

ABSTRACT

This study aims to determine how much influence Customer Relationship Management through Customer Satisfaction simultaneously and partially on Repeat Purchase at Starbucks coffee shop in Bandung, which is becoming a lifestyle trend today (coffeeland.com). This study uses independent variables, namely customer relationship management with the dimensions of identify, differentiate, interact, and customize, the dependent variable is Repeat Purchase with the dimensions of psychological factors, social factors, and personal factors, and intervening variables namely Customer Satisfaction with dimensions of expectation, performance, comparison, experience, and confirmation.

This research uses quantitative methods with descriptive data analysis techniques, normality test, path analysis test, coefficient of determination and hypothesis testing. The sampling technique used in this study is Probability Sampling, which is Simple Random Sampling, using the Slovin formula, with a total of 100 respondents.

Hypothesis test results indicate that Customer Relationship Management influences Repeat Purchase with Customer Satisfaction as the mediator. For the effect value of $0.614 \times 0.758 = 0.465 = 46.5\%$ and the remaining 53.5% is influenced by other variables outside this study. The direct effect of Customer Relationship Management on Repeat Purchase of 1.6%. This influence is smaller than the indirect effect through Customer Satisfaction which is equal to 46.5%.

The conclusion of this study which states that the indirect effect that occurs is Customer Relationship Management on Repeat Purchase through Customer Satisfaction has a greater value than the direct effect between Customer Relationship Management on Repeat Purchase). This is because building customer satisfaction is very important to increase repeat purchases. Customer Satisfaction has a significant role in increasing the Repeat Purchase of Starbucks coffee shop customers in the city of Bandung. In previous studies had the same result that the effect of variable Z produced a significant impact on Y compared to the effect of variable X directly on Y. (Tetanoe, 2014)

Keywords: Customer Relationship Management, Customer Satisfaction, Repeat Purchase