

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *customer relationship management* dan keunggulan bersaing terhadap loyalitas pelanggan pada PT. Yudhistira Ghalia Indonesia cabang Jambi. Jenis penelitian ini yaitu kuantitatif. Populasi penelitian ini yaitu sekolah dasar yang membeli buku di PT. Yudhistira Jambi yang berjumlah 120 sekolah. Metode penarikan sampel menggunakan purposive sampling, sampel berjumlah 55 sekolah. Teknik analisis data menggunakan analisis deskriptif dan analisis linear berganda dengan bantuan *software SPSS 29*. Hasil penelitian ini menunjukkan bahwa manajemen hubungan pelanggan dan keunggulan bersaing berpengaruh signifikan secara simultan terhadap loyalitas pelanggan. Selanjutnya manajemen hubungan pelanggan berpengaruh signifikan secara parsial terhadap loyalitas pelanggan, serta keunggulan bersaing berpengaruh signifikan secara parsial terhadap loyalitas pelanggan.

Kata kunci: Manajemen Hubungan Pelanggan, Keunggulan Bersaing, Loyalitas Pelanggan

ABSTRACT

This study aims to determine the effect of customer relationship management and competitive advantages on customer loyalty at PT. Yudhistira Ghalia Indonesia Jambi branch. This type of research is quantitative. The population of this study is elementary schools that buy books at PT. Yudhistira Jambi which totals 120 schools. The sample withdrawal method used purposive sampling, a sample of 55 schools. The data analysis technique used descriptive analysis and multiple linear analysis with the help of SPSS 29 software. The results of this study show that customer relationship management and competitive advantage have a significant effect simultaneously on customer loyalty. Furthermore, customer relationship management has a significant partial effect on customer loyalty, and competitive advantage has a significant partial effect on customer loyalty.

Keywords: *Customer Relationship Management, Competitive Advantage, Customer Loyalty*