

ABSTRAKSI

Penelitian ini bertujuan untuk mendiskripsikan dan menganalisis pengaruh *Customer Relationship Management* terhadap loyalitas pelanggan dengan *brand trust* dan kepuasan pelanggan sebagai variabel intervening. Populasi yang digunakan adalah konsumen yang membeli di Distro Districtsides dan Smith Semarang. Dengan menggunakan teknik *purposive sampling*, yaitu mengkhususkan pada konsumen yang membeli di Distro Districtsides dan Smith Semarang minimal yang berumur 20 tahun ke atas, maka diperoleh jumlah sampel sebesar 100 responden. Alat analisisnya adalah path analysis dengan program SPSS, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan *Customer Relationship Management* berpengaruh positif dan signifikan terhadap *brand trust*. *Customer Relationship Management* mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan. Kepercayaan mempunyai pengaruh positif dan signifikan terhadap kepuasan pelanggan. *Customer Relationship Management*, *brand trust* dan kepuasan pelanggan juga mempunyai pengaruh positif dan signifikan terhadap loyalitas pelanggan. Hasil pengujian sobel test menunjukkan bahwa *brand trust* mampu menjadi variabel intervening antara *Customer Relationship Management* terhadap kepuasan pelanggan. Kepuasan pelanggan mampu menjadi variabel intervening antara *brand trust* dengan loyalitas pelanggan. *Brand trust* mampu menjadi variabel intervening antara *Customer Relationship Management* terhadap loyalitas pelanggan. Kepuasan pelanggan mampu menjadi variabel intervening antara *Customer Relationship Management* terhadap loyalitas pelanggan.

Kata Kunci : *Customer Relationship Management*, *brand trust*, kepuasan pelanggan dan loyalitas pelanggan

ABSTRACT

This study aims to describe and analyze the influence of organizational citizenship behavior on HR performance with professional commitment and knowledge sharing as an intervening variable. The population used was the total number of employees of PDAM Semarang totaling 569 people, with a total sample of 85 people. The sampling technique is Proportional Random Sampling. The analysis tool is Partial Least Square.

The test results show OCB has a positive influence on professional competence. Testing also shows OCB and professional competencies have a positive influence on knowledge sharing. Organizational citizenship behavior, professional competence and knowledge sharing have a positive influence on HR performance. The test results show that professional competence is able to be an intervening variable between OCB and knowledge sharing, while professional competence is not able to be an intervening variable between OCB and HR performance. Knowledge sharing is able to be an intervening variable between OCB and HR performance and knowledge sharing can also be an intervening variable between professional competence and HR performance.

Keywords : Organizational citizenship behavior, professional commitment and knowledge sharing and performance of Human Resources