

## **ABSTRACT**

Judul : *The Influence of Customer Relationship Management on Consumer Loyalty through Consumer Satisfaction Case Study of PT BPR Nusantara Bona Pasogit 12 KC Karawaci (supervised by Ir Jatmiko, MM, MBA).*

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*The purpose of this study is to determine the effect of Customer Relationship Management on Consumer Loyalty through Consumer Satisfaction (case study of PT BPR Nusantara Bona pasogit 12 KC Karawaci). The independent variable consists of Customer Relationship Management, the dependent variable consists of Consumer Loyalty, and the intervening variable consists of Customer Satisfaction. The number of samples used in this study were 30 respondents. Respondents of this study are consumers of PT BPR Nusantara Bona Pasogit 12 KC Karawaci who have used services for more than 6 months. The method used in this research is Path Analysis.*

*The results showed that there was a significant influence between the Customer Relationship Management variables on Consumer Satisfaction, there was a significant effect between the Consumer Satisfaction variables on Consumer Loyalty and the Customer Relationship Management variable did not significantly influence Consumer Loyalty.*

**Keywords:** *Customer Relationship Management, Consumer Loyalty, and Consumer Satisfaction.*