

RINGKASAN

Penelitian ini merupakan penelitian survei pada perusahaan peserta BPJS Ketenagakerjaan Cabang Purwokerto mengambil judul: ANALISIS PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP *CUSTOMER RETENTION* DENGAN *CUSTOMER LOYALTY* SEBAGAI VARIABEL INTERVENING (Studi di Kantor BPJS Ketenagakerjaan Purwokerto).

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis pengaruh CRM (*customer relationship management*) terhadap customer retention dengan *customer loyalty* sebagai variabel intervening di Kantor BPJS Ketenagakerjaan Purwokerto.

Populasi dalam penelitian ini adalah seluruh perusahaan yang terdaftar sebagai peserta BPJS Ketenagakerjaan kantor Cabang Purwokerto yang berjumlah 3627 perusahaan. Jumlah perusahaan yang diambil dalam penelitian ini adalah 360 perusahaan. Teknik pengambilan sampel menggunakan teknik pengambilan *random sampling*.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SmartPLS versi 3, menunjukkan bahwa: 1) *Trust* (X1) berpengaruh terhadap *customer retention* (Y) 2) *Commitment* (X2) tidak berpengaruh terhadap *customer retention* (Y). 3) *Customer satisfaction* (X3) berpengaruh terhadap *customer retention* (Y). 4) *Trust* (X1) tidak berpengaruh terhadap *customer retention* (Y) dengan *customer Loyalty* (M) sebagai variabel intervening. 5) *Commitment* (X2) tidak berpengaruh terhadap *customer retention* (Y) dengan *customer Loyalty* (M) sebagai variabel intervening. 6) *Customer Satisfaction* (X3) tidak berpengaruh terhadap *customer retention* (Y) dengan *customer Loyalty* (M) sebagai variabel intervening.

Implikasi dari kesimpulan di atas dapat digunakan menjadi bahan referensi bagi BPJS Ketenagakerjaan Kantor Cabang Purwokerto untuk dapat memberikan kebijakan dan menemukan solusi terbaik agar perusahaan dapat meningkatkan komitmennya terhadap BPJS Ketenagakerjaan Kantor Cabang Purwokerto.

Kata kunci: *Customer Relationship Management, Customer Retention, Customer Loyalty*

SUMMARY

This research is a survey research on companies participating in BPJS Employment Purwokerto Branch with the title: ANALYSIS OF THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER RETENTION WITH CUSTOMER LOYALTY AS INTERVENING VARIABLES (Study at the Office of BPJS Ketenagakerjaan Purwokerto).

The purpose of this study was to determine and analyze the effect of CRM (customer relationship management) on customer retention with customer loyalty as an intervening variable at the BPJS Ketenagakerjaan office in Purwokerto

The population in this study were all companies registered as participants of BPJS Employment at the Purwokerto Branch office, totaling 3627 companies. The number of companies taken in this study were 360 companies. The sampling technique used was a random sampling technique.

Based on the results of research and data analysis using SmartPLS version 3, it shows that: 1) Trust (X1) has an effect on customer retention (Y) 2) Commitment (X2) has no effect on customer retention (Y). 3) Customer satisfaction (X3) has an effect on customer retention (Y). 4) Trust (X1) has no effect on customer retention (Y) with customer loyalty (M) as the intervening variable. 5) Commitment (X2) has no effect on customer retention (Y) with customer loyalty (M) as the intervening variable. 6) Customer satisfaction (X3) has no effect on customer retention (Y) with customer loyalty (M) as the intervening variable.

The implications of the conclusions above can be used as reference material for BPJS Employment Purwokerto Branch Offices to be able to provide policies and find the best solutions so that companies can increase their commitment to BPJS Employment Purwokerto Branch Offices.

Keywords: Customer Relationship Management, Customer Retention, Customer Loyalty