

**THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT  
(CRM) ON CUSTOMER SATISFACTION AND LOYALTY SNEAKLIN**

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**ABSTRACT**

The development of an increasingly competitive economy can be profent by the exictence of competition in various fields including the business sector. Customer relationship management is a process in obtaining, maintening, and improving customer relationship profitable with the aim to create customer value so customer statisfied, loyal, and maximize profit for the company.

The research method used is descriptive and verifikatif. With the selection of 100 sampel responden with purposive sampling approach with the retrieval of respondents as user of sneaklin services. Data collection techniques used questioners with ordinal scale stratisfied.

Research hypothesis shows the influence of customer relationship management on satisfaction and loyalty wuth a significant limit of 0,05. The result of the research shows customer relationship management of the category agree, satisfaction in the category less agree, and loyalty on category less agree.

**Key word : customer relationship management, satisfaction and customer loyalty.**