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**THE EFFECT OF CRM AND PRICE PERCEPTION ON LOYALTY WITH  
SATISFACTION AS A MEDIATION VARIABLE (A STUDY ON DEPOSIT  
CUSTOMERS OF PT. BPR BKK BLORA (PERSERODA))**



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**Abstract**

Customer loyalty is one of the foundations for assessing bank performance; loyal customers reflect loyalty to continue using bank products and services. In order to achieve customer loyalty, it is necessary to analyze several things, including customer relationship management, price perception, and customer satisfaction. The population used is PT BPR BKK Blora (Perseroda). The number of samples in this study includes 100 respondents taken using the Slovin formula. In this study, several tests were used, namely the description of respondents and variables, instrument tests on validity tests ( $KMO > 0.5$  and component matrix  $> 0.4$ ), and reliability tests (Cronbach alpha  $> 0.7$ ), then in the regression test using the coefficient of determination test, F test (sig  $< 0.05$ ) and t test (sig  $< 0.5$ ). In the mediation test, the Sobel test was used (sig  $< 0.05$ ). Based on the results of the data analysis, a positive and significant influence was obtained between variables with a sig value  $< 0.05$  on: 1) CRM on satisfaction. 2) Price perception on satisfaction. 3) CRM on loyalty, 4) Price perception on loyalty, and 5) satisfaction on loyalty. The Sobel test also shows a similar result, with a sig value of  $< 0.05$ , indicating that satisfaction mediates the influence of CRM and price perception on loyalty.

**Keywords:** CRM, Price Perception, Satisfaction, Loyalty

## INTRODUCTION

The small and medium enterprise sector is the backbone of the Indonesian economy. The circulation of funds in this sector is a factor in driving economic progress. Banks play a role as business entities dedicated to operating this circulation of funds. One type of bank, based on its function, is the Rural Credit Bank (BPR BKK). BPR BKK, or Subdistrict Credit Agency Rural Credit Bank, is a type of bank that operates only within subdistricts. BPR BKK is specifically responsible for handling and managing funding for micro, small, and medium enterprises.

PT BPR BKK Blora (Perseroda) is one of the BPR BKK in Central Java. PT BPR BKK Blora (Perseroda), in its business activities, carries the vision of becoming a superior bank capable of upholding the development of the Blora district area. Based on this vision, PT BPR BKK Blora (Perseroda) always strives to improve the bank's services and performance by prioritizing customer loyalty as its goal. Oliver (2010) defines loyalty as a deep commitment of customers to continue to repurchase their chosen products or services consistently, despite external factors such as certain situations or marketing efforts that have the potential to change behavior.

Building customer loyalty is certainly not easy, and it requires careful analysis of the factors needed to increase it. One product from PT BPR BKK Blora (Perseroda) that can determine customer loyalty is its deposit products. The following shows the growth of PT BPR BKK Blora (Perseroda) deposits over the past year.

**Table 1**  
**Deposit Growth January-November 2024**

No	Month	Depositors	Deposit Amount
1.	January	524	30,033,000,000
2.	February	509	28,466,000,000
3.	March	510	29,364,000,000
4.	April	499	29,573,000,000
5.	May	502	29,583,000,000
6.	June	500	29,908,000,000
7.	July	499	28,788,000,000
8.	August	497	27,993,000,000
9.	September	509	28,534,000,000
10.	October	513	29,293,000,000
11.	November	517	29,421,000,000
12.	December	526	29,525,000,000

*Source: PT BPR BKK Blora, November 2024*

Based on the growth data above, it is clear that the number of depositors and the nominal deposit amount continue to fluctuate. This is a typical trend, as January and February see employee turnover, leading to frequent customer turnover. Furthermore, June and July, which are the recruitment and school promotion periods, typically see a decline. Discussing loyalty cannot be separated from customer satisfaction, which is a key argument for increasing customer loyalty. Maintaining customer satisfaction is a key factor, considering that satisfaction is an element with positive perceptions from each customer.

