

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT,
PRODUCT ATRIBUT AND TRUST ON CUSTOMER LOYALTY
(A Survey at Customer of UPK-DAPM Kab. Tasikmalaya)**

ABSTRACT

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This research aimed to know and analyze the influence of customer relationship management product atribut and trust to costumer's loyalty of UPK-DAPM Kab. Tasikmalaya simultaneously and partialy.

The methode used in this research was survey method. The population size based on the customer data in 2017. The sample size was 400 people. The research instrument used is questionare which analyzed by descriptif analisys and quantitative analisys with Path Analysis.

The result of descriptive analisys described that the customer relationship management product atribut trust and costumer's loyalty were good. The result of Path Analysis concluded that the customer relationship management, product atribut and trust had significant impact on costumer's loyalty of UPK-DAPM Kab. Tasikmalaya simultaneously and partialy.

Keywords : Customer relationship management, product atribut, trust, and loyalty

**PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT*,
ATRIBUT PRODUK DAN KEPERCAYAAN
TERHADAP LOYALITAS NASABAH
(Survey pada Nasabah UPK-DAPM Kabupaten Tasikmalaya)**

ABSTRAK

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Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *Customer Relationship Management (CRM)*, atribut produk dan kepercayaan terhadap loyalitas nasabah UPK-DAPM Kab. Tasikmalaya baik secara parsial maupun simultan.

Metode penelitian yang digunakan adalah metode survey. Anggota populasi berdasarkan data nasabah pada tahun 2017 dengan ukuran sampel 400 orang. Instrumen penelitian menggunakan kuesioner yang dianalisis melalui analisis deskriptif dan kuantitatif menggunakan teknik analisis jalur (*Path Analysis*)

Hasil penelitian deskriptif diketahui *Customer Relationship Management (CRM)*, atribut produk dan kepercayaan terhadap loyalitas termasuk kategori baik. Hasil analisis jalur menunjukkan bahwa *Customer Relationship Management (CRM)*, atribut produk dan kepercayaan berpengaruh signifikan terhadap loyalitas nasabah UPK-DAPM Kab. Tasikmalaya baik secara simultan maupun secara parsial.

Kata Kunci: *Customer Relationship Management (CRM)*, atribut produk, kepercayaan, dan loyalitas