

ABSTRAK

Penelitian ini dimaksudkan untuk mengkaji dampak dari *Customer Relationship Management* (CRM), *servicescape*, dan kualitas produk terhadap kepuasan pelanggan pada gerai Crispy Jozz Fried Chicken yang berlokasi di Kabupaten Lumajang. Pendekatan kuantitatif dengan rancangan asosiatif diterapkan dalam studi ini. Subjek penelitian mencakup individu yang setidaknya pernah melakukan transaksi pembelian satu kali di outlet tersebut. Teknik pemilihan sampel menggunakan metode *accidental sampling*, sedangkan pengumpulan data dilakukan melalui penyebaran angket. Data yang dikumpulkan dianalisis melalui serangkaian uji, meliputi uji keabsahan dan konsistensi internal, pengujian asumsi-asumsi klasik, analisis regresi linier jamak, serta pengujian hipotesis. Hasil analisis menunjukkan bahwa variabel *Customer Relationship Management* (CRM), *servicescape*, dan kualitas produk memiliki pengaruh positif yang signifikan terhadap kepuasan pelanggan. Temuan ini menegaskan bahwa pengelolaan interaksi pelanggan melalui *Customer Relationship Management* (CRM), penciptaan lingkungan fisik layanan (*servicescape*) yang mendukung, serta menjaga kualitas produk secara berkesinambungan merupakan faktor penting yang secara sinergis membentuk dan meningkatkan kepuasan pelanggan.

Kata Kunci : *Customer Relationship Management* (CRM), *Servicescape*, Kualitas Produk, Kepuasan Pelanggan

ABSTRACT

This study aims to examine the impact of Customer Relationship Management (CRM), servicescape, and product quality on customer satisfaction at Crispy Jozz Fried Chicken outlets located in Lumajang Regency. A quantitative approach with an associative design was applied in this research. The subjects consisted of individuals who had made at least one purchase transaction at the outlet. The sampling technique used was accidental sampling, while data were collected through questionnaires. The collected data were analyzed using a series of tests, including validity and internal consistency tests, classical assumption testing, multiple linear regression analysis, and hypothesis testing. The results indicate that Customer Relationship Management (CRM), servicescape, and product quality have a significant positive effect on customer satisfaction. These findings highlight that managing customer interactions through CRM, creating a supportive physical service environment (servicescape), and consistently maintaining product quality are crucial factors that synergistically shape and enhance customer satisfaction.

Keywords : Customer Relationship Management (CRM), Servicescape, Product Quality, Customer Satisfaction