Therefore, in an effort to determine the level of customer satisfaction with the aim of increasing loyalty based on existing phenomena in the field, CRM is needed. According to

Kotler & Armstrong (2012), CRM is a modern marketing concept that operates through customer data management. The main purpose of CRM is to evaluate the company's experience, detail and improve business relationships between the company's clients while increasing customer retention rates. Rubi Khan et al. (2021). Similar research supports this, including Dasim and Tarigan (2024), Cavaliere et al. (2022), Ali Imron and Ariyanti (2023), and Soliha and Ria (2022), which also state a positive influence between CRM and satisfaction. However, Fredi Pradana's (2018) study found that CRM had no effect on satisfaction. Loyalty plays a crucial role in supporting bank operations. Research conducted by Dasim and Tarigan (2024), Cavaliere et al. (2022), Kumar and Mokha (2021), Silvana and Hermansyah (2024), Gazi et al. (2024), Setyorini et al. (2023), and Windiari and Djumarno (2021) found that CRM implementation has a positive impact on loyalty. However, research by Ria and Soliha (2022) and Fredi and Pradana (2018) found that CRM has no effect on loyalty.

In addition to the need for customer CRM, price perception is also a factor that attracts customers to participate in deposit programs. Price perception is the results of the responses received by consumers for each product regarding the price level listed therein (Sitinjak et al., 2004). The perceived price of deposit interest rates will be a plus, as BPR deposit rates are higher than those of other commercial banks. The prevailing interest rates are a factor in customer satisfaction, which is expected to lead to customer loyalty. Research findings Vo Thi Quy and Vo Duy Huy (2019), Prastiwi and Rizal (2022), Jannah and Kristina (2024), Nugroho and Tjahjaningsing (2022), and Palelu et al. (2022) all found that price perception influences satisfaction. However, Firatmadi (2017), Ningtiyas (2019), and Kusmaasari and Rizal (2023) differed in their opinions, stating that price perception does not influence satisfaction. A perceived price that is appropriate, competitive, and tends to be stable will be a reason for customers to continue using the product. This is further supported by Istiyawan et al. (2021), Kaura et al. (2015), Handayani and Soliha (2015), Nugroho and Tjahjaningsing (2022), and Prasada and Ni Wayan (2021) whose research results show that price perception influences loyalty. However, this differs from Prastiwi and Rizal (2022) who found that price perception does not affect loyalty.

The level of satisfaction indicates that customers have a positive perception. The more appropriate the product is, the greater the sense of satisfaction in using it. A high level of satisfaction is one of the reasons customers remain loyal and reuse the product. It is also explained that this loyalty is subjective, influenced by the customer's own mental state and perception (Barnes, 2003). Research conducted by Vo Thi Quy and Vo Duy Huy (2019), Kumar and Mokha (2021), Prastiwi and Rizal (2022), Ria and Soliha (2022), Dasim and Tarigan (2024), and Setyorini et al. (2023) shows that satisfaction influences loyalty. However, research by Firatmadi (2017) shows a different result: satisfaction has no effect on loyalty.

Overall, satisfaction plays a crucial role in increasing loyalty, although it can be directly influenced by CRM and price perception. Satisfaction can also mediate the influence of CRM on loyalty, as research conducted by Dasim and Tarigan (2024), Gazi et al. (2024), and Imron and Ariani (2023) suggests. Furthermore, satisfaction can also mediate price perception on loyalty, a finding supported by research by Prasada and Ni Wayan (2018) and Kaura et al. (2015) that found satisfaction can mediate price perception on loyalty.

From the background above, the existence of research support and the existence of a research gap, the researcher aims to test and analyze the influence of CRM and price perception on loyalty with the mediation of customer satisfaction, especially deposit customers at PT BPR BKK Blora (Perseroda).

## **REVIEW OF LITERATURE**

### **Loyalty**

Oliver (2010) defines loyalty as a customer's deep commitment to consistently repurchase their preferred product or service, despite external factors such as specific situations or marketing efforts that could potentially change behavior. Kotler and Keller (2016) agree, stating that loyalty is a strong commitment to continue purchasing preferred goods or services in the future. Griffin (2005) in Prasada and Ekawati (2018) states that customer loyalty can be measured through repeat purchases, cross-product line purchases, referrals, immunity to competitors, and commitment to the product.

### **Satisfaction**

Kotler and Keller (2017) explain that satisfaction is a feeling of pleasure or disappointment arising from a comparison between perceived product performance and consumer expectations. This is reinforced by Oliver (2014), who states that customer satisfaction is a feeling of pleasure that arises when their desires are fulfilled. In this context, customer satisfaction can also be seen as an emotional reaction to a particular service experience (Lovelock & Wright, 1999). According to Irawan (2003) in Dasim and Tarigan (2024), to measure customer satisfaction, the following indicators are used: good service quality, emotional factors, relatively low prices, and ease of access to services.

