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Analysis of Effect Customer Relationship Management Customer Loyalty PT Mega Jaya Net Palembang

The purpose of this study is to see how far the influence of customer relationship management is done by the company PT. Mega Jaya Net Palembang on customer loyalty and to analyze the variable customer relationship management of the most dominant influence on customer loyalty in the purchase of house paint. While the methods of analysis used in this study is a quantitative analysis, multiple linear regression analysis, the validity test, reliability test and t-test and f test.

Based on the analysis conducted, it can be concluded that customer relationship Management (Sustainable Marketing, Marketing Individuals, partnerships program) has been applied to the company PT. Mega Jaya Net Palembang, besides that the customer relationship management through the implementation of sustainable marketing programs, marketing individual, partnership programs have an influence and a positive and significant impact on customer loyalty in the purchase of house paint on PT. Mega Jaya Net Palembang. From the results of the regression equation the variable of customer relationship management is the most dominant influence on customer loyalty at PT. Mega Jaya Net Palembang is a partnership and this is because the variable partnership program has standardized the largest value when compared with continuous variable marketing and individual marketing.

Keywords: *Customer Relationship Management, Customer Loyalty, Multiple Linear Regression.*