

ABSTRACT

Customer's loyalty is one factor which causing the company still remains in its industry, included in this case is EF Samarinda. The customer will show their loyalty by their attitude toward the company. Of the customer's loyalty the company will get high profit. One factor which influences customer's loyalty is CRM implementation and EF made a serious effort by implementing CRM to get the loyalty of customer. However, after then did dissemination of questionnaires to 30 of EF's customer, the result shown that the customer did not have high loyalty yet.

According to the phenomenon, this research is purpose to know the level of EF Samarinda's CRM performance, the level of customer's loyalty, and the influence of CRM to customer's loyalty.

This research did the dissemination of questionnaires to 240 of respondents by applying accidental sampling technique and was analysed by uses validity, reliability, outlier, normality, heteroscedasticity, simple regression, and descriptive analysis.

Following to outlier test, finally this research used 235 of respondents and this research shown that both CRM and constant determined customer's loyalty with Adjusted R Square 81,3% and according to descriptive analysis both CRM and customer's loyalty at the level 3.

Therefore, based on the descriptive analysis both CRM and customer's loyalty did not have result optimally, while according to causality analysis seen CRM determined customer's loyalty significantly. So, the company must concern to develop teacher competence, teaching methods, the hospitality of employee to customer, and payment technology in EF Samarinda.

Keywords: *customer's loyalty of English First; customer relationship management; English First.*