### **Customer Relationship Management**

According to Kotler and Armstrong (2012), Customer Relationship Management is a modern marketing concept that involves detailed customer data management and careful management of customer touchpoints to create maximum customer loyalty. Furthermore, Tjiptono (2013) states that CRM is a business strategy aimed at understanding, managing, and meeting current and future customer needs. This approach enables companies to provide more personalized and relevant services. Gordon (2002) and Dasim and Tarigan (2024) identify indicators for measuring CRM using technology, people, processes, knowledge, and insights.

### **Price Perception**

Malau (2018) explains that price is a basic measuring tool that influences the allocation of production factors in an economic system. Alma (2014) adds that price also reflects the value of goods and services expressed in monetary terms. In a marketing context, price serves as a determinant of value in the minds of customers, where exchange value is issued as a means of obtaining a particular product or service (Saladin, 2007). Prasada and Ekawati (2018) explain that indicators for measuring price perception include price affordability, suitability to quality, price fairness, and suitability of information.

### **Hypothesis**

#### **1. The Influence of CRM on Satisfaction**

CRM is considered capable of building trusted company partnerships, resulting in customer pride and satisfaction in using the product. This is supported by research by

Dasim and Tarigan (2024), Cavaliere et al. (2022), Ali Imron and Ariyanti (2023), and Soliha and Ria (2022).

H1: CRM has a significant positive effect on satisfaction.

2. **The Influence of Price Perception on Satisfaction:**

Price perception can influence how consumers view a product. Consistency between product price expectations and the actual price can lead to customer satisfaction, as evidenced by research by: Vo Thi Quy and Vo Duy Huy (2019), Prastiwi and Rizal (2022), Jannah and Kristina (2024), Nugroho and Tjahjaningsing (2022), and Palelu et al. (2022).

H2: Price perception has a positive effect on satisfaction.

3. **The Influence of CRM on Loyalty:**

Good relationship management can result in consistent repeat purchases. Supported by research: Dasim and Tarigan (2024), Cavaliere et al. (2022), Kumar and Mokha (2021), Silvana and Hermansyah (2024), Gazi et al. (2024), Setyorini et al. (2023), Windiari and Djumarno (2021).

H3: CRM has a positive effect on loyalty

4. **The Influence of Price Perception on Loyalty:**

Positive product price perceptions can influence customer satisfaction, leading to repeat purchases as a form of loyalty. This is supported by research by Istiyawan et al. (2021), Kaura et al. (2015), Handayani and Soliha (2015), Nugroho and Tjahjaningsing (2022), and Prasada and Ni Wayan (2018).

H4: Price perception has a positive effect on loyalty.

5. **The Influence of Satisfaction on Loyalty:**

Customer satisfaction impacts their continued use of the service, including recommending it to other customers. This is supported by research by: Vo Thi Quy and Vo Duy Huy (2019), Kumar and Mokha (2021), Prastiwi and Rizal (2022), Ria and Soliha (2022), Dasim and Tarigan (2024), and Setyorini et al. (2023).

H5: Satisfaction has a positive effect on loyalty.

