

## ABSTRACT

Koperasi Nusantara is a company engaged in financial services / services, has 208 branch offices, and 1,444 employees throughout Indonesia. One of the news from the Koperasi Nusantara is by cooperating with the Welfare Bank to serve by providing Hajj and Umrah pilgrim funds whose products are now given the name "Hajj & Umrah Religion Tourism, In terms of assets and turnover the Koperasi Nusantara is still under the Kospin Jasa and Parent Cooperative Credit, wrong one effort to continue to improve the company is by how to make customers loyal to the company, customer loyalty is one thing that makes the company survive, including in this case Koperasi Nusantara Bandung, loyal customers will show loyalty so that the company will benefit from these customers. One of the things that affects customer loyalty is the application of *Customer Relationship Management* and Kopnus seeks to increase customer loyalty by implementing CRM. Based on this, this study aims to determine the effect of *Customer Relationship Management* on customer loyalty Koperasi Nusantara Bandung.

To conduct this research, it was conducted using quantitative descriptive methods with the object of research is the Bandung City Cooperative Customer. The research data were obtained from distributing questionnaires. The sample unit of this study amounted to 100 customers. The results of the questionnaire distribution were processed using Microsoft Excel and SPSS 25. The data analysis technique used in this study was simple linear regression.

Based on the results of research conducted, it was found that *Customer Relationship Management* at Koperasi Nusantara Bandung was in the very good category with a score of 98%. Koperasi Nusantara Customer Loyalty is in the very high category with a score of 85%. *Customer Relationship Management* has a positive effect on Koperasi Nusantara Customers Loyalty 32.5% while the remaining 67.5% is influenced by other factors not examined in this study.

**Keywords:** *Customer Relationship Management & Customer Loyalty.*