ABSTRAK

Skripsi yang berjudul "Pengaruh *Customer Identification, Customer Attraction, Customer Retention*, dan *Customer Development* terhadap Loyalitas Pelanggan Shopee pada Masyarakat Di Kabupaten Blitar" yang ditulis oleh Mamiek Eka Indriani, NIM 1860402222103. Jurusan Ekonomi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, yang dibimbing oleh Nurul Fitri Ismayanti, M.E.I.

Kata Kunci: *Customer Relationship Management, Customer Identification, Customer Attraction, Customer Retention, Customer Development*, Loyalitas Pelanggan, Marketplace Shopee

Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital yang memberikan perubahan pada cara perusahaan dalam melakukan interaksi dan hubungan dengan pelanggan. Perkembangan teknologi memberikan perubahan dalam aktivitas ekonomi seperti peralihan pola belanja dari konvensional menuju digital melalui marketplace online seperti Shopee. Perkembangan teknologi perlu diimbangi dengan penerapan strategi pengelolaan hubungan pelanggan yang efektif guna membangun dan mempertahankan hubungan jangka panjang yang berkelanjutan melalui proses identifikasi pelanggan (*customer identification*), daya tarik pelanggan (*customer attraction*), mempertahankan pelanggan (*customer retention*), dan mengembangkan pelanggan (*customer development*).

Penelitian ini bertujuan untuk menguji pengaruh *customer identification, customer attraction, customer retention,* dan *customer development* terhadap loyalitas pelanggan marketplace Shope pada masyarakat di Kabupaten Blitar. Pendekatan yang digunakan dalam penelitian ini adalah kuantitatif dengan jenis penelitian asosiatif dengan teknik non-probability sampling. Populasi pada penelitian ini tidak diketahui secara pasti sehingga sampel diambil menggunakan rumus Lameshow yang menghasilkan sampel sebesar 100 responden yang merupakan masyarakat di Kabupaten Blitar yang menjadi pelanggan marketplace Shopee. Data hasil kuisioner kemudian dianalisis menggunakan uji instrumen data berupa uji validitas dan uji reabilitas, uji asumsi klasik, uji analisis linier berganda, uji hipotesis, serta uji koefien determinan.

Hasil penelitian menyatakan bahwa: (1) *customer identification* memberikan pengaruh positif dan signifikan terhadap loyalitas pelanggan Shopee di Kabupaten Blitar (2) *customer atrraction* memberikan pengaruh positif dan signifikan terhadap loyalitas pelanggan Shopee di Kabupaten Blitar (3) *customer retention* memberikan pengaruh positif dan signifikan terhadap loyalitas pelanggan Shopee di Kabupaten Blitar (4) *customer development* memberikan pengaruh positif dan signifikan terhadap loyalitas pelanggan Shopee di Kabupaten Blitar (5) *customer identification, customer attraction, customer retention, dan customer development* secara simultan memberikan pengaruh positif dan signifikan terhadap loyalitas pelanggan Shopee di Kabupaten Blitar.

ABSTRACT

This thesis, entitled "The Influence of Customer Identification, Customer Attraction, Customer Retention, and Customer Development on Shopee Customer Loyalty in the Community in Blitar Regency," was written by Mamiek Eka Indriani, Student ID Number 1860402222103, Department of Economics, Sharia Economics Study Program, Faculty of Islamic Economics and Business, supervised by Nurul Fitri Ismayanti, M.E.I.

Keywords: Customer Relationship Management, Customer Identification, Customer Attraction, Customer Retention, Customer Development, Customer Loyalty, Shopee Marketplace

This research is motivated by the development of digital technology, which has changed the way companies interact and relate to customers. Technological developments have brought about changes in economic activity, such as the shift from conventional to digital shopping patterns through online marketplaces like Shopee. Technological developments need to be balanced with the implementation of effective customer relationship management strategies in order to build and maintain sustainable long-term relationships through the processes of customer identification, customer attraction, customer retention, and customer development.

This study aims to examine the influence of customer identification, customer attraction, customer retention, and customer development on customer loyalty in the Shopee marketplace among residents of Blitar Regency. The approach used in this study was quantitative, with an associative approach and a non-probability sampling technique. The population in this study was not known with certainty, so the sample was taken using the Lameshow formula which produced a sample of 100 respondents who were residents in Blitar Regency who were customers of the Shopee marketplace. The questionnaire data were then analyzed using data instrument tests, including validity and reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and coefficient of determination tests.

The results of the study stated that: (1) customer identification has a positive and significant influence on customer loyalty of the Shopee in Blitar Regency (2) customer attraction has a positive and significant influence on customer loyalty of the Shopee in Blitar Regency (3) customer retention has a positive and significant influence on customer loyalty of the Shopee in Blitar Regency (4) customer development has a positive and significant influence on customer loyalty of the Shopee in Blitar Regency (5) customer identification, customer attraction, customer retention, and customer development simultaneously have a positive and significant influence on customer loyalty of the Shopee in Blitar Regency.