konsumen berpengaruh terhadap loyalitas konsumen minuman kesehatan yang berwujud susu fermentasi dari PT. Yakult Persada Cabang Jember yang memiliki jumlah populasi 75 responden menggunakan teknik purpossive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), analisis regresi linear berganda dan uji hipotesis (uji t, koefisien determinasi). Hasil uji *Customer Relationship Management* mempunyai nilai signifikansi hitung sebesar 0,000 dan lebih kecil dari 0,05 dan t_{hitung} (6,237) > t_{tabel} (1,6663) yang berarti bahwa hipotesis *Customer Relationship Management* mempunyai pengaruh terhadap Loyalitas Konsumen diterima. Hal ini juga menunjukkan bahwa *Customer Relationship Management* mempengaruhi Loyalitas Konsumen yang berarti semakin baik *Customer Relationship Management* akan berdampak pada semakin tinggi Loyalitas Konsumen. Hasil uji Kepercayaan Konsumen mempunyai nilai signifikansi sebesar 0,000 dan lebih besar dari 0,05 dan t_{hitung} (6,257) > t_{tabel} (1,6663) yang berarti bahwa hipotesis Kepercayaan Konsumen mempunyai pengaruh terhadap Loyalitas Konsumen diterima. Hal ini juga menunjukkan bahwa Kepercayaan Konsumen mempengaruhi Loyalitas Konsumen yang berarti semakin baik Kepercayaan Konsumen akan berdampak pada semakin tinggi Loyalitas Konsumen. Implikasi dari penelitian ini adalah *customer relationship management* dan kepercayaan konsumen mempunyai pengaruh positif dan signifikan terhadap loyalitas konsumen pada PT. Yakult Persada Cabang Jember dan konsumen yakult yang ada di Kabupaten Jember semakin loyal terhadap minuman kesehatan yakult.

Kata kunci: *customer relationship management* (crm), kepercayaan konsumen dan loyalitas konsumen

ABSTRACT

This study aims to determine the effect of two variables, namely customer relationship management (CRM) and consumer confidence in consumer loyalty. The hypothesis in this study is customer relationship management (CRM) and consumer confidence affect the consumer loyalty of health drinks in the form of fermented milk from PT. Yakult Persada Jember Branch which has a population of 75 respondents using purposive sampling techniques. Data collection techniques using observation, interviews and questionnaires. The analysis used includes validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis test (t test, coefficient of determination). Customer Relationship Management test results have a calculated significance value of 0,000 and smaller than 0.05 and t arithmetic (6.237)> t table (1.6663) which means that the Customer Relationship Management hypothesis has an influence on Consumer Loyalty received. It also shows that Customer Relationship Management affects Consumer Loyalty which means the better Customer Relationship Management will have an impact on the higher Customer Loyalty. Consumer Confidence test results have a significance value of 0,000 and greater than 0.05 and t arithmetic (6.257)> t table (1.6663) which means that the Consumer Confidence hypothesis has an influence on Consumer Loyalty received. It also shows that Consumer Confidence affects Consumer Loyalty which means the better the Consumer Confidence will have an impact on the higher Consumer Loyalty. The implication of this research is customer relationship management and consumer trust has a positive and significant influence on customer loyalty at PT. Yakult Persada Jember Branch and yakult consumers in Jember Regency are increasingly loyal to yakult health drinks.

Keywords: customer relationship management (crm), consumer trust and customer loyalty