THE INFLUENCE OF IMPLICATION CUSTOMER RELATIONSHIP MANAGEMENT AND TRUST TOWARD SATISFICATION AND CUSTOMER LOYALTY ON QUANTUM PLASTIC

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ABSTRACT

The goal of this study is to look the effect of CRM (Customer Relationship Management) and confidence on Quantum Plastic satisfaction and loyalty. This study is a quantitative research and using SEM-PLS as analysis tool. The sampling data method in this study is to give a sheet of questionnaires to 40 Quantum Plastic's customers. The validity and reliability of this method are taken from data results' fitness.   There are 5 results of this study : CRM (X_1) has a significant effect toward customer's satisfaction (X3). Customer trust (X2) has a significant effect toward satisfaction (X3). Customer Satisfaction (X3) doesn't have any effect toward their loyalty (Y1). CRM (X1) has a big impact toward customer loyalty (Y1). And customer trust (X2) has significant impact toward their loyalty (Y1).

Keywords : CRM (Customer Relationship Management), Trust, Satisfication, and Customer Loyalty.

INTRODUCTION

This study refers to a research about CRM and trust effect toward customer satisfaction and the impact toward PT. Bank BCA Tbk, in Manado's customer loyalty that carried by Victor, *et al* (2015). The result of that research is CRM and customer trust have significant impact toward customer loyalty. This study will be carried in Quantum Plastic. Quantum Plastic is a distributor in trashbag, polybag and plastic bag. Right now Quantum Plastic is only have 12 customers. Hence an action to increase the customers is needed to increase the earning. CRM, customer trust and customer satisfaction are suspected to have significant impact toward Quantum Plastic's customer loyalty so they can cooperate or even refers quantum plastic product to their partners.

Linof and Berry (2011) said that CRM has one goal to increase company image in customer eye. Hence the customer will always use that company product. CRM application in