

## **ABSTRACT**

This research is motivated by the problem of how Customer Relationship Management influences Customer Loyalty through KRB.ID Customer Satisfaction. The results of the pre-survey show that KRB.ID's Customer Relations Management has not provided good service to its consumers. This research was conducted to determine the effect of Customer Relationship Management on Customer Brand Loyalty through KRB.ID Customer Satisfaction.

This study uses a quantitative method with a descriptive-causality research type. Using a non-probability sampling method, purposive sampling, with a total of 175 respondents. The data analysis technique used in this study is descriptive analysis and the Partial Least Square-Structural Equation Model (PLS-SEM) assisted by the Smart PLS 3.0 analysis tool.

The results show that there is a positive and significant relationship between Customer Relationship Management and Customer Satisfaction, Customer Satisfaction and Customer Brand Loyalty, and Customer Relationship Management on Customer Brand Loyalty through Customer Satisfaction.

Keywords: Customer relationship management (CRM), Customer satisfaction, Customer brand loyalty, Shopee, KRB.ID.