

ABSTRACT

The development of Telecommunications Technology experienced rapid growth and led to competition in the field of cellular. With outputs increasingly identical, companies must maximize service as a competitive advantage. This study aims to analyze the effect of customer relationship management towards customer loyalty data package Telkomsel in Bandung Capital Region.

This study applied a quantitative approach with the number of the population as the sample as many as 400 people who obtained from non-probability sampling method with judgment sampling technique. The data in this study was obtained through the distribution of questionnaire and analyzed using path analysis.

Result of this study indicated that CRM has a significant influence on customer loyalty with the coefficient of determination as many as 31,4% was in the category of significantly enough in affecting customer loyalty and then as many as 68,6% was influenced by other factors outside of this study. CRM simultaneously affects the customer loyalty. Process and technology have partially significance effect on customer loyalty and human variable has no significant effect on customer loyalty.

Keywords: *Customer Relationship Management (CRM), customer loyalty, People, Process, and Technology.*