

## **ABSTRACT**

*In this era of globalization, competition between companies is getting tighter. This tight competition between companies also occurs in companies engaged in bookstores, the growth of bookstores in Indonesia is very rapid, plus the emergence of offline bookstores which causes competition between bookstores to get tighter. The company is targeting customer satisfaction to be able to win this competition. Customer satisfaction is strongly influenced by the level of quality provided by the company to customers. But if the company is unable to provide the best for customers, there will be customer dissatisfaction problems which must be resolved so that the company does not lose these customers (Kompasiana.com). This study aims to determine the effect of service quality and customer relationship marketing on customer satisfaction at Gramedia PVJ Bandung Bookstore.*

*This research uses quantitative methods using descriptive analysis methods. Using non-probability sampling techniques with purposive sampling type. The population in this study were the customers of the Gramedia PVJ Bandung Bookstore. While the samples taken in this study were 100 people who had come or had purchased products at the Gramedia PVJ Bandung Bookstore. The data analysis technique used is multiple linear regression analysis. From the results of this study, it can be concluded that the respondent's response to the service quality variable is in good category, customer relationship marketing variable is in good category, and customer satisfaction variable is also in good category. The conclusion of this study is that service quality and customer relationship marketing have a simultaneous effect on customer satisfaction at TB Gramedia PVJ Bandung with a percentage of 79%, and the rest is influenced by other variables not examined in this study. These results can be interpreted by the better the service quality and customer relationship marketing owned by TB Gramedia PVJ, the better the customer satisfaction of TB Gramedia PVJ.*

**