

**EFFECTIVENESS OF CUSTOMER RELATIONSHIP
MANAGEMENT (CRM), CUSTOMER VALUE, PERCEIVED
ONLINE CONVENIENCE AND CUSTOMER SATISFACTION ON
SHOPEE CUSTOMER LOYALTY
(A CASE STUDY IN SURABAYA, EAST JAVA, INDONESIA)**

THESIS PROPOSAL



BY:

ABDULRAHMAN JAMAL ABDULRAHMAN BAABBAD

STUDENT NUMBER: 01218186

**MANAGEMENT STUDY PROGRAM
LAW ECONOMICS AND EDUCATION FACULTY
NAROTAMA UNIVERSITY
SURABAYA**

2022

THESIS

EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM), CUSTOMER VALUE, PERCEIVED ONLINE CONVENIENCE AND CUSTOMER SATISFACTION ON SHOPEE CUSTOMER LOYALTY

(A CASE STUDY IN SURABAYA, EAST JAVA, INDONESIA)

Submitted to fulfill the Requirements to Get a Bachelor's Degree in Economics from

Narotama University



Surabaya

PRO BY: ATRIA

ABDULRAHMAN JAMAL ABDULRAHMAN BAABBAD

STUDENT NUMBER: 01218186

MANAGEMENT STUDY PROGRAM

LAW ECONOMICS AND EDUCATION FACULTY

NAROTAMA UNIVERSITY

SURABAYA

2022

STATEMENT LETTER

The undersigned below:

Name : Abdulrahman Jamal Abdulrahman Baabbad

Student Number : 01218186

Faculty : Faculty of Law, Economics and Education

Major : Management Business

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**EFFECTIVENESS OF CUSTOMER RELATIONSHIP
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Abdulrahman Jamal Abdulrahman Baabbad

01218186

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**EFFECTIVENESS OF CUSTOMER RELATIONSHIP
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(A CASE STUDY IN SURABAYA, EAST JAVA, INDONESIA)**

SUBMITTED BY:

NAME: ABDULRAHMAN JAMAL ABDULRAHMAN BAABBAD

STUDENT NUMBER: 01218186

It has been approved for seminar in the proposal session

SUPERVISOR,


Ani Wulandari, S.S., M.M

DATE: 20 August 2022

HEAD OF MANAGEMENT STUDY PROGRAM,


I Putu Artaya, SE., MM., S.T., M.M

DATE: 20 August 2022

THESIS APPROVAL PAGE

TESTED AND MAINTAINED

ON SATURDAY, AUGUST 20, 2022

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Name **ABDULRAHMAN JAMAL ABDULRAHMAN BAABBAD**

Student Number **01218186**

Faculty **LAW, ECONOMIC and EDUCATION FACULTY**

Study program **Management**

In Front of the Examiner Team:

1. Chief **ELOK DAMAYANTI,SE,MM**

2. Secretary **ANI WULANDARI SS.,MM**

3. Member **Dr. AGUS SUKOCO, ST.,MM**



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Name : ABDULRAHMAN JAMAL ABDULRAHMAN BAABBAD

Student Number : 01218186

Faculty : LAW, ECONOMIC And EDUCATION FACULTY

Study program : Management

Hereby Declare That The Thesis That I Have Compiled With The Title:

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FOREWORD

Alhamdulillah, Praise and Gratitude is extended to the presence of Allah SWT, because of the mercy and grace that Allah has given, I was able to complete the preparation of the thesis entitled

**“EFFECTIVENESS OF CUSTOMER RELATIONSHIP
MANAGEMENT (CRM), CUSTOMER VALUE, PERCEIVED
ONLINE CONVENIENCE AND CUSTOMER SATISFACTION ON
SHOPEE CUSTOMER LOYALTY”
(A CASE STUDY IN SURABAYA, EAST JAVA, INDONESIA)**

This thesis proposal is submitted to fulfill and complete one of the graduation requirements in achieving a bachelor's degree (S-1) Faculty of Economics and Business, Narotama University.

In preparing this thesis proposal, I realize that the success and implementation of this research is not an individual success. Therefore, I would like to express my sincere gratitude to all parties who have provided assistance, encouragement, and prayers so that this thesis can be completed properly. My thanks go to:

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Finally, may Allah SWT always bestow His grace and gifts to repay the kindness of all those who have helped me so far. Hopefully this thesis is useful for all parties.

