

ABSTRACT

ANALYSIS OF THE IMPACT OF E-COSTUMER RELATIONSHIP MANAGEMENT ON E-SATISFACTION AND E-LOYALTY

(Study on Access by KAI)

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The development and advancement of technology have impacted lifestyles, leading consumers to shift from offline to online purchases, including purchasing train ticket services. The low percentage of reviews on Playstore and Appstore indicates various issues affecting E-Customer Relationship Management (E-CRM), E-Satisfaction, and E-Loyalty of the users of the Access by KAI mobile application services. This research explores the influence of customer relationship management (E-CRM) on customer satisfaction (E-Satisfaction) and customer loyalty (E-Loyalty) among users of the Access by KAI service on routes within the Java region. A non-probability sampling method was used in this study with a purposive technique, involving 400 respondents who are users of the Access by KAI service on routes within the Java region. The results of this study found that the influence of E-CRM has a positive and significant impact on E-Satisfaction and likewise the influence of E-CRM on E-Loyalty. Further analysis shows that E-Satisfaction acts as a mediator between E-CRM and E-Loyalty. Although E-CRM does not directly affect E-Loyalty, E-Satisfaction strengthens the relationship between their satisfaction and loyalty levels. These findings emphasize the importance of not only improving customer relationship management but also maintaining and enhancing loyalty through effective customer satisfaction.

Keyword: Access by KAI, E-Customer Relationship Management, E-Loyalty, E-Satisfaction.