THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND SERVICE QUALITY ON CUSTOMER LOYALTY IN NOTARY AND PPAT OFFICE YATININGSIH,SH.,MH IN SURABAYA

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ABSTRACT

This study aims to determine the effect of Customer Relationship Management (CRM) and Service Quality on Customer Loyalty in the Notary Office and PPAT Yatiningsih, SH., MH in Surabaya and to determine which of the Customer Relationship Management (CRM) and Service Quality variables have the dominant influence on Customer Loyalty at the Notary Office and PPAT Yatiningsih, SH., MH in Surabaya using a quantitative method involving 65 respondents. Data collection is done by using questionnaires. The data obtained were analyzed using a statistical formula that is by using multiple linear regression analysis whose data processing was carried out with the SPSS version 23. The results of the study based on the simultaneous significance test (F test) showed the significance value of the two independent variables, that the Customer Relationship Management (CRM) variable) and Service Quality simultaneously have a positive and significant effect on Customer Loyalty in the Notary and PPAT offices Yatiningsih, SH, MH, based on the significance test of partial influence (t test) it is concluded that the variable Customer Relationship Management (CRM) does not have a significant positive effect on Customer Loyalty on Notary office and PPAT Yatiningsih, SH, MH while the Service Quality variable has a significant positive effect on Customer Loyalty at the Notary and PPAT office Yatiningsih, SH, MH. Based on the results of the beta test shows that the variable Service Quality is the dominant variable influencing Customer Loyalty at the Notary and PPAT offices Yatiningsih, SH, MH in Surabaya.

Keywords: Customer Relationship Management (CRM), Service Quality, and Customer Loyalty

INTRODUCTION

The development of business in the service sector has entered a new era along with the development of the era, this is marked by the increasing number of service companies that stand up and compete to become the most desirable and trusted service company by consumers. Conditions like this that force service companies to continue to improve the quality of the best service to consumers and be able to create innovative creative ideas in their marketing strategies. This must be done to retain consumers to become loyal customers to continue to use the company's services. Service company is a company whose activities produce an intangible product (service) for the purpose of obtaining certain profits or profits. To achieve its goals service companies must be able to compete in service marketing which has now experienced developments in various aspects of marketing. Some service companies in Indonesia include service companies engaged in the field of legal services, health, transportation, insurance, banking, accountants and so on, competing to become reliable service companies in marketing services to get loyal customers and become the most desirable service companies and trusted throughout Indonesia.

One of the businesses that continues to experience growth and increase in competitors in the service sector is a service company engaged in the field of law. Marketing services in the field of law, especially notary is influenced by the needs of consumers of the importance of the legality of documents matters, this is what drives consumers to use services in the notary public. For example the notary legal service needs regarding letters of

sale and purchase agreement, credit agreement and recognition of debt, deed of incorporation, and management of land matters. One of the service companies engaged in the field of law in terms of notary authority authorized to assist the needs of consumers is a service in the office of a Notary and Land Deed Making Officer (PPAT).

The development of Notary and PPAT office services was marked by the mushrooming of Notary and PPAT office service businesses that were established. One of the business services of the Notary and PPAT office in Surabaya is the Notary and PPAT office Yatiningsih, SH., MH, which is engaged in legal / notary services. This effort was established since the issuance of the Decree of the Minister of Justice and Human Rights of the Republic of Indonesia Number: C-1156.HT.03.02-Th.2002 concerning the appointment of a Notary on 30 September 2002 and the Decree of the Head of the National Land Agency Number I-XA-2003 Juncto regarding the appointment The Land Drafting Officer (PPAT) dated January 30, 2003, while the location of the establishment of a business that is quite strategic that is in the downtown area of Surabaya precisely at Jalan Comal number 23 with the number of employees as many as 25 people, this is supporting services to customers both from the general public , PT and CV management as well as several bank partners. As proof of notary service providers, which are currently carrying more than 300 notary offices, have been established in Surabaya, which tend to be the same in providing services for the needs of services for people in Surabaya which are also high. This is based on the fact that Surabaya is one of the major cities in Indonesia where the majority of the people carry out activities or transactions that require notary services such as authorizing signatures and establishing certainty of the date of the letter under the hand, recording the letters under the hand, making copies of the original letter under the hand, ratifying the photocopying match with the original letter, providing legal counseling in relation to the making of the deed, making the deed related to the land and making the deed of the minutes of auction (Article 15 of the Law of the Republic of Indonesia Number 30 of 2004).

