

## ABSTRACT

*This research was conducted because it looked at the development of financial technology that developed in this era. Gopay became the object of research because it is an e-payment service provider whose users are most active at this time. Through this research, the research is aimed at testing the influence of customer relationship management (CRM) on loyalty to Gopay users in generation Z in Bandung.*

*This study uses descriptive types because the authors want to know the value of each variable to examine the influence of independent variables, namely customer relationship management (X) on dependent variables, namely customer loyalty (Y). With dimensions in customer relationship management, namely customer knowledge, customer orientation, and technology capability.*

*This study used primary data from questionnaire filling by 100 respondents, then processed data using Statistical Product and Service Solution (SPSS) and Partial Least Square Structural Equation Model (PLS-SEM) SMARTPLS to get related information to measure how much relationship between CRM and customer loyalty.*

*The results showed that there are 2 accepted hypotheses, namely the relationship between customer relationship management variables in the dimension of customer orientation and technology capability with customer loyalty has a positive and significant influence. While one hypothesis is that the relationship between customer relationship management variables in the dimension of customer knowledge and customer loyalty has a positive but insignificant influence.*

*This proves that almost all the variables in this study are mutually influential. The study is aimed at knowledge of CRM components and customer loyalty from the perspective of the Fintech industry. These findings can facilitate the fintech industry as a strategic instrument to grow customer loyalty.*

**Keyword : Customer Relationship Management (CRM), Customer Loyalty, Gopay.**