

Abstract

This research is motivated by problems related to CRM on Watsons customer loyalty through customer satisfaction. The problem is based on pre-survey results which show that the majority of respondents do not show loyalty to Watsons and there are still many respondents who say they are not satisfied with Watsons even though Watsons has done several CRM programs. Although Watsons is a popular drugstore in Indonesia, from 2017 to 2019 it is not included in the Top Brand Drugstore.

The independent variable used is CRM with the dimensions of identifying, acquiring, maintaining and developing. While the dependent variable is customer loyalty with the dimensions of making repeated and regular purchases, still using it despite many other brands and recommending it to others. Intervening variables used are customer satisfaction with dimension of staying loyal, buying the products offered, recommending products, willing to pay more and giving input.

The method used in this study is a quantitative method with descriptive research using a Likert measurement scale. The population of this study is the user of Watsons Bandung membership card with a sample of 100 respondents. The sampling technique used in this study is non probability sampling. Data analysis method used in this study is path analysis. Data processing is performed using SmartPLS.

The results of the CRM hypothesis on customer satisfaction have a positive and significant effect, while the effect of CRM is not significant on customer loyalty. And for the effect of customer satisfaction on customer loyalty obtained positive and significant results. CRM indirect effect test results on customer loyalty through customer satisfaction has a significant effect.

Keywords: CRM, customer satisfaction, customer loyalty