

ABSTRACT

The competitive conditions of digital-based companies are getting tighter, currently companies are required to be able to provide the best in order to maintain and increase customer loyalty. One way for companies is to implement customer relationship management (CRM), namely by having a customer loyalty program. The existence of a loyalty program carried out by Gojek called GoClub has many advantages, but from the many advantages it has, there are still many complaints about GoClub. This study aims to determine and analyze customer relationship management (CRM) on the loyalty of Gojek application users in the city of Bandung.

The research method used is a quantitative method with the type of descriptive-causality research. Sampling was done by non-probability sampling technique used was non-probability sampling with 100 respondents using the Gojek application in the city of Bandung. The data analysis technique used was descriptive analysis and simple regression analysis.

Based on the results of descriptive analysis of customer relationship management (CRM) and customer loyalty is included in the very good category. Based on the results of the study, it shows that customer relationship management in the form of GoClub feature has a significant influence on the loyalty of Gojek application users in the city of Bandung with a percentage of 83.9% and the remaining 16.1% is influenced by other factors not examined in this study.

Keywords: Customer Relationship Management, Customer Loyalty.