Based on the duties and authority of a Notary and PPAT in accordance with article 15 of the Law of the Republic of Indonesia Number 30 of 2004 in serving customers, a customer management system is needed. One of customer management that can be used to create customer satisfaction is to build relationships and good communication with customers through Customer Relationship Management (CRM). Understanding CRM signifies the entire process of maintaining and maintaining relationships with customers where the relationship can be a way to maximize customer loyalty (Lovelock and Writz, 2011: 386).

The best service provided to customers is one way to make customers survive and continue to use the services of the company, therefore the services provided must be of high quality. Service is every beneficial activity in a collection or unit and offers satisfaction even though the results are not bound to a physical product (Kotler in Lukman) in Daryanto's book (2014: 135). Based on the opinion that in practice the Notary and PPAT office Yatiningsih, SH., MH requires a way of showing its superiority compared to other Notary and PPAT offices to customers by offering satisfaction, so that customers become loyal and do not move to use other notary services. The Notary Office, which is the object of the author's research, has provided the best service to customers by providing the promised time according to the time of delivery, helping customers with fast responses from employees, providing guarantees including knowledge, competence, courtesy and trustworthiness, establishing good communication good and give special attention personally, besides understanding the individual needs of customers, also provide physical facilities, equipment and complete infrastructure.

To respond to competition in this service sector, the Notary and PPAT office Yatiningsih, SH., MH strives to manage its customers by building good relationships with customers and continuously improving service quality so that customer loyalty is expected to be achieved. According to Kotler and Keller (2016: 138) defining customer loyalty is a commitment that is held deeply to buy or support products or services that are preferred in the future, even though the influence of the situation and marketing efforts have the potential to cause customers to switch. Based on the above definition, it can be concluded that

customer loyalty is an attitude that is a behavioral impulse to make a product or service purchase from a company that includes aspects of feeling in it, especially those who buy regularly and repeatedly with high consistency. But not only buy back goods and services, but also have a commitment and a positive attitude towards the company offering the product or service. Customer loyalty will be the key to success, not only in the short term but sustainable competitive advantage. This is because customer loyalty has strategic value for the company. Such as the success of IBM, Cola, Singapore Airlanes, Xerox and a number of other brands that can not be separated from the strong ties of loyalty from its customers (Hasan, 2013: 121). The notary and PPAT office Yatiningsih, SH., MH must inspire the creation of customer loyalty in order to become a notary and PPAT office that excels in competing in the notarial services business world, especially in the city of Surabaya.

The founders of service companies have realized how important customer relationship management will have a positive impact on the survival of the company. Alma (2010: 296) states customer relationship management or commonly known as Customer Relationship Management (CRM) is a process of obtaining, maintaining and enhancing profitable customer relationships with the aim of creating customer value, so that customers are satisfied and maximize profits for the company in order obtain a competitive advantage (comparative advantage), pay attention to product quality in order to provide excellent satisfaction for customers. Based on this opinion, it cannot be denied that a well-managed customer relationship management will create customer value so that customers feel trustworthy and loyal to the company. CRM is a tool in communication with customers so that companies can understand all information and customer needs. Basically, customers want to be treated differently because satisfying service will make customers become loyal, this supports the statement that the application of CRM is really needed in addition to understanding and meeting customer needs, it also creates customer trust or loyalty.

Improving the quality of service to customers is the company's key to creating customer satisfaction. Customers who have a high level of education require companies to really care about the quality of service. Customers who are satisfied with the company's performance will indirectly have a positive impact on the company in the long run, ultimately loyalty is in addition to customer psychological satisfaction with customer feelings (Kotler, 2008: 153). In the opinion quoted by Zeithaml and Bitner, in Rambat 2013 that the main factor determining customer satisfaction is "consumer perception of service quality" so what companies do is what the company will get, and therefore to get a good response or feedback from corporate customers must be able to provide the best to customers, especially about the quality of service provided. This is what underlies that service quality affects customer loyalty to the company.

