

**The Effects of Customer Relationship Management and Service Quality to  
Build Customer Loyalty Through Satisfaction ( A Case Study on Indihome User  
at Universitas Andalas )**

**THESIS**

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree  
in Management Department – Faculty of Economic



Submitted by:

**Monica Astika Putri**

**1510524021**

**Supervisor : Syafrizal, SE. ME. PhD**


**BACHELOR DEGREE INTERNATIONAL MANAGEMENT**

**FACULTY OF ECONOMIC**

**ANDALAS UNIVERSITY**

**PADANG**

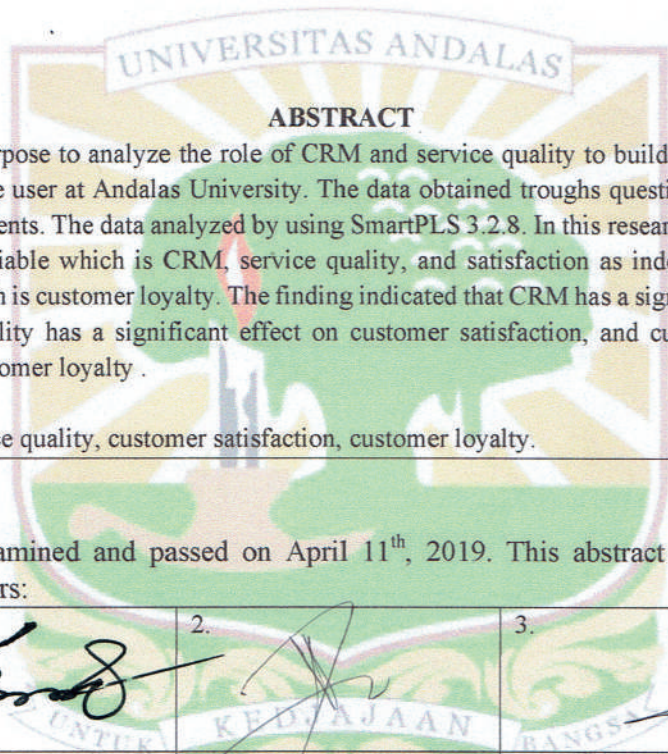
**APRIL 2019**

	Alumni Number at University	<b>Monica Astika Putri</b>	Alumni Number at Faculty
	a) Place/ Date of Birth: Padang/May, 3rd 1997 b) Parent's Name: Asril Prasetya c) Faculty: Economic d) Major: International Management e) ID Number: 1510524021	f) Graduation Date: 29 June 2019 g) Grade: Very Satisfied h) CGPA: 3.23 i) Length of Study: 3 Years 8 Months j) Parent's Address: Komp. Filano Jaya 1 Blok E5 no 1	

**THE ROLE OF CUSTOMER RELATIONSHIP MANAGEMENT AND SERVICE QUALITY TO BUILDING CUSTOMER LOYALTY THROUGH SATISFACTION  
(A CASE STUDY : INDIHOME USER AT UNIVERSITAS ADALAS)**

*Bachelor Thesis By: Monica Astika Putri*

*Supervisor: Syafrizal, SE. ME. Ph.D*






**ABSTRACT**

The research has the purpose to analyze the role of CRM and service quality to build customer loyalty through satisfaction for Indihome user at Andalas University. The data obtained through questionnaire, and sample were drawn from 180 respondents. The data analyzed by using SmartPLS 3.2.8. In this research there are two variables, those are dependent variable which is CRM, service quality, and satisfaction as independent variable and the dependent variable which is customer loyalty. The finding indicated that CRM has a significant effect on customer satisfaction, service quality has a significant effect on customer satisfaction, and customer satisfaction has a significant effect on customer loyalty.

**Keywords:** CRM, service quality, customer satisfaction, customer loyalty.

This thesis already examined and passed on April 11<sup>th</sup>, 2019. This abstract already approved by supervisor and examiners:

Signature	1. 	2. 	3. 
Name	Syafrizal, SE. ME. Ph.D	Ma'ruf, SE. M.Bus. Ph.D	Dessy Kurnia Sari, SE. M.Bus. PhD

Acknowledged,  
Head of Management Department

Dr. Verinita, SE, Msi  
NIP. 197208262003122004



Alumnus has already registered at faculty/university and gets alumnus number

	Staff of Faculty/University	
Alumni's Number at Faculty	Name	Signature
Alumni's Number at University	Name	Signature