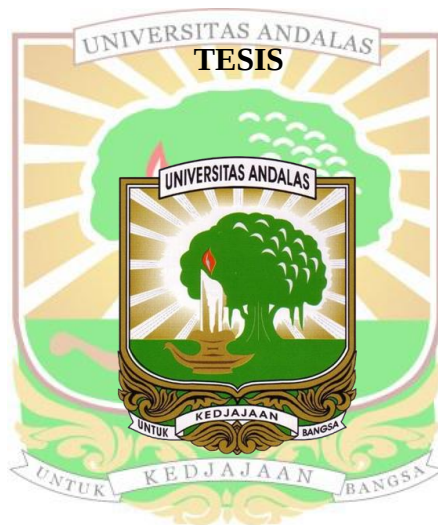


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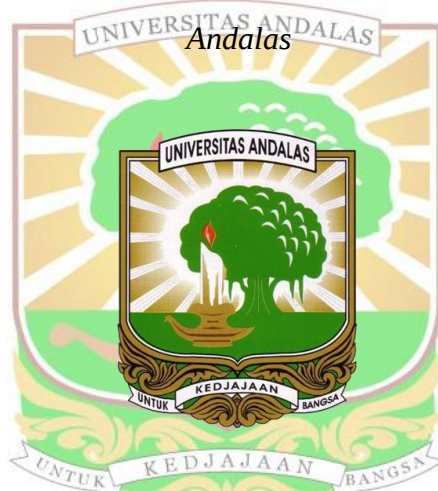
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TESIS

*Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen
Pada Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis Universitas*



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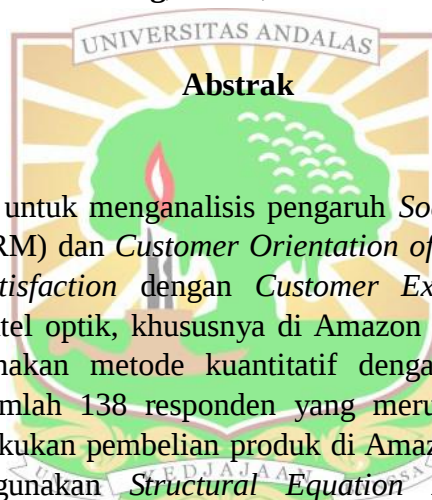
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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Social Customer Relationship Management* (*Social CRM*) dan *Customer Orientation of Service Employee* (*COSE*) terhadap *Customer Satisfaction* dengan *Customer Experience* sebagai variabel mediasi pada industri ritel optik, khususnya di Amazon Optical Padang, Indonesia. Penelitian ini menggunakan metode kuantitatif dengan pendekatan explanatory research. Sampel berjumlah 138 responden yang merupakan pelanggan Amazon Optical yang telah melakukan pembelian produk di Amazon Optical. Teknik analisis data dilakukan menggunakan *Structural Equation Modeling* (*SEM*) dengan pendekatan *Partial Least Square* (*PLS*) melalui bantuan software SmartPLS 4. Hasil penelitian menunjukkan bahwa *Social CRM* dan *COSE* berpengaruh positif dan signifikan terhadap *Customer Satisfaction*. Kedua variabel tersebut juga berpengaruh positif terhadap *Customer Experience* sehingga terbukti memediasi hubungan antara *Social CRM* maupun *COSE* dengan *Customer Satisfaction*. Hasil ini menegaskan bahwa interaksi personal melalui *Direct Message* Instagram sebagai implementasi *Social CRM*, perilaku karyawan yang berorientasi pada pelanggan dalam layanan tatap muka, mampu menciptakan pengalaman pelanggan yang positif dan meningkatkan kepuasan pelanggan. Dengan demikian, integrasi strategi *Social CRM*, orientasi karyawan yang kuat terhadap pelanggan, dan pengelolaan pengalaman pelanggan yang optimal merupakan kunci penting dalam memperkuat hubungan pelanggan dan menjaga keunggulan kompetitif pada industri ritel optik.

Kata Kunci: *Social CRM; Customer Orientation of Service Employee; Customer Satisfaction; Customer Experience*

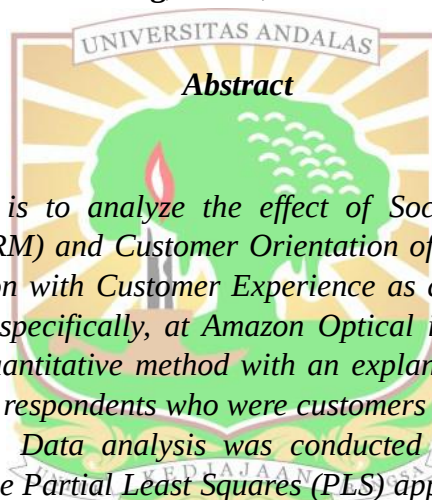
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The aim of this study is to analyze the effect of Social Customer Relationship Management (Social CRM) and Customer Orientation of Service Employee (COSE) on Customer Satisfaction with Customer Experience as a mediating variable in the optical retail industry; specifically, at Amazon Optical in Padang, Indonesia. This research employed a quantitative method with an explanatory research design. The sample consisted of 138 respondents who were customers of Amazon Optical and had purchased its products. Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS 4 software. The results show that Social CRM and COSE have a positive and significant effect on Customer Satisfaction. Both variables also have a positive effect on Customer Experience, which in turn significantly mediates the relationship between Social CRM and Customer Satisfaction as well as between COSE and Customer Satisfaction. These findings highlight that personalized interactions through Instagram Direct Message as an implementation of Social CRM, along with customer-oriented employee behavior in face-to-face services, are able to create positive customer experiences and enhance customer satisfaction. Therefore, the integration of Social CRM strategies, strong customer orientation of service employees, and optimal management of Customer Experience are crucial factors in strengthening customer relationships and sustaining competitive advantage in the optical retail industry.

Keywords: Social CRM; Customer Orientation of Service Employee; Customer Satisfaction; Customer Experience