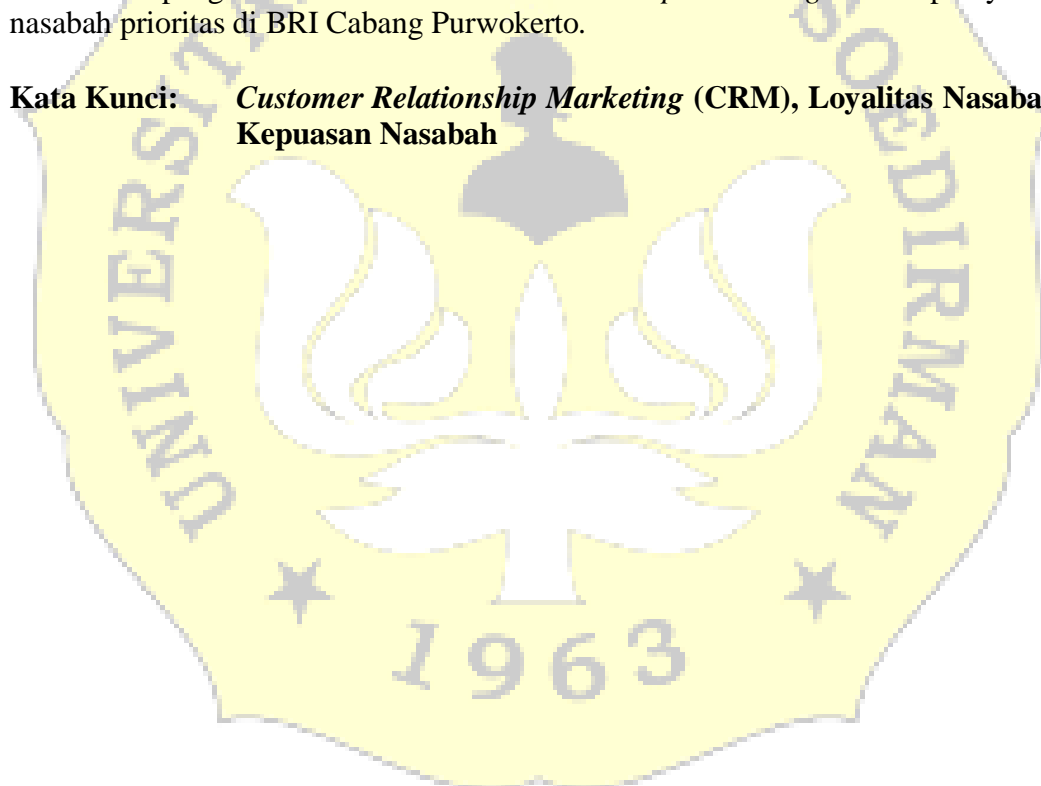# ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh antara *Customer relationship marketing* terhadap loyalitas nasabah prioritas dengan kepuasan nasabah prioritas sebagai variable mediasi pada BRI Cabang Purwokerto. Jumlah responden yang diambil sebanyak 80 responden. Sampel diambil dengan cara *nonprobability sampling* yaitu dengan teknik *purposive sampling*. Pengumpulan data dilakukan dengan menggunakan kuesioner secara daring melalui *Google Form*. Alat analisis menggunakan *Structural equation modeling* (SEM). Berdasarkan hasil penelitian dan analisis data menunjukan bahwa : (1) C*ustomer relationship marketing* berpengaruh terhadap kepuasan nasabah prioritas di BRI Cabang Purwokerto (2)*Customer relationship marketing* berpengaruh terhadap loyalitas nasabah prioritas di BRI Cabang Purwokerto (3) Kepuasan nasabah memediasi pengaruh antara *Customer relationship marketing* terhadap loyalitas nasabah prioritas di BRI Cabang Purwokerto.

Kata Kunci: *Customer Relationship Marketing* **(CRM), Loyalitas Nasabah, Kepuasan Nasabah**

ABSTRACT

This study is to analyze the effect of customer relationship marketing on priority customer loyalty and priority customer satisfaction as a mediating variable at BRI Purwokerto Branch. Respondents of the research are 80 respondents. Samples were taken by means of nonprobability sampling, namely by purposive sampling technique. Data collection was carried out using an online questionnaire through the Google Form. The analysis tool uses Structural Equation Modeling (SEM). Based on the results of research and data analysis, it shows that: (1) Customer relationship marketing has an effect on priority customer satisfaction at BRI Purwokerto Branch (2) Customer relationship marketing has an effect on priority customer loyalty at BRI Purwokerto Branch (3) Customer satisfaction mediates the influence between Customer relationship marketing on priority customer loyalty at BRI Purwokerto Branch.

Keywords: *Customer relationship marketing (CRM), customer loyalty, customer statisfaction*