

ABSTRACT

The development of technology and information-based business world continues to grow rapidly, one of which is an online travel service provider business. The number of online travel agents in Indonesia encourages business people to continue to innovate to get, acquire and retain existing customers. One of the ways undertaken by businesses is to implement Customer Relationship Management (CRM). The purpose of this study was conducted to learn about how Customer Relationship Management to Customer Loyalty at Tiket.com users in the city of Bandung.

This research method uses quantitative methods with descriptive and causal research types. Sampling is done by the method of non-probability sampling and data collection using online questionnaires through Google docs involving 100 respondents. The data analysis technique used is simple linear regression. The participation criteria used in this study are users who register and conduct transactions and are domiciled in the city of Bandung.

The results of research on the overall results of the research respondents on variable Customer Relationship Management (CRM) Tiket.com users in the city of Bandung included in either category. Whereas the variable Customer Loyalty of Tiket.com users in the city of Bandung falls into the quite good category. The results of the coefficient of determination also indicate that Customer Relationship Management (CRM) is required for Customer Loyalty of Tiket.com users in the city of Bandung.

Keywords: Customer Relationship Management, Customer Loyalty