

## **ABSTRACT**

*Rapid technological developments brought a significant change, particularly in the telecommunications industry. One of the most sought telecommunication media lately is a smartphone. With so many competitors and increasingly competitive smartphone market, Samsung as one of the smartphone manufacturers are always trying to increase sales as well as the quality of service to the community by implementing a program of Customer Relationship Management (CRM) which Samsung provides a service center to handle customer complaints. The purpose of this research is to know the influence of customer relationship management (CRM) towards customer loyalty Samsung service center Cimahi.*

*This research applied a quantitative approach with the number of the population as the sample as many as 323 people who obtained from non-probability sampling method with judgment sampling technique. Data in this research was obtained through the distribution of questionnaire and analyze using multiple linier regression.*

*Result of this research partially, only sub variable technology has an influence on customer loyalty. Then from the result of the simultaneous testing, noted that CRM (X) proved to be positive and significantly affect customer loyalty (Y).*

**Keywords:** *Customer Relationship Management (CRM), customer loyalty, Samsung*