ABSTRAK

Customer relationship management merupakan salah satu strategi yang bisa digunakan perusahaan dalam persaingan yang sangat kompetitif di dunia peralatan petualangan untuk kegiatan alam bebas. *Customer relationship management* memiliki keunggulan untuk menjalin hubungan jangka panjang antara perusahaan dengan pelanggannya. Sehingga hal ini merupakan keuntungan bagi perusahaan karena kedekatan dengan pelanggan seperti ini menimbulkan kedekatan emosional dimana apabila terjalin hubungan emosional dapat dijadikan sebagai pondasi bagi perusahaan dalam menciptakan loyalitas pelanggan dalam jangka panjang.

Penelitian ini dilakukan untuk mengetahui pelaksanaan *customer relationship management* yang dilaksanakan Eiger Setiabudi Bandung dan tanggapan pelanggan mengenai *customer relationship management*, dan untuk mengetahui tingkat loyalitas pelanggan di Eiger Setiabudi Bandung, serta untuk mengetahui seberapa besar hubungan pelaksanaan *customer relationship management* dengan loyalitas pelanggan di Eiger Setiabudi Bandung.

Penelitian yang dilaksanakan ini bersifat verifikatif dimana peneliti menghubungkan antara variabel independen dengan variabel dependen. Penelitian dilakukan dengan cara mengumpulkan data, menganalisis data dan menyajikan data sehingga dapat memberikan gambaran yang jelas atas objek yang diteliti dan kemudian ditarik kesimpulan.

Dengan menggunakan rumus korelasi *Rank Spearman*, dari pengujian diperoleh rs = (+) 0,485. Hal ini menunjukkan bahwa terdapat hubungan positif antara *customer relationship management* dengan loyalitas pelanggan di Eiger Seiabudi Bandung yang menunjukkan tingkat korelasi yang sedang, artinya *customer relationship management* menentukan tingkat loyalitas. Sedangkan dengan menggunakan pengujian uji t_{tabel} diperoleh t_{tabel} pada derajat keberhasilan (dk = n-2) = 98 dan taraf signifikansi (α) sebesar 5% adalah sebesar 1,966 sedangkan t_{hitung} diperoleh sebesar 5,490, dengan ketentuan Ho ditolak jika t_{hitung} lebih besar dari t_{tabel} dan Ho diterima jika t_{hitung} lebih kecil dari t_{tabel}. Berdasarkan hasil di atas diperoleh bahwa t_{hitung} (5,490) lebih besar dari t_{tabel} (1,966) yang artinya Ho ditolak. Sehingga berdasarkan pada hasil pengujian diatas dapat disimpulkan bahwa dengan taraf signifikansi 5% dan taraf kepercayaan 95%, terdapat hubungan antara *customer relationship management* dengan loyalitas secara nyata dengan tingkat hubungan yang sedang.

Kata kunci : *Customer Relationship Management dan Loyalitas Pelanggan*

ABSTRACT

Customer relationship management is one of the strategies that can be used in a very competitive rivalry in the adventure gears for outdoor activities. Customer relationship management has advantages for long-term relationship between companies and customers. Thus, this is an advantage for companies because their closeness to customers can create emotional closeness, where an emotional relationship can be used as a foundation for companies in long term to create customers' loyalty .

The research was conducted to examine the implementation of customer relationship management implemented by Eiger Setiabudi Bandung and to investigate customers' response about customer relationship management. This research was to find out the level of customers loyalty in Eiger Setiabudi Bandung, and to measure how big the relation between customer relationship management with customers' loyalty in Eiger Setiabudi Bandung.

This research was verifikatif, in which the researcher correlated verification between the independent variable with the dependent variable. The research was conducted by collecting, analyzing and presenting the data, so that the researcher could provide an obvious description of the object researched and could conclude the result of research.

From the examination by using Spearmen rank correlation formula, it was obtained rs = (+) 0.485. This showed that there was a positive relationship between customer relationship management with customers' loyalty in the Eiger Setiabudi Bandung which indicated the degree of correlation was medium. It means that customer relationship management determined loyalty. Meanwhile, by using the calibration of t test table, it was obtained $(df = n-2) = 98$ in degree of success and a significance level (α) of 5% was equal to 1.966 and, while t count was obtained at 5.490, and with the provision: Ho is rejected if t count was greater than t tables and Ho is accepted if t count was smaller than t table. Based on the results above, it was obtained that t (5.490) was greater than t table (1.966). It means that Ho was rejected. It can be concluded that with 5% significance level and 95% confidence level, there was a relationship between customer relationship management and loyalty which was significantly in medium degree.

Keywords : Customer Relationship Management and Customer Loyalty