

ABSTRAK

Tujuan dari penelitian ini untuk mengetahui pengaruh *Customer Relationship Management (CRM)*, *Word Of Mouth (WOM)*, dan Kualitas Pelayanan terhadap loyalitas pelanggan cakra *entertainment*. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan metode survei. Teknik pengambilan sampel menggunakan Teknik *Accidental Sampling* dengan menggunakan 100 responden. Teknik pengelolaan data kuisisioner menggunakan SPSS Versi 23. Analisa data menggunakan regresi linier berganda. Berdasarkan hasil penelitian menunjukkan bahwa variabel *Customer Relationship Management (CRM)*, *Word Of Mounth (WOM)*, dan Kualitas Pelayanan memiliki pengaruh signifikan dan positif terhadap loyalitas pelanggan dengan nilai R Square (R^2) sebesar 70,5% dan sisanya dipengaruhi variabel lain yang diluar model penelitian.

Kata kunci : *Customer Relationship Management (CRM)*, *Word Of Mounth (WOM)*, Kualitas Pelayanan, dan Loyalitas Pelanggan

ABSTRACT

This research aimed to find out the effect of Customer Relationship Management (CRM), Word Of Mouth (WOM), and service quality on the customers' loyalty at Cakra Entertainment. Moreover, the research was quantitative with a survey method. Furthermore, the research sample collection technique used an accidental sampling technique. In line with that, there were 100 respondents of customers as the sample. Additionally, the questionnaire's data management technique used the SPSS (Statistical Product and Service Solution) 23 version. In addition, the research data analysis technique used multiple linear regressions. The research result showed that the variable of Customer Relationship Management (CRM), Word Of Mouth (WOM), and service quality had a positive and significant effect on the customers' loyalty at Cakra Entertainment with R Square (R^2) was 70.5%. Meanwhile, the rest of 29.5 was affected by the other variable outside of the research model.

Keywords: *Customer Relationship Management (CRM), Word Of Mouth (WOM), Service Quality, Customers' Loyalty*

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