6. **The Influence of CRM on Loyalty with Satisfaction Mediation:**

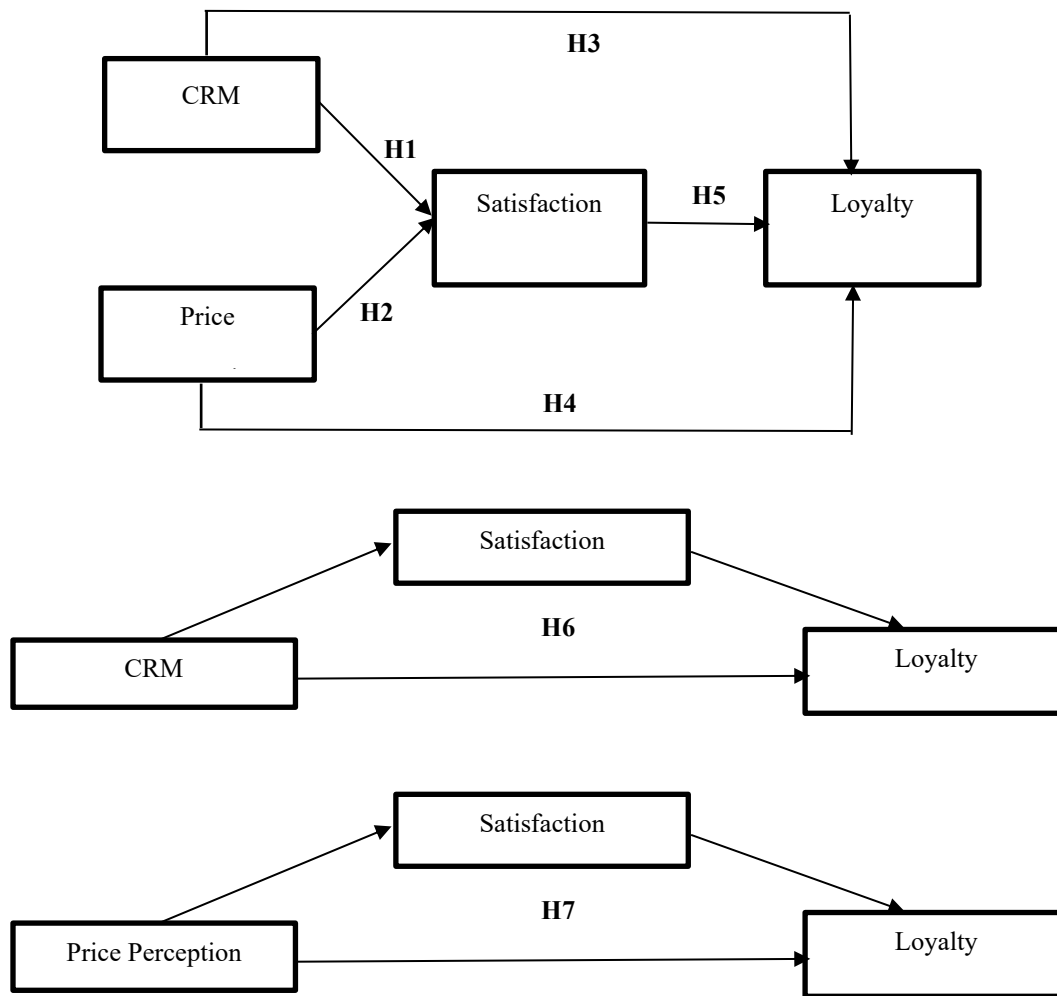
Good customer relationship management will increase customers' sense of pride when using products and services. This level of satisfaction will then foster customer loyalty. This is supported by research by Dasim and Tarigan (2024), Gazi et al. (2024), and Imron and Ariani (2023).

H6: Satisfaction can mediate the influence of CRM on Loyalty

7. **The Influence of Price Perception on Loyalty with Satisfaction Mediation:**

A positive perception of product price will create a sense of satisfaction for customers. In this case, customers feel they are getting a benefit, which will lead to arguments that they will use the product repeatedly. This is supported by research by Prasada and Ni Wayan (2018) and Kaura et al. (2015).

H7: Satisfaction can mediate the influence of Price Perception on Loyalty



**Figure 1.**  
**Conceptual Framework**

## RESEARCH METHOD

This study uses a quantitative approach with primary data as its main source. The research population is savings customers of PT BPR BKK Blora (Perseroda). From this population, a sample of 100 respondents was taken using the Slovin formula. The respondent criteria set were those aged over 20 years, registered as customers at the operational head office. Data collection was carried out through a survey method by distributing questionnaires to deposit customers of PT BPR BKK Blora (Perseroda). Data testing includes descriptive statistics, validity and reliability instrument tests, regression analysis tests on the coefficient of determination, F tests and t tests, mediation tests using the Sobel test.

## RESULTS AND DISCUSSION

The majority of respondents to this study were women, amounting to 56 out of 100 respondents, indicating a dominant interest of women in becoming deposit customers at PT

BPR BKK Blora (Perseroda). Based on age, the majority of customers were over 50 years old (42 people), followed by the 41-50 age range (31 people). This finding indicates that older customers tend to use deposits to secure their funds. In terms of education, customers were dominated by high school graduates at 49%, with a slightly lower number of bachelor's degree graduates at 48%. The relatively balanced distribution between customers with high school and bachelor's degree (S1) education indicates that awareness and interest in investing in deposits is not limited to a single level of education, but is evenly distributed across various educational backgrounds relevant to understanding financial products. In addition, the majority of customers, namely 45%, have been customers for more than 10 years, and another 33% have been customers between 5 and 10 years. This figure indicates high loyalty and the perception that PT BPR BKK Blora is a trusted long-term financial partner.

