

ABSTRACT

This research was conducted to determine the effect of customer relationship management on customer loyalty through customer satisfaction as an intervening variable at Luxcrime. The purpose of this research is to analyze the variables of customer relationship management, customer satisfaction, and customer loyalty to determine how much influence there is between customer relationship management and customer satisfaction, the influence of customer satisfaction on customer loyalty, the influence of customer relationship management on customer loyalty, and the influence of customer relationship management on customer loyalty through customer satisfaction as an intervening variable at Luxcrime.

This research uses quantitative methods, descriptive research, and path analysis (the use of intervening variables). Sampling was done by the purposive sampling method, with 200 questionnaires returned. The analysis technique used is descriptive analysis using the SPSS 25 application.

The results of this study indicate that customer relationship management has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty, customer relationship management has a positive and significant effect on customer loyalty, and customer satisfaction as an intervening variable has a positive and significant effect on customer relationship management on customer loyalty.

Keywords: *Customer Relationship Management, Customer Loyalty, Customer Satisfaction.*