

ABSTRACT

Samsung Electronics is the world's largest maker of electronics devices and headquartered in Seocho Samsung Town in Seoul, South Korea. The company is South Korea's largest and iconic company of Samsung Group, which is the largest conglomerate in South Korea. Samsung Group was formed in 1938 by Lee Byung-chul (1910-1987). In 1951, the company was transformed into Samsung Corporation.

Customer Relationship Management is the management of two-way relationship between a company and the person who is a customer in the company. The use of Customer Relationship Management (CRM) has several benefits that can affect the increase of a company's value of increasing customer loyalty, reducing costs, improving operational efficiency, and increasing revenue. Customer relationship management helps companies to develop new products based on customer desires, market data and competitors by keeping existing customers, attracting new customers, and responsive services.

The purpose of this study to measure the effect or impact variable Consumer Satisfaction in mediating variable customer relationship management and service quality to customer retention. This method of research using quantitative methods. 233 data collection to students / university students at Telkom University in Bandung. This research uses structural equation model (SEM) Lisrel 8.80 and use ordinal scale with 15 questions.

The results of this study show the relationship of customer relationship management variables have a positive and significant impact on Service quality, customer relationship management variables have a positive and significant impact on customer satisfaction, and customer satisfaction variables have a positive and significant impact on service quality.

Keywords: *Customer Relationship Management, Customer Satisfaction, Service Quality, Customer Retention.*