Regarding the description of the research variables, the respondents' overall responses showed a high level of agreement with all indicators. The CRM variable consists of 5 indicators, with all indicators having an average value above 5. This indicates that respondents generally agree with the CRM indicators, and this variable has an overall average of 4.94. For the Price Perception Variable, which consists of 4 indicators, all indicators have an average value above 4, indicating that respondents generally agree. This variable overall reaches an average of 5.24. Similarly, the Satisfaction Variable, which consists of 4 indicators, all indicators have an average value above 4, indicating that respondents generally agree, and this variable has an average of 5.58. Finally, the Loyalty Variable, with 5 indicators, also shows that all indicators have an average value above 4, indicating that respondents generally agree with the loyalty indicators, and this variable overall reaches an average of 5.20.

Based on the validity test results, it is known that the CRM variable (X1) is 0.851, price perception (X2) is 0.797, Satisfaction (Y1) is 0.820, and Loyalty (Y2) is 0.830, all of which have a KMO value of >0.5. This indicates that the sample adequacy criteria for this study have been met so that it can be continued to the factor analysis stage. All indicators have a loading factor value of >0.4, which means they are valid and suitable for use in research.

Based on the reliability test, CRM has a Cronbach's alpha value of 0.885, the price perception variable has a Cronbach's alpha value of 0.875, the customer satisfaction variable has a Cronbach's alpha value of 0.888, and the loyalty variable has a Cronbach's alpha value of 0.842. Thus, all variables are declared reliable because the Cronbach's alpha value is >0.7.

**Table 2**  
**Results of Multiple Linear Regression Analysis**

No	Model	Independent Variables	Adjusted R2	Anova		Standardized Coefficients		Note
				F	Sig	Beta	Sig	
Model I: The Influence of CRM, Price Perception on Satisfaction $Y1 = 0.620 + 0.309 + e$								
1	Model I: The Influence of CRM, Price Perception on Satisfaction	CRM	0.555	62,791	0,000	0.620	0,000	H1 Accepted
		Price Perception				0.309	0,000	H2 Accepted

Model II: The Influence of Perceived Service Quality, Perceived Value, and Satisfaction on Loyalty								
$Y_2 = 0.233 + 0.133 + 0.609 + e$								
<b>2</b>	Model II: The Influence of Perceived Service Quality, Perceived Value, and Satisfaction on Loyalty	CRM	0.714	83,507	0,000	0.233	0.002	H3 Accepted
		Price Perception				0.133	0.030	H4 Accepted
		Satisfaction				0.609	0,000	H5 Accepted

Source: processed data, 2025

Based on Table 2, it is obtained that the adjusted R<sup>2</sup> value in model 1 of the influence of CRM and price perception on satisfaction is 0.555 or 55.5%, which means that the CRM and price perception variables are able to explain or contribute to satisfaction by 55.5% while the remaining 44.5% is influenced by other variables outside the study. Based on table 2, Model 1 can be seen that the calculated F = 62.791 and the significance value is 0.000 < 0.05, which means that it meets the feasibility of the research model.

Based on Table 2, it is obtained that the adjusted R<sup>2</sup> value in model 2 of the influence of CRM, price perception, and satisfaction on loyalty is 0.714 or 71.4%, which means that the CRM and price perception variables are able to explain or contribute to loyalty by 71.4% while the remaining 28.6% is influenced by other variables outside the study. Based on table 2, Model 2 can be seen that the calculated F = 83,507 and the significance value is 0.000 < 0.05, which means that it meets the feasibility of the research model.

Based on the data processing results in Table 2, it is known that the CRM variable has a significance value of 0.000 < 0.05 and a standard beta coefficient of 0.620. The meaning of these results is that CRM has a significant positive effect on satisfaction. Therefore, it can be concluded that hypothesis 1, which states that CRM has a positive and significant effect on satisfaction, is accepted.

Based on the data processing results in Table 2, it is known that the price perception variable has a significance value of 0.000 < 0.05 and a standardized beta coefficient of 0.309. These results imply that price perception has a positive and significant influence on satisfaction. Therefore, it can be concluded that Hypothesis 2, which states that price perception has a significant positive influence on satisfaction, is accepted.

