

ABSTRACT

The research aims to analyze the influence between the customer relationship management that consist of four dimensions of customer relationship management: data and information, process, technology and human resources toward customer loyalty at Sequislife in Palembang. The population in this study is the people who become life insurance customers in Palembang. The sample used as many as 96 respondents and use non probability sampling technique. A type of non probability sampling is purposive sampling that is sampling technique of data source with certain consideration, for example that person is considered most know about what we expect, or maybe he as ruler so that will make it easier for researcher to explore object. Hypothesis testing multiple linier regression analysis method with SPSS 20. The result of this research show that variable data and information, process, technology and human resources have a positive influence and significant to variable customer loyalty at Sequislife Insurance in Palembang.

Keywords: Customer Relationship Management, Customer Loyalty, Sequislife.