

## **Abstract**

The growth in visitors Lazada Indonesia have comparisons with active customers of 2%. This indicates that customer loyalty Lazada Indonesia is still lacking. This thing he had to do related research about the customer loyalty Lazada Indonesia. Business strategies that can be used to maintain and enhance loyalty is customer relationship management. Lazada is a company engaged in e-Commerce customer relationship management so that it is used or referred to internet-based electronic customer relationship management.

The purpose of this research was to measure the influence of variable electronic mailing direct (e-DM), interpersonal communication, preferential treatment and rewards toward customer loyalty Lazada Indonesia. This research would also like to find out how customer loyalty Lazada Indonesia.

Method of data collection is done through the dissemination of a questionnaire online through social media and contact personally customers Lazada Indonesia. The sample of this research is the recurrent expenditures of 385 respondents in Lazada Indonesia.

Based on the results of the data processing, it is known that the influence of the variable electronic customer relationship management (e-CRM) toward customer loyalty simultaneously has significant effects. While testing partially variable obtained that preferential treatment has no effect against customer loyalty. Preferential treatment did not affect customer loyalty due to things done by Indonesia against Lazada customers felt too general so that customers do not benefit exclusively from Lazada Indonesia against customers.

The research results showed that direct electronic mailing (e-DM) and rewards is the most influential variable toward customer loyalty. So if the company wants to increase customer loyalty should give priority to Indonesia and boost Lazada electronic direct mailing (e-DM) and rewards by way of improving the information companies provide to its customers and discount or gift points to customers. Things are done so that customers become loyal towards Lazada Indonesia.

**Keywords:** Electronic customer relationship management and customer loyalty