Based on the data processing results in Table 2, it is known that the CRM variable has a significance value of 0.002 < 0.05 and a standardized beta coefficient of 0.233. These results imply that CRM has a positive and significant influence on loyalty. Therefore, it can be concluded that hypothesis 3, which states that CRM has a positive and significant influence on loyalty, is accepted.

Based on the data processing results in Table 2, it is known that the price perception variable has a significance value of 0.030 < 0.05 and a standardized beta coefficient of 0.133. These results imply that price perception has a positive and significant influence on loyalty. Therefore, it can be concluded that the fourth hypothesis, which states that price perception has a significant positive influence on loyalty, is accepted.

Based on the data processing results in Table 2, it is known that the satisfaction variable has a significance value of  $0.000 < 0.05$  and a standard beta coefficient of 0.609. The meaning of these results is that satisfaction has a positive and significant influence on loyalty. Therefore, it can be concluded that hypothesis 5, which states that satisfaction has a significant positive influence on loyalty, is accepted.

**Table 3**  
**Mediation Test**

Information	Value	se	z	Sig(two)
Mediation Effect 1	0.3946	0.0607	6.4960	0.0000
Mediation Effect 2	0.2832	0.0621	4,5591	0.0000

Source: processed data, 2025

Table 3 shows that the indirect effect of the CRM variable (X) on the Loyalty variable (Y) through the mediation of Satisfaction (M) is 0.3946 with a significance level of 0.0000. This result means that the Satisfaction variable (M) mediates the effect of the CRM variable (X) on the Loyalty variable (Y). Therefore, hypothesis 6 is accepted.

Table 3 shows that the indirect effect of the price perception variable (X) on the Loyalty variable (Y) through the mediation of Satisfaction (M) is 0.2832 with a significance of 0.0000. This result means that the price perception variable (X) has a significant positive effect on the Loyalty variable (Y) through the mediation of Satisfaction (M), so that hypothesis 7 is accepted.

#### **CRM has a significant positive effect on satisfaction**

CRM can be a strategy within a company's system for managing customer interactions. This is closely related to the evaluation results resulting from purchasing decisions and experiences in using or consuming products or services. CRM enables companies to collect and analyze customer data. By understanding customer needs, companies can provide more relevant services or products, resulting in customer satisfaction. This study shows that CRM has a significant positive effect on satisfaction in using deposit products from PT BPR BKK Blora (Perseroda). This can occur because PT BPR BKK Blora (Perseroda)'s CRM is implemented effectively. The results of this study are supported by research conducted by Dasim and Tarigan (2024), Cavaliere et al. (2022), Ali Imron and Ariyanti (2023), and Soliha and Ria (2022), which also state a positive influence between CRM and satisfaction.

#### **Price perception has a significant positive effect on satisfaction**

Price perception is an assessment of the reasonableness of a given price. This can be based on quality, experience, and comparisons with similar products. Meanwhile, satisfaction is the evaluation that arises from purchasing decisions and experiences in using or consuming a product or service. Positive price perception can provide a sense of satisfaction to customers because they receive value for their money. The results of this study indicate that price perception has a significant positive effect on satisfaction. This occurs because customers feel satisfied when the costs incurred are considered reasonable and commensurate with the quality of service provided. Transparent and competitive pricing strengthens customer trust and creates a satisfying transaction experience. This is supported by research by Vo Thi Quy and Vo Duy Huy (2019), Prastiwi and Rizal (2022), Jannah and Kristina (2024), Nugroho and Tjahjaningsing (2022), and Palelu et al. (2022), which found that price perception has a significant influence on customer satisfaction.

### **CRM has a significant positive effect on loyalty**

CRM is a strategy and system used by companies to effectively manage customer relationships. Loyalty reflects customer attitudes and behaviors that demonstrate a commitment to continuously using a product or service repeatedly. This study shows that CRM has a significant positive effect on customer loyalty at PT BPR BKK Blora. This is due to effective CRM capabilities, which create long-term, mutually beneficial relationships between customers and the company. Good customer relationship management can make customers feel comfortable, so they tend to remain loyal and are less likely to switch to other service providers. PT BPR BKK Blora. The results of this study are supported by study Dasim and Tarigan (2024), Cavaliere et al. (2022), Kumar and Mokha (2021), Silvana and Hermansyah (2024), Gazi et al. (2024), Setyorini et al. (2023), Windiari and Djumarno (2021) found that CRM implementation has a positive influence on customer loyalty.

