

ABSTRACT

PT. Len Industri (Persero) as a State-Owned Enterprise (BUMN) which is engaged in the electronics and infrastructure industry has a heavier and more complex future challenge to always provide the best to resellers. The sustainability of the company depends on the company's ability to take care of its customers so that their customers can be loyal to the company and not move with other companies.

The purpose of this study is to determine the effect of Customer Relationship Management on Customer Satisfaction and Customer Loyalty. The analytical method used in this research is the Structural Equation Modeling (SEM) analysis technique which is processed using the SmartPLS data processing application.

The phenomenon in this research is explored by using the case study method. Data collection techniques are in-depth interviews, observation and secondary data collection. The speakers involved are Marketing Manager, Account Executive and Admin. Marketing Manager resource persons will be interviewed to form, maintain and evaluate Customer Relationship Management strategies. Resource persons for the Account Manager will be interviewed regarding the approach to the reseller to obtain a Purchase Order, and the Admin will be interviewed for document documentation and application of the SAP CRM application.

The results showed that PT. Len Industri (Persero) already has good Customer Relationship Management, Customer Satisfaction and Customer Loyalty. And based on the results of the hypothesis testing, it shows that CRM positively has a significant effect on Customer Satisfaction on the Sales of National E-KTP Retail Equipment by 58.1%, as well as Customer Satisfaction has a significant positive effect on Customer Loyalty by 40.7%, Customer Relationship Management Positive also has a significant effect on Customer Loyalty by 24.1% and the results of mediation testing show that Customer Relationship Management has a significant positive effect on Customer Loyalty mediated by Customer Satisfaction on the Sales of National E-KTP Retail Equipment by 53.4%.

The results of this study are expected to be used as an evaluation of the Customer Relationship Management process at PT. Len Industri, especially in the Sales of National E-KTP Retail Equipment. In addition, this research can be used as a direction in increasing customer satisfaction and customer loyalty to support resellers in realizing business strategies to optimize company profitability by maintaining and increasing the number of customers.

Keywords: Customer Relationship Management, Customer Satisfaction and Customer Loyalty.