

## ABSTRAK

**ANALISIS HUBUNGAN VARIABEL *CUSTOMER RELATIONSHIP MARKETING* TERHADAP LOYALITAS NASABAH  
STUDI KASUS: PT BANK RAKYAT INDONESIA (PERSERO), Tbk  
KANTOR CABANG CIK DI TIRO YOGYAKARTA**

Oleh:

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Penelitian ini bertujuan untuk menganalisis hubungan variabel *Customer Relationship Marketing* (CRM) yang terdiri dari *trust* (kepercayaan), *conflict handling* (penanganan masalah), *commitment* (komitmen), dan *communication* (komunikasi) terhadap loyalitas nasabah BRI KC Cik Di Tiro Yogyakarta. Penelitian ini menggunakan data primer dengan analisis korelasi. Data primer diperoleh melalui kuesioner dengan jumlah responden 50 orang menggunakan teknik *simple random sampling*. Hasil penelitian menunjukkan bahwa secara umum variabel CRM memiliki hubungan positif terhadap loyalitas nasabah. Analisis korelasi *Spearman-Rank* menunjukkan hubungan yang paling erat terhadap loyalitas nasabah secara berurutan yaitu, *trust*, *commitment*, *communication*, *conflict handling*.

**Kata kunci: CRM dan loyalitas nasabah**

***ABSTRACT***

***ANALYSIS OF RELATIONSHIP VARIABEL OF  
CUSTOMER RELATIONSHIP MARKETING ON CUSTOMER LOYALTY  
STUDY CASE: PT BANK RAKYAT INDONESIA (PERSERO), Tbk  
BRANCH OFFICE CIK DI TIRO IN YOGYAKARTA***

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*The purpose of this study was to analyze the relationship Customer Relationship Marketing (CRM) variables consists of trust, conflict handling, commitment, and communication on customer loyalty in BRI KC Cik Di Tiro Yogyakarta. This study use primary data with correlation analysis. The primary data obtained through questionnaires with 50 respondents using simple random sampling. The results show that overall CRM variables positively related to customer loyalty. Spearman-Rank correlation analysis show that the strongest relationships on customer loyalty in sequence are trust, commitment, communication, conflict handling.*

***Keywords: CRM and customer loyalty***