

PENGARUH SERVICE QUALITY, CUSTOMER SATISFACTION, DAN
CUSTOMER VALUE TERHADAP CUSTOMER RELATIONSHIP MANAGEMENT
QUALITY DAN CUSTOMER LOYALTY PADA PELANGGAN RESTORAN
SUSHI TEI JAKARTA

Oleh : Suwija

This research aims to the understanding of the influence of service quality, customer satisfaction, and customer value in accordance with the customers' loyalty, whereby customer relationship management quality is used as the mediation, particularly in the case of Sushi Tei Restaurant in Jakarta. Conjunctionally, descriptive method with primary data obtained based on the online questioner was applied. In Detail, all customers of Sushi Tei Restaurant in Jakarta were specified as the population and the samples were taken from 170 customers.

In short, the conducted research about the customers of Sushi Tei in Jakarta has been concluded that 1) customers' loyalty is affected positively by the service quality, customer satisfaction, and customer value, 2) there is constructive relation between the service quality, customer satisfaction, and customer value with the customer relationship management quality, 3) positive impact of the customer relationship management quality against the customers' loyalty is also found, 4) the customer relationship management quality is capable to mediate the positive impact of service quality, customer satisfaction, and customer value.

Keywords: Service Quality, Customer Value, Customer Satisfaction, Customer Relationship Management Quality, Customer Loyalty.