Based on the description above, the researcher is interested in conducting a study entitled "The Effect of Customer Relationship Management (CRM) and Service Quality on Customer Loyalty in Notary and PPAT Offices Yatiningsih, SH., MH in Surabaya".

The purpose of this study are as follows:

1. To determine the significance of the influence of Customer Relationship Management (CRM) and Service Quality simultaneously on Customer Loyalty of the Notary and PPAT office Yatiningsih, SH., In Surabaya.

2. To determine the significance of the influence of Customer Relationship Management (CRM) and Service Quality partially on Customer Loyalty of Notary and PPAT offices Yatiningsih, SH., MH in Surabaya.

3. To find out which of Customer Relationship Management (CRM) and Service Quality is more dominant influence on Customer Loyalty of Notary and PPAT offices Yatiningsih, SH., MH in Surabaya.

The results of this study are expected to provide benefits both for company leaders in making decisions and issuing policies as well as for the management of the Notary Office and PPAT Yatiningsih, SH., MH to manage the business and determine the best strategy that must be done to be able to retain its customers in the midst of business service competition Notary and Land Deed Making Officer (PPAT) in Surabaya.

RESEARCH METHODS
Types of research
        The research to be carried out is the type of research in the form of a survey. Research that can produce a description of what happens from the object under study using the questionnaire method.

Object of research
        The object under study in this study is the Effect of Customer Relationship Management (CRM) and Service Quality on Customer Loyalty in the Notary Office and PPAT Yatiningsih, SH., MH in Surabaya.

Types, Data Sources, Samples, Samples and The Sampling Techniques
        The data used in this study are primary data, through questionnaires. The sample is a customer of the Notary and PPAT office Yatiningsih, SH., MH in Surabaya, amounting to 65 respondents. The sampling technique used in this study, namely nonprobability sampling with sampling techniques using quota sampling.

Data Collection Procedure
        Data collection through a survey, namely by distributing questionnaires to customers of the Notary and PPAT offices Yatiningsih, SH., MH in Surabaya

Data analysis technique
        Data analysis in this study used multiple linear regression techniques with SPSS software.

Definition of Variable Operations
Dependent variable
The dependent variable in this study is the Customer Loyalty of the Notary office and PPAT Yatiningsih, SH., MH who has been a loyal customer for quite a long time. Customer loyalty has an important role in marketing management in service companies, maintaining them means increasing employee performance and maintaining the company's survival. This is the main reason for service companies to attract and maintain them. Indicators to measure Customer Loyalty are:
1. The desire to remain a customer of the Notary and PPAT offices Yatiningsih, SH., MH.
2. Feeling proud to be a customer of the Notary and PPAT office Yatiningsih, SH., MH.
3. Recommend the Notary and PPAT office Yatiningsih, SH., MH to consumers or others.

Independent Variable
1. Customer Relationship Management (CRM)
CRM is a comprehensive business strategy of a company that enables the company to effectively manage customer relationships. Indicators of CRM implementation in this study are:
        a. Qualification of system management HR
        b. Process design
        c. Adequate technology
        d. Long-term customer focus
        e. The level of communication with customers
2. Quality of Service
Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Tjiptono, 2016: 59). Indicators of the implementation of Service Quality according to 5 aspects of service quality dimensions in this study are:
        1. Tangible dimensions are further translated into indicators:
                a. Waiting room service
                b. Appearance of service personnel
        2. The reliability dimension is broken down again into indicators:

a. Service officer in providing service information

b. The ability to provide the promised service immediately, accurately and satisfactorily

3. The dimensions of responsiveness are further redefined into indicators:

a. The ability to provide fast service

b. Effective and efficient service

4. The assurance dimension is further elaborated into indicators:

a. Administrative capabilities of service officers

b. Employees are able to include knowledge of competence, courtesy and trustworthiness by customers

5. The empathy dimension is further elaborated into indicators:

a. Employee concern for customers

b. Ease of relationships, effective communication, personal attention and understanding of the customer's individual needs.

