

Analysis of CRM and Brand Image on Customer Loyalty through Customer Satisfaction at HMNS Perfume

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Abstract

This research is designed to thoroughly examine and analyze the impact of Customer Relationship Management (CRM) and Brand Image on Customer Loyalty, with Customer Satisfaction serving as a mediating variable in the context of HMNS Perfume. The study emphasizes CRM and Brand Image as pivotal components in driving improvements in both customer satisfaction and customer loyalty, particularly within the perfume industry, which is uniquely challenged by the phenomenon of blind buy purchasing—a situation where consumers purchase fragrances online without first experiencing the scent. Data for this research were meticulously gathered through the distribution of structured questionnaires to a sample of HMNS customers. The collected data were subsequently analyzed using a rigorous quantitative approach, employing the Structural Equation Modeling (SEM) method to ensure robust and reliable results. The findings of this study reveal that both CRM and Brand Image exert a significant and positive influence on Customer Satisfaction, However, it is proven that CRM does not have a direct effect on Customer Loyalty, which, in turn, mediates their impact on Customer Loyalty. Furthermore, the analysis underscores the fact that Customer Satisfaction has a direct and statistically significant effect on Customer Loyalty.

Keywords: *Customer Relationship Management, Brand Image, Customer Satisfaction, Customer Loyalty, and HMNS Perfume*

Analisis CRM dan *Brand Image* pada HMNS Parfum terhadap *Customer Loyalty* melalui *Customer Satisfaction*

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Abstrak

Penelitian ini bertujuan untuk menganalisis secara mendalam pengaruh *Customer Relationship Management (CRM)* dan *Brand Image* terhadap *Customer Loyalty* dengan *Customer Satisfaction* sebagai variabel mediasi dalam konteks HMNS Parfum. CRM dan *Brand Image* menjadi perhatian utama karena keduanya dianggap sebagai faktor krusial dalam meningkatkan kepuasan dan loyalitas pelanggan, terutama dalam industri parfum yang menghadapi tantangan pembelian daring (*blind buy*). Dalam pembelian daring, pelanggan tidak dapat mencium aroma parfum sebelum membelinya, sehingga faktor kepercayaan dan citra merek menjadi sangat penting. Data penelitian ini dikumpulkan melalui kuesioner yang disebarakan kepada pelanggan HMNS, yang kemudian dianalisis menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling (SEM)*. Hasil penelitian mengungkapkan bahwa CRM dan *Brand Image* memiliki pengaruh positif dan signifikan terhadap *Customer Satisfaction*. Namun, terbukti bahwa CRM tidak berpengaruh secara langsung terhadap *Customer Loyalty*. Lebih jauh, *Customer Satisfaction* terbukti mampu memediasi hubungan antara CRM dan *Brand Image* dengan *Customer Loyalty*. Penelitian ini juga menemukan bahwa *Customer Satisfaction* memiliki dampak langsung yang signifikan terhadap *Customer Loyalty*, menunjukkan pentingnya menjaga kepuasan pelanggan untuk meningkatkan loyalitas.

Kata Kunci : *Customer Relationship Management, Brand Image, Customer Satisfaction, Customer Loyalty*, dan HMNS Parfum