Surabaya, August 2022

Abdulrahman Jamal Abdulrahman Baabbad

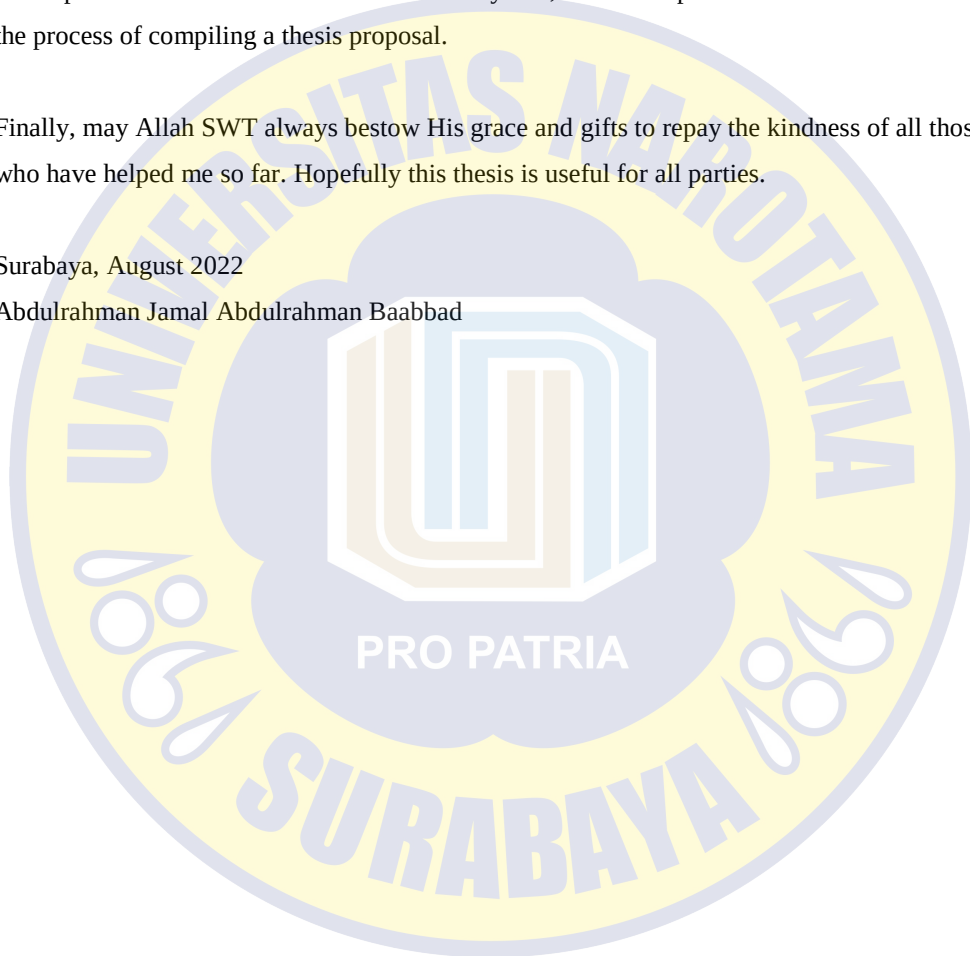


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ABSTRACT

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(A Case Study in Surabaya, East Java, Indonesia)

Supervisor: Ani Wulandari, S.S., M.M.

BY:

ABDULRAHMAN JAMAL ABDULRAHMAN BAABBAD

STUDENT NUMBER: 01218186

The study aims to analyze the influence of Customer Relationship Management (CRM), Customer Value, Perceived Online Convenience, and Customer Satisfaction towards Customer Loyalty on Shopee in Surabaya City. This is explanatory research using questionnaires. The population in this study is customers in Surabaya city who make purchases through Shopee. Samples of 100 customers are chosen by purposive sampling method. The method analysis used in this study is multiple regression analysis with SPSS 21 software, which was employed as a data management strategy. Research findings revealed that each of the following variables: Customer Relationship Management (CRM), Customer Value, Perceived Online Convenience, and Customer Satisfaction have a significant positive effect on Customer Loyalty. Additionally, it has been proven that Customer Relationship Management (CRM), Customer Value, Perceived Online Convenience, and Customer Satisfaction simultaneously have a significant positive effect on Customer Loyalty.

Keywords: Customer Relationship Management, CRM, Customer Value, Perceived Online Convenience, Customer Satisfaction, Customer Loyalty, Shopee