

**THE INFLUENCE OF PRODUCT QUALITY, SERVICE QUALITY, AND CUSTOMER
RELATIONSHIP MANAGEMENT ON CLEAN WATER CUSTOMER LOYALTY (Case
Study of Hippam Tirto Joyo II)**

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ABSTRACT

HIPPAM Tirto Joyo II, is an area where underground sources are rare. This of course will be very profitable if it is supported by a good irrigation system. Before HIPPAM Tirto Tirto Joyo II was established, there was no irrigation, only for daily needs to buy water per jerry can from the plumbers. However, there are several obstacles to this irrigation system, including the high price of water per jerry can, and jerry can water which only operates from morning to evening.

This study aims to see how far the influence of product quality, service quality, and customer relationship management factors on customer loyalty at Hippam Tirto Joyo II both partially, simultaneously, and is the most dominant factor among the three independent variables that affect customer loyalty. The sample used was 260 respondents using saturated sampling techniques, data processing using statistical tools IBM SPSS Version 20.0

The test tools used are validity test, reliability test, descriptive statistics, classic assumption test, multiple linear regression, coefficient of determination, t test and F test. From the results of data management, the tcount value for product quality (X1) is $2.947 > 1.969$ with a value a significant value of $0.010 < 0.05$, quality of service (X2) of $10.062 > 1.969$ with a significant value of $0.010 < 0.05$, and customer relationship management (X3) of $10.062 > 1.969$ with a significant value of $0.010 < 0.05$, which means that product quality, service quality, and customer relationship management have a partial and significant effect on customer loyalty. From the F test, the fcount value is $419102141123.095 > ftable 2.64$, with a significant value of 0.05 , which means that product quality, service quality, and customer relationship management have a simultaneous and significant effect on customer loyalty. While the results of multiple linear regression obtained the equation $Y = 5.484 + 0.044 X1 + 0.058 X2 + 0.415 X3$, which means that the most dominant variable is Customer Relationship Management.

Based on this study it can be concluded that product quality, service quality, and customer relationship management have an influence on customer loyalty partially or simultaneously, and it can be seen that customer relationship management is the most dominant variable influencing customer loyalty at hippam tirto jouo II.

Keywords: product quality, service quality, customer relationship management, and customer loyalty.

**PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN, DAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP LOYALITAS PELANGGAN AIR BERSIH
(Study Kasus Hippam Tirto Joyo II)**

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RINGKASAN

HIPPAM Tirto Joyo II, merupakan daerah yang jarang ada sumber bawah tanah. Hal ini tentunya akan sangat menguntungkan jika didukung dengan sistem pengairan yang baik. Sebelum HIPPAM Tirto Tirto Joyo II berdiri, belum ada pengairan hanya saja kebutuhan sehari-hari membeli ke tukang air per jerigen. Namun, terdapat beberapa kendala dari sistem pengairan ini antara lain mahal nya tarif air per jerigen, serta air jerigen yang hanya beroperasi pagi sampai sore.

Penelitian ini bertujuan guna melihat seberapa jauh pengaruh faktor kualitas produk, kualitas pelayanan, dan *Customer Relationship Management* terhadap loyalitas pelanggan di hippam tirto joyo II baik secara parsial, simultan, dan faktor yang paling dominan diantara ketiga variabel bebas yang mempengaruhi loyalitas pelanggan. Sampel yang digunakan adalah 260 responden dengan menggunakan teknik sampling jenuh, pengolahan data menggunakan alat bantu statistik IBM SPSS *Version* 20.0

Alat uji yang digunakan adalah uji validitas, uji reliabilitas, statistik deskriptif, uji asumsi klasik, regresi linier berganda, koefisien determinasi, uji t dan uji F. Dari hasil pengelolaan data diperoleh nilai t_{hitung} untuk kualitas produk (X_1) sebesar $2,947 > 1,969$ dengan nilai signifikannya sebesar $0,010 < 0,05$, kualitas pelayanan (X_2) sebesar $10,062 > 1,969$ dengan nilai signifikannya sebesar $0,010 < 0,05$, dan *Customer Relationship Management* (X_3) sebesar $10,062 > 1,969$ dengan nilai signifikannya sebesar $0,010 < 0,05$, yang artinya bahwa kualitas produk, kualitas pelayanan, dan *Customer Relationship Management* berpengaruh secara parsial dan signifikan terhadap loyalitas pelanggan. Dari uji F diperoleh nilai f_{hitung} sebesar $419102141123,095 > f_{tabel} 2,64$, dengan nilai signifikannya sebesar $0,05$, yang artinya bahwa kualitas produk, kualitas pelayanan, dan *Customer Relationship Management* berpengaruh secara simultan dan signifikan terhadap loyalitas pelanggan. Sedangkan hasil regresi linier berganda diperoleh persamaan $Y = 5,484 + 0,044 X_1 + 0,058 X_2 + 0,415 X_3$, yang artinya variabel yang paling dominan adalah *Customer Relationship Management*.

Berdasarkan penelitian ini dapat disimpulkan bahwa kualitas produk, kualitas pelayanan, dan *Customer Relationship Management* memiliki pengaruh terhadap loyalitas pelanggan secara parsial maupun simultan, dan dapat diketahui *Customer Relationship Management* merupakan variabel paling dominan mempengaruhi loyalitas pelanggan pada hippam tirto joyo II.

Kata kunci : kualitas produk, kualitas pelayanan, Customer Relationship Management, dan loyalitas pelanggan.