

ABSTRACT

MUSSALBILAH, 17823229

The Impact of Implementing Alfagift as a Customer Relationship Management (CRM) System on Customer Satisfaction and Loyalty at Alfamart.

Keywords: Alfagift, Alfamart, CRM, Loyalty, Satisfaction.

(xii + 75+ Lampiran)

This study aims to assess the impact of implementing Alfagift as a Customer Relationship Management (CRM) system on customer satisfaction and loyalty at Alfamart. A quantitative approach with purposive sampling was used, involving 96 respondents. The sample size was determined using the Cochran formula. The findings reveal that CRM has a significant effect on customer satisfaction, with a significance value of 0.000 and a t-value of 12.133, far exceeding the t-table value of 1.985. The coefficient of determination (R^2) of 0.610 indicates that CRM accounts for 61.0% of the variation in customer satisfaction. Additionally, CRM significantly influences customer loyalty (significance value of 0.000, t-value of 9.795), with an R^2 of 0.505, explaining 50.5% of the variation in loyalty. Customer satisfaction also significantly impacts customer loyalty (significance value of 0.000, t-value of 8.764), explaining 45.0% of the variation in loyalty. Based on these results, it is recommended that Alfamart further develop Alfagift to enhance personalized and responsive services, which will strengthen customer loyalty, improve retention, and support long-term growth.

Bibliography (2019 - 2024)