

ABSTRACT

The Analysis on the Influence of Customer Relationship Management toward Loyalty and Academic Achievement of Students of Perdhaki Charitas Palembang Health Science Higher Education

Customer Relationship Management (CRM) is considered as a comprehensive business strategy of companies that enables them to effectively build a good relationship toward their customers. The customers' loyalty is simply created due to the good service of the companies. In this study, CRM involves three dimensions, i.e. service, lecturer or teaching staff, and facility-infrastructure. Therefore, this study aims to find out whether there are any significant influences on CRM toward loyalty and CRM toward the students' academic achievement. The sample of the study is a hundred college students of STIKes Perdhaki Charitas Palembang. Purposive sampling technique is purposefully implemented to select those a hundred students. Meanwhile, Structural Equation Modeling (SEM) with tools AMOS 20 is applied for the data analysis technique. By the end, the study finds out that the service dimension of CRM significantly influences the customer's loyalty, showed by beta score 1.225, and influences the students' academic achievement, showed by score beta 1.233. The second dimension of CRM, lecturer, significantly gives influence toward the loyalty, showed by the score beta 0.393, and toward the students' academic achievement, 0.488. At last, the dimension of facility and infrastructure significantly influences the loyalty, 0.880, and the academic achievement, 0.855.

*Keyword: Customer Relationship Management, Stuctural Equations Modeling,
Purposive sampling*