

ABSTRACT

The development of the automotive industry in Indonesia is currently experiencing rapid growth. This requires the company to think innovatively, provide good service and instill trust in consumers in increasing the profit of the company. The role of car manufacturers in the automotive market is crucial in competitive competition. The purpose of this study is to determine the influence of customer relationship management and brand trust on customer satisfaction in PT. Astra Toyota Auto2000 Soekarno Hatta Bandung branch. This research uses quantitative method with type of causal descriptive research to 100 respondent consumers in PT. Astra Toyota Auto2000 Soekarno Hatta Bandung branch. The results of review 100 respondents customer relationship management Auto2000 (88.75%), brand trust Auto2000 (84.22%) and customer satisfaction Auto2000 (81.75%) rated good. Data processing method used is multiple linear regression analysis produced is $Y = 11,036 + 0,410.X_1 + 0,556.X_2$, with partial test (t test) and simultaneous test (F test) of variables customer relationship management and brand trust significant level $\alpha < 0.05$, then it is concluded that variable customer relationship management and brand trust significant positive effect on customer satisfaction. From result of analysis of R square know value of influence of 0.751 which mean customer relationship management and brand trust have influence on customer satisfaction by 75.1%. the rest $(100 - 75.1\%) = 24.9\%$ is influenced by other factors that are not examined that would affect the satisfaction. This shows that consumer Auto2000 already feel satisfied with the trust of products and servants.

Keyword: Customer Relationship Management (CRM), brand trust, customer satisfaction.