

## ABSTRAK

Skripsi dengan judul "Analisis Pengaruh Identifikasi Pelanggan, Retensi Pelanggan, Pengembangan Pelanggan terhadap Loyalitas Pelanggan Laundry di Kabupaten Tulungagung" yang ditulis oleh Sely Agustin, NIM. 1860405221002, program studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dosen pembimbing Abdul Haris Perwiranegara, S.E., M.M.

**Kata kunci:** *Customer relationship management*, Loyalitas Pelanggan, Usaha Laundry

Penelitian ini dilatarbelakangi oleh pesatnya perkembangan usaha jasa laundry di Kabupaten Tulungagung yang diiringi dengan meningkatnya tingkat persaingan antar pelaku usaha. Kondisi tersebut menuntut pemilik usaha laundry untuk mampu mengelola hubungan pelanggan secara efektif agar pelanggan tetap bertahan dan loyalitas dapat terjaga. *Customer relationship management* (CRM) menjadi salah satu pendekatan yang relevan untuk mendukung keberlangsungan usaha, khususnya melalui aspek identifikasi pelanggan, retensi pelanggan, dan pengembangan pelanggan.

Rumusan masalah dalam penelitian ini, yaitu: 1) Bagaimana Identifikasi Pelanggan, Retensi Pelanggan, dan Pengembangan Pelanggan berpengaruh secara simultan terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung?, 2) Bagaimana Identifikasi Pelanggan berpengaruh terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung?, 3) Bagaimana Retensi Pelanggan berpengaruh terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung?, 4) Bagaimana Pengembangan Pelanggan berpengaruh terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung?. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh identifikasi pelanggan, retensi pelanggan, dan pengembangan pelanggan terhadap loyalitas pelanggan laundry di kabupaten tulungagung

Metode yang digunakan dalam penelitian ini adalah kuantitatif dan jenis penelitiannya asosiatif. Sampel dalam penelitian ini terdiri dari 92 pemilik usaha laundry di kabupaten Tulungagung dengan teknik purposive sampling. Sumber data yang digunakan adalah data primer yang diperoleh dari pengisian kuesioner pemilik laundry yang telah terdaftar di dinas koperasi Tulungagung, usaha yang aktif beroperasi lebih dari 2 tahun, laundry yang menyediakan layanan tambahan selain cuci pakaian, dan pemilik usaha laundry terlibat dalam kegiatan operasional. Data diukur menggunakan skala likert. Analisis yang digunakan meliputi uji validitas, uji reliabilitas, uji asumsi klasik (normalitas, multikolinearitas, heteroskedastisitas), analisis regresi linear berganda, uji hipotesis (uji F, uji t, koefisien determinasi).

Hasil pengujian pada uji F didapatkan hasil bahwa (1) secara simultan (bersama-sama) variabel identifikasi pelanggan, retensi pelanggan, dan pengembangan pelanggan secara simultan terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung. Sedangkan pengujian pada uji t diketahui bahwa secara parsial diketahui bahwa (2) Identifikasi pelanggan secara parsial terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung, (3) Retensi pelanggan secara parsial terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung, dan (4) Pengembangan pelanggan secara parsial terbukti berpengaruh positif dan signifikan terhadap loyalitas pelanggan laundry di Kabupaten Tulungagung.

## ABSTRACT

Thesis with the title "The Analysis of the Effect of Customer Identification, Customer Retention, and Customer Development on Customer Loyalty of Laundry Businesses in Tulungagung Regency" written by Sely Agustin, NIM. 1860405221002, Sharia Business Management Study Program, Faculty of Economics and Islamic Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung, Supervisor Abdul Haris Perwiranegara, S.E., M.M.

**Keywords:** Customer relationship management, Customer Loyalty, Laundry Business

This research is motivated by the rapid growth of laundry service businesses in Tulungagung Regency, which is accompanied by increasingly intense business competition. This condition requires laundry business owners to effectively manage customer relationships in order to maintain customer loyalty and business sustainability. Customer relationship management (CRM) serves as a relevant strategic approach, particularly through customer identification, customer retention, and customer development practices.

The formulation of the problem of this research, namely: (1) Do customer identification, customer retention, and customer development simultaneous effect customer loyalty of laundry businesses in Tulungagung Regency. (2) Does customer identification effect customer loyalty of laundry businesses in Tulungagung Regency. (3) Does customer retention effect customer loyalty of laundry businesses in Tulungagung Regency. (4) Does customer development effect customer loyalty of laundry businesses in Tulungagung Regency. The purpose of this study is to determine the effect of customer identification, customer retention, and customer development on customer loyalty of laundry businesses in Tulungagung Regency.

This study employs a quantitative method with an associative research design. The sample in this study consisted of 92 owners business laundry in Tulungagung Regency, selected using a purposive sampling techniques. The data source used is primary data obtained through questionnaires administered to laundry owners registered with the Tulungagung Cooperative Office, businesses that have been actively operating for more than two years, laundry businesses providing additional services beyond regular garment washing, and owners who are directly involved in operational activities. Data was measured using a Likert scale. The analysis used included validity tests, reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis tests (F-test, t-test, and coefficient of determination).

The test results on the F-test indicate that simultaneously (together) the variables of customer identification, customer retention, and customer development had a positive and significant effect on customer loyalty of laundry businesses in Tulungagung Regency. While, testing in test the t-test are known that it is partially known results that: (1) customer identification has a positive and significant effect on customer loyalty, (2) customer retention has a positive and significant effect on customer loyalty, and (3) customer development has a positive and significant effect on the customer loyalty of laundry businesses in Tulungagung Regency.