RESEARCH RESULTS
Classic assumption test
1. Normality Test

Data normality test is done using the Kolmogorov-Smirnov Normality Test, according to SinggihSantosa (2012: 393) the basis for decision making is based on probabilities (AsymtoticSignificanted), namely:

a. If the probability is> 0.05 then the distribution of the regression model is normal.

b. If the probability is <0.05 then the distribution of the regression model is not normal.

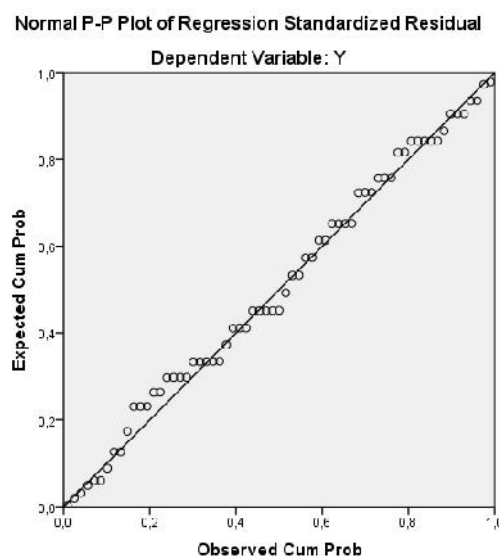Normality test results can be seen in Figure 4.1 below:

Figure 4.2 Scatterplot Normality Test

In figure 2 it can be seen that the normal probability plot graph shows normal chart patterns. This can be seen from the points that spread around the normal graph can be seen from the points that spread around the diagonal line and the distribution follows the diagonal line. Therefore it can be concluded that the regression model is feasible because it meets the assumption of normality.

2. Multicollinearity Test

According to Imam Ghozali (2013: 105) states to detect the presence or absence of multicollinearity in the regression model is as follows:

1. If the R^2 generated by an estimated empirical regression model is very high, but individually many independent variables do not significantly influence the dependent variable.

2. Analyze the correlation matrix of independent variables. If between independent variables there is a fairly high correlation (generally above 0.90), then this indicates the presence of multicollinearity. The absence of a high correlation between independent variables does not mean free from multicollinearity. Multicollinearity can be caused by the effect of a combination of two or more independent variables.

3. Multicollinearity can also be seen from:

a) Tolerance value and its law

b) Variance Inflation Factor (VIF).

Tolerance measures the variability of selected independent variables that are not explained by other independent variables. So a low tolerance value equals a high VIF value (because VIF = 1 / tolerance).

Multicollinearity testing can be carried out as follows:

Tolerance value <0.10 or VIF> 10: multicollinearity occurs.

Tolerance value> 0.10 or VIF <10: no multicollinearity occurs.

The results of multicollinity testing in this study, can be selected from the following table:

Table 1. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,802	1,247
	X2	,802	1,247

From the table above shows that, Tolerance value> 0.10, namely X1 and X2 is 0.802 and VIF <10.00 ie X1 and X2 are 1.247 so multicollinearity does not occur and can proceed to the regression stage.

3. Heteroscedasticity Test

Heteroscedasticity test aims to detect whether or not heteroscedasticity in the regression model can be seen in the patterns formed at the points on the scatterplot graph. The basis of decision making is as follows:

1) If there are certain patterns such as points that form a certain pattern that is regular (bumpy, widened, then narrowed) then heteroscedasticity has occurred.

2) If there is no clear pattern, and the points that spread above and below the number 0 on the Y axis then there is no heteroscedasticity.

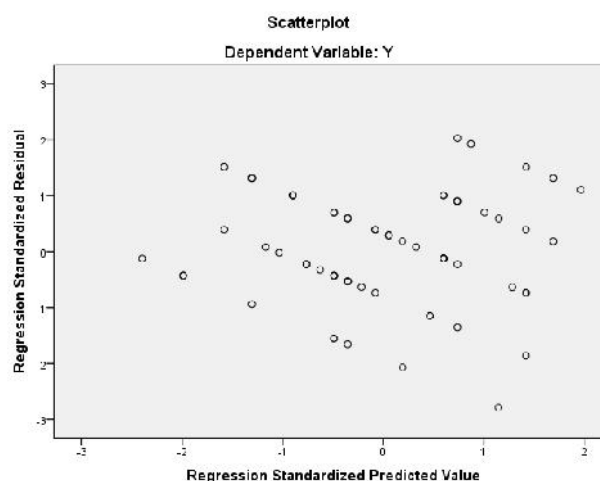The results of heteroscedasticity testing in this study using SPSS Statistics version 2.3

