THE ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT, SERVICE QUALITY THROUGH CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY IN TRAVEL AGENT

A RESEARCH ON PT. VIP TRAVEL

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT, SERVICE QUALITY THROUGH CUSTOMER SATISFACTION TOWARDS CUSTOMER LOYALTY IN TRAVEL AGENT ON PT. VIP TRAVEL

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The purpose of this research is to analyze the impact of Service Quality and Customer Relationship Management through Customer Satisfaction toward Customer loyalty. CRM and Service quality plays the major role in term of increasing customer satisfaction to make the customer loyal. As a company implementing good strategy of CRM and do a better Service quality is a must if they want to increase the level of customer satisfaction and their loyal customer. VIP Travel is a travel industry that want to have a chance to increase the customer loyalty though Customer satisfaction by implementing good Customer Relationship management and also an excellence Service quality. The first part of this research involves questionnaires because the researcher used a quantitative method. To analyze the data the author has used SPSS and AMOS to test the data collected from respondents. By analyzing the impact of Customer Relationship Management and Service Quality towards customer loyalty through customer satisfaction the author is expecting to measure how accurate and what is the impact of Customer relationship management and Service quality towards customer loyalty through customer satisfaction. After all, this will allow VIP Travel to know the factor of the customer stay loyal and what they need to implement and change for the future. *Keywords: Travel Agent, Customer Relationship Management, Customer Satisfaction, Service Quality, Customer Loyalty*

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DEDICATION

I dedicate this to Allah SWT for giving the kindest blessing, health, wisdom and spirit.

I also dedicate this works for beloved parents, advisor, and friends.

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