

ABSTRACT

SYSTEM MANAGEMENT INFORMATION SYSTEM IN ALASKA STORE (COSMETICS WHOLESALE) MOBILE WEB BASED

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Information needs are increasingly important and proximity is in line with increasingly advanced technological developments. Many large and small companies use computers to support activities within their companies. Computers and applications in it at this time.

At this time many companies practice customer relationship management or what is known as customer relationship management (CRM) to create satisfaction so that it will have an impact on customer loyalty. In order for customers to have high loyalty, the company must design a customer driven marketing strategy and build the right relationship with the right customer. This study aims to explain the effect of customer relationship management and customer satisfaction on customer loyalty at the Alaska Cosmetics Shop in Bandar Lampung. Based on the results of the analysis, it was found that customer relationship management has a positive and significant effect on customer loyalty, and the presence of customer satisfaction can mediate the effect of CRM on customer loyalty. This shows that the better the implementation of the CRM program and the better the management of customer satisfaction, the higher the customer loyalty. The application of CRM can provide benefits for the company and customers and by building customer satisfaction will be able to maintain customer loyalty, so it is important for the company to maintain good relationships with customers.

Keywords: Customer Relationship Management (CRM), Satisfaction, Customer Loyalty