Figure 3. Scatterplot Heteroscedasticity Test

From Figure 3 it can be seen that:
1) No specific patterns such as the points that form a certain pattern that is regular (wavy, widened, then narrowed) so there is no heteroscedasticity.
2) There is no clear pattern, and the point that spreads above and below the number 0 on the Y axis then there is no heteroscedasticity and can proceed to the regression stage

Analysis of Multiple Linear Regression

According Suliyanto (2011: 53) shows that multiple linear regression analysis of independent variables (X1, X2) together with the dependent variable (Y). The equation of the multiple linear regression model can be written as follows:

Y = a + b1X1 + b2X2

Y   = LoyalitasPelanggan
a   = konstanta
b   = koefisienkorelasi
X_1 = *Customer Relationship Management*
X_2 = Kualitas Pelayanan

The results of this research data processing using SPSS Statistics 2.3 can be seen in the following table

Table 2. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5,200	1,447	
	X1	-,091	,055	-,188
	X2	,455	,077	,666

a. Dependent Variable: Y

From the table above shows that the regression equation that can explain the presence or absence of the relationship between the independent variable with the dependent variable and can inform the magnitude of the influence of the independent variable on the dependent variable. Based on the results of this study, the multiple regression equation can be stated as follows:

Y = 5,200 –0,091 X_1 +0,455 X_2 +e

Based on this multiple linear regression model it can be explained that:

1. The   value is 5,200

A constant of 5,200 indicates that if CRM and service quality have a value of 0, then consumer buying interest is 5,200.

2. The value of β_1 is -0,091

Show that if the CRM variable regression coefficient (X_1) increases by one unit with the assumption that the other variables are fixed then customer loyalty (Y) will decrease by 0.091. This coefficient is negative, it means there is a negative relationship between CRM and customer loyalty, the more the CRM value increases, the lower the customer loyalty.

3. The value of β_2 is 0.455

Indicates that the regression coefficient of service quality variable (X_2) increases by one unit with the assumption that other variables are fixed, it will be followed by an increase in customer loyalty (Y) of 0.455.

Coefficient of Determination (R^2)

The coefficient of determination is used to measure how far the model's ability to explain the dependent variables. The coefficient of determination lies between 0 (zero) and 1 (one). A small value of R^2 means that the ability of independent or independent variables in explaining dependent or bound variables is very limited. A value of R^2 approaching 1 (one) means that the independent variables provide almost all the information needed by the dependent variable. The main characteristics of R^2:

1. Does not have a negative value

2. Values range between 0 and 1 or $R^2 \leq 1$

Table 2. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,607[a]	,368	,348	,88846

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the table above it can be seen that the magnitude of the coefficient of determination between CRM and service quality on customer loyalty is shown by the Adjusted R Square value of 0.368 which means that all independent variables namely CRM and service quality can explain customer loyalty variables of 36.8% and some explained by other variables not proposed in this study by 63.2%.

Correlation Coefficient Test

The basic concept of correlation analysis:

1. Correlation test aims to determine the level of closeness of the relationship between variables expressed by the correlation coefficient (r)

2. The type of relationship between variables X and Y can be positive and negative

Basic decision making using the Pearson correlation:

1. If the significance value <0.05 then it is correlated

2. If the significance value> 0.05 then it does not correlate

Relationship degree guideline:

1. Pearson correlation value 0.00 - 0.20 = uncorrelated

2. Pearson correlation value 0.21 - 040 = weak correlation

3. Pearson correlation value 0.41 - 0.60 = moderate correlation

4. Pearson correlation value 0.61 - 0.80 = strong correlation

5. Pearson correlation value 0.81 - 1.00 = perfect correlation

The following is the Pearson correlation coefficient table in this study:

Table 3. Correlation Coefficient Test Results

		X1	X2	Y
X1	Pearson Correlation	1	.445[**]	.109
	Sig. (2-tailed)		.000	.389
	N	65	65	65
X2	Pearson Correlation	.445[**]	1	.583[**]
	Sig. (2-tailed)	.000		.000
	N	65	65	65
Y	Pearson Correlation	.109	.583[**]	1
	Sig. (2-tailed)	.389	.000	
	N	65	65	65

**. Correlation is significant at the 0.01 level (2-tailed).

From this table it can be concluded that:

1. The significance value of X1> 0.05 is 0.389 and the Pearson correlation value is 0.00 - 0.20 which is 0.109, so X1 and Y do not correlate.

