

## **ABSTRACT**

*This study discusses the great influence of Customer Relationship Management on Customer Satisfaction (Case Study of Toyota Car Users in Jepara in 2020). The independent variable is Customer Relationship Management, and the dependent variable is Customer Satisfaction. The research method used is quantitative research that wants to compare the reality of the topic raised with existing theories. While the type of research used is descriptive study method, with a total sample of 100 respondents. Based on the results of research that can be done about the implementation of CRM in Toyota companies have a percentage of 82.5% which means that the implementation of CRM has proven to be very good. Then the level of customer satisfaction has a percentage of 82.84%. Meanwhile, to get great information about CRM for customer satisfaction, the authors use SPSS 23 software for windows, so as to obtain 43.5% results with an understanding of the diversity of customer satisfaction for Toyota car users in Jepara 2020 supported by CRM variables consisting of management, relationship development, service quality, and employee relations. While the remaining 56.5% is determined by other factors outside the specified variable. Related conclusions obtained from CRM on Customer Satisfaction have a positive or significant effect.*

**Keywords: Customer Relationship Management (CRM), Customer Satisfaction.**