

ABSTRAK

Penelitian menguraikan beberapa masalah yaitu, 1) Pengaruh *Customer Relationship Management* (E-CRM) Terhadap Loyalitas Konsumen Tokopedia. 2) Pengaruh *Electronic Customer Relationship Management* (E-CRM) Terhadap Kepuasan Konsumen Tokopedia. 3) Pengaruh Kepuasan Terhadap Loyalitas Konsumen Tokopedia. 4) Pengaruh *Electronic Customer Relationship Management* (E-CRM) Terhadap Loyalitas yang Dimediasi oleh Kepuasan Konsumen Tokopedia. Metode yang digunakan dalam mengkaji penelitian pada skripsi ini adalah menggunakan metode Kuantitatif. Teknik pengumpulan data yang dilakukan dalam penelitian ini, yaitu: studi pustaka, observasi, dan kuisioner. Jumlah sample 96 orang dengan penentuan sampel menggunakan teknik Purposive Sampling. Analisis hasil penelitian menunjukkan bahwa E-CRM berpengaruh positif namun tidak signifikan terhadap loyalitas pelanggan, E-CRM berpengaruh positif dan signifikan terhadap kepuasan pelanggan, Kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, E-CRM berpengaruh positif dan signifikan secara tidak langsung terhadap loyalitas yang di mediasi kepuasan konsumen. Indikator E-CRM yang terdiri dari *Website Presentation*, Kemudahan Penggunaan, *Usability*, *Problem Solving* dan *Feedback Channel* Diharapkan Tokopedia dapat mempertahankan serta meningkatkan pelayanan terhadap strategi *Eletronic Customer Relationship Management* (E-CRM), karena variabel E-CRM mempunyai pengaruh yang signifikan terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan.

Kata Kunci : *Customer Relationship Management* (E-CRM), Kepuasan Konsumen, Loyalitas Pelanggan, Tokopedia

ABSTRACT

This study outlines several problems namely, 1) The Influence of Customer Relationship Management (E-CRM) on Tokopedia's Consumer Loyalty. 2) The Effect of Electronic Customer Relationship Management (E-CRM) on Tokopedia Consumer Satisfaction. 3) The Effect of Satisfaction on Tokopedia Consumer Loyalty. 4) The Effect of Electronic Customer Relationship Management (E-CRM) on Loyalty Mediated by Tokopedia Consumer Satisfaction. The method used in reviewing the research in this thesis is using the Quantitative method. Data collection techniques carried out in this study, namely: literature study, observation, and questionnaires. The number of samples is 96 people with the determination of the sample using purposive sampling technique. Analysis of the results of the study shows that E-CRM has a positive but not significant effect on customer loyalty, E-CRM has a positive and significant effect on customer satisfaction, Customer satisfaction has a positive and significant effect on customer loyalty, E-CRM has a positive and indirect significant effect on loyalty mediated by consumer satisfaction. . E-CRM indicators consisting of Website Presentation, Ease of Use, Usability, Problem Solving and Feedback Channels 1. It is expected that Tokopedia can maintain and improve services to the Electronic Customer Relationship Management (E-CRM) strategy, because E-CRM variables have a significant influence on Customer Satisfaction and Customer Loyalty

Keywords: *Customer Relationship Management (E-CRM), Consumer Satisfaction, Customer Loyalty, Tokopedia*