### **Price perception has a significant positive effect on loyalty**

Price perception is a customer's subjective assessment of the fairness and value of a product or service. Loyalty, on the other hand, is a customer's commitment and fidelity to using a product or service repeatedly. When customers have a positive view of price perception, they will tend to persist in using the product. This will also lead to customers' tendency to use the product or service repeatedly. This study states that price perception has a significant positive effect on loyalty. This occurs because customers perceive that the service fees, interest rates, and administrative fees charged are fair, reasonable, and commensurate with the benefits received, resulting in customer satisfaction and maintaining loyalty to the company. The results of this study are supported by previous research by Istiyawan et al. (2021), Kaura et al. (2015), Handayani and Soliha (2015), Nugroho and Tjahjaningsing (2022), and Prasada and Ni Wayan (2021). This view is supported by evidence that price perception significantly influences customer loyalty.

### **Satisfaction has a significant positive effect on loyalty**

Customer satisfaction is a crucial factor in building and maintaining loyalty. Satisfied customers are more likely to remain loyal, which in turn helps increase profits and business stability. Customers compare their perceptions with their expectations. The more aligned their expectations are, the more satisfied they feel. Satisfied customers will naturally evaluate the overall experience and make decisions to use the service continuously, even recommending it to colleagues. The results of this study indicate that satisfaction has a significant positive effect on loyalty. This can occur because customers are satisfied with the service experience, thus tending to develop trust and an emotional bond with the company. Kotler (2000) explains that consumer satisfaction or dissatisfaction significantly impacts future consumer behavior. Satisfied consumers tend to have a more positive relationship with the company, while dissatisfaction can lead consumers to seek other alternatives. Satisfaction forms the basis for loyalty. Regarding satisfaction and loyalty, research by Quy and Huy (2019), Kumar and Mokha (2021), and Soliha et al. (2019) indicates that satisfaction influences loyalty.

### **CRM influences loyalty through satisfaction mediation.**

Cavaliere et al. (2021) explain that Customer Relationship Management is a strategic approach used by companies to manage relationships with customers, both existing and potential, by developing trusted partnerships. This approach aims to create trusting partnerships through data collection, analysis, and evaluation of customer interaction history.

CRM focuses on building strong long-term relationships, increasing customer satisfaction, and driving company revenue growth. Kotler and Keller (2017) explain that satisfaction is a feeling of pleasure or disappointment that arises from a comparison between perceived product performance and consumer expectations.

When CRM is well-managed, companies can increase customer satisfaction through experiences that meet or even exceed their expectations. Furthermore, research by Dasim and Tarigan (2024), Gazi et al. (2024), and Imron and Ariani (2023) shows that customer satisfaction can be a mediating variable in the relationship between CRM and customer loyalty. This means that satisfaction is not only a result of effective CRM but also plays a crucial role in creating sustainable customer loyalty.

#### **Price perception influences loyalty with satisfaction mediation.**

Tjiptono (1997) explains that price perception is how consumers assess the value of a product or service based on the benefits obtained, such as savings, practicality, and convenience. If the set price is in accordance with the quality or benefits perceived, consumers tend to be satisfied. Oliver (2014) states that customer satisfaction is the feeling of pleasure that arises when their desires are met. Satisfied consumers also tend to have a more positive relationship with the company and demonstrate higher loyalty.

When consumers perceive the price offered as commensurate with the benefits they receive, this increases satisfaction, which in turn strengthens customer loyalty to the company. This aligns with research conducted by Prasada and Ni Wayan (2018) and Kaura et al. (2015) that found that satisfaction mediates price perceptions and loyalty.

## **CONCLUSION**

The results of the study show that CRM has a significant positive effect on satisfaction, price perception has a significant positive effect on satisfaction, CRM has a positive effect on loyalty, price perception has a significant positive effect on loyalty, satisfaction has a significant positive effect on loyalty, satisfaction mediates the effect of CRM on loyalty and mediates the effect of price perception on loyalty.

This research can provide implications for companies that, to create loyalty, can stem on managing customer relationships and providing an appropriate price perception, which can be achieved through attractive deposit interest rates. Customer satisfaction provides management with an understanding that each customer has their own positive perceptions. Therefore, it is hoped that striving to provide services and analyzing customer expectations will also help to continuously create customer satisfaction.

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