

## ABSTRAK

Tujuan dari realisasi penelitian ini adalah untuk mengidentifikasi bagaimana pengaruh *customer relationship management* dan kualitas layanan elektronik terhadap kepuasan pelanggan Go-Jek, pengaruh *customer relationship management* dan kualitas layanan elektronik terhadap loyalitas pelanggan Go-Jek, dan pengaruh kepuasan pelanggan Go-Jek terhadap loyalitas pelanggan Go-Jek. Dalam penelitian ini, populasi yang digunakan adalah pengguna aplikasi Go-Jek di Fakultas Ekonomi, UNISSULA Semarang dengan sampel 95 orang yang ditentukan melalui metode purposive sampling. Metode analisis yang digunakan adalah analisis kuantitatif dengan dasar analisis regresi linier berganda. Kesimpulan dari analisis penelitian menunjukkan bahwa *customer relationship management* berpengaruh positif dan signifikan pada kepuasan pelanggan. Kualitas layanan elektronik berpengaruh positif dan signifikan terhadap kepuasan pelanggan. *Customer relationship management* berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kualitas layanan elektronik berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Kepuasan pelanggan berpengaruh pada loyalitas pelanggan. Kepuasan pelanggan mampu memediasi antara *customer relationship management* dan loyalitas pelanggan. Kepuasan pelanggan mampu memediasi antara kualitas layanan elektronik dan loyalitas pelanggan.

***Kata kunci :*** *Customer Relationship Management, Kualitas Layanan Elektronik, Kepuasan Pelanggan, Loyalitas Pelanggan*

## **ABSTRACT**

*The purpose of the realization of this research is to identify how the influence of customer relationship management and quality of electronic services on Go-Jek customer satisfaction, the effect of customer relationship management and quality of electronic services on Go-Jek customer loyalty, and the effect Go-Jek customer satisfaction on Go-Jek customer loyalty. In this study, the population used was Go-Jek application users at the Faculty of Economics, UNISSULA Semarang with a sample of 95 people who were determined through purposive sampling method. The analytical method used is quantitative analysis with the basis of multiple linear regression analysis. The conclusion of the research analysis shows that customer relationship management has a positive and significant effect on customer satisfaction. The quality of electronic services has a positive and significant effect on customer satisfaction. Customer relationship management has a positive and significant effect on customer loyalty. The quality of electronic services has a positive and significant effect on customer loyalty. Customer satisfaction has an effect on customer loyalty. Customer satisfaction is able to mediate between customer relationship management and customer loyalty. Customer satisfaction is able to mediate between the quality of electronic services to customer loyalty.*

**Keywords:** *Customer relationship management, Customer satisfaction, Quality of electronic services, Customer loyalty*