2. Significance value of X2 <0.05 is 0.000 then correlates and Pearson correlation value is 0.41 to 0.60 which is 0.583 then X2 is moderately correlated to Y.

Hypothesis test

1. Simultaneous Significance Test (Test F)

This F test is used to find out how much the independent variables (X_1, X_2) together affect the dependent variable (Y).

F test analysis is done by comparing f_{hitung} and f_{tabel}:

1. If $f_{hitung} > f_{tabel}$, then:
   a. H_0 is rejected because there is no significant effect.
   b. H_a is accepted because there is a significant influence.
2. If $f_{hitung} < f_{tabel}$, then:
   a. H_0 accepted because it has a significant influence.
   b. H_a rejected because it does not have a significant effect.

Table 4. Simultaneous Significance Test Results (Test F)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28,506	2	14,253	18,056	,000[b]
	Residual	48,940	62	,789		
	Total	77,446	64			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Calculates the df value to find out the value of f tabel and compares it with f hitung:

n = 65, k = 3
df = F(k ; n-k)
  = F(2 ; 65-2)
  = F(2 ; 63)
F tabel = 3,14 (based on F tabel 0,05)

From the calculation results show F_{hitung} of 18,056 and F_{tabel} of 3,14. Noted that $F_{hitung} > F_{tabel}$, where H_o rejected and H_a be accepted. Then it can be concluded that CRM and service quality together (simultaneously) has a positive and significant effect on customer loyalty.

2. Test of Significance of Partial Influences (t Test)

According to Sugiyono (2010: 250), the t test (t-test) is to test the regression coefficient partially, this test is carried out to determine the significant role of partially between the independent variables on the dependent variable by assuming that other independent variables are considered constant. The criteria used are as follows:

1. H_0 : = 0, means that the independent variable does not have a significant effect on the dependent variable.
2. H_0 : 0, means the independent variable has a significant effect on the dependent variable.

Compare with t_{hitung} with t_{tabel}, among others:

1. If $t_{hitung} < t_{tabel}$, then H_0 will be accepted and H_1 rejected, means there is no significant effect between X1 and X2 on Y.
2. If $t_{hitung} > t_{tabel}$, then H_0 will be rejected and H_1 accepted, means there is a significant influence between X1 and X2 on Y.

Table 5. Partial Test Results of Significance (t Test))

Model		T	Sig.
1	(Constant)	3,593	,001
	X1	-1,665	,101
	X2	5,912	,000

The t test test procedure is to use a two-tailed test (= 0,05), with the following calculation:

df = t(/2 ; n-k-1)
= t(0,05/2 ; 65-2-1)
= t(0,025 ; 62)
t tabel = 1,99897 (based on t tabel 0,05)

Based on the table above, it can be concluded that the relationship of each independent variable partially to the dependent variable is as follows:

1) The effect of CRM variables on Customer Loyalty results are obtained t_{hitung} = -1,665<t_{tabel} = 1,99897 with a significant level of 0,101 > 0,05. Where Ho is accepted and Ha is rejected, then CR does not have a significant effect on Customer Loyalty of the Notary and PPAT offices Yatiningsih, SH, MH.

2) The effect of the variable Service Quality on Customer Loyalty results t_{hitung} = 5,912 >t_{tabel} = 1,99897 with a significant level of 0,000< 0,05. Where Ho is rejected and Ha is accepted, then Service Quality has a significant effect on Customer Loyalty of the Notary and PPAT offices Yatiningsih, SH, MH.

3. Beta Test

Beta test is used to find out which independent variable (X) is more dominant among other independent variables on the dependent variable (Y). This test can be seen in the coefficients table in the standardized coefficients column. The beta value of the biggest variable X among the other X variables is the variable X which has the most dominant influence on Y. The beta value is in the absolute price ie the negative sign is ignored.

The following is a beta test table of SPSS 2.3 processing in this study:

Table 6. Beta Test Results

Model		Standardized Coefficients
		Beta
1	(Constant)	
	X1	-,188
	X2	,666

From table 6 it can be concluded that the beta value of X1 has a negative value so that it does not need to be ignored and the beta value of X2 of 0.666 is the most dominant variable affecting the Y variable among other X variables.

DISCUSSION

Customer relationship management (CRM) and service quality significantly influence simultaneously on customer loyalty.

The results of the study based on the simultaneous significance test (F test) show the significance value of the two independent variables (X_1 and X_2) simultaneously is 0,000 <0.05 (significant) and the calculated F value> F table is 18.056> 3.14 it can be concluded that hypothesis which states the variable customer relationship management (CRM) and service quality simultaneously has a positive and significant effect on customer loyalty at the notary office and PPAT Yatiningsih, SH, MH is accepted. The acceptance of this hypothesis

supports the results of previous research entitled "The Effect of Service Quality, Customer Relationship Management and Brand Image on Customer Loyalty (Case Study at BNI Syariah Bank Fatmawati Branch)" by Nurullita (2018) which proves that service quality (service quality) and customers relationship management (CRM) simultaneously influences customer loyalty.

Customer relationship management (CRM) and service quality significantly influence partially on customer loyalty

Based on the significance test of the partial influence (t test) for the variable X_1(CRM) with a significance value of 0.101> 0.05 (not significant) and the t value <t table is -1.665 <1.99897, it can be concluded that the customer relationship management variable (CRM) does not have a significant positive effect on customer loyalty at the notary office and PPAT Yatiningsih, SH, MH. This supports the results of previous research by Oktaria (2014) entitled "The Effect of Customer Relationship Management and Customer Value on Customer Loyalty (Case Study on Yamaha BerlianSubang Dealers)" that partially customer relationship management has no effect on customer loyalty. While the variable X_2 (service quality) with a significance value of 0,000 <0.05 (significant) and the value of t count> t table is 5.912> 1.99897, it can be concluded that the service quality variable has a significant positive effect on customer loyalty in the notary office and PPAT Yatiningsih , SH, MH. This supports the results of a study entitled "Effect of Service Quality, Brand Image and Customer Relationship Management on Customer Loyalty of IndomaretPadurenan Village, East Bekasi" by Rizaldi and Hardini (2018) which states that service quality partially has a significant effect on customer loyalty. Overall, the results of the study indicate that the hypothesis that partially customer relationship management variables affect customer loyalty is rejected, while the hypothesis that the service quality variable partially influences customer loyalty is accepted.

Between the two independent variables customer relationship management (CRM) and service quality, the variable that has dominant influence on the customer loyalty dependent variable is the service quality variable.

Based on the results of the beta test which shows a beta value of X_1(CRM) that is -0.188, which means that a negative value does not need to be ignored and a beta value of X_2(service quality) is 0.666, the hypothesis that the service quality variable is the dominant variable influences customer loyalty in the notary office and PPAT Yatiningsih, SH, MH in Surabaya were accepted. The acceptance of this hypothesis does not support previous research by Maswar (2016) entitled "The Effect of Customer Relationship Management and Service Quality on Customer Loyalty at PT Bank SulselbarPangkep Branch". The results of this study indicate that between two independent variables namely customer relationship management and service quality influence on the dependent variable of customer loyalty, the customer relationship management variable is the most dominant variable influencing customer loyalty, while the results of this study prove otherwise

CONCLUSION

Based on the results of research and discussion that has been done, then the conclusions can be drawn as follows:

1. Customer relationship management (CRM) and service quality simultaneously have a positive and significant effect on customer loyalty at the notary office and PPAT Yatiningsih, SH, MH

2. Customer relationship management (CRM) has no significant positive effect on customer loyalty at the notary office and PPAT Yatiningsih, SH, MH, while the service quality variable has a significant positive effect on customer loyalty at the notary office and PPAT Yatiningsih, SH, MH.

3. Service quality is the dominant variable affecting customer loyalty at the notary office and PPAT Yatiningsih, SH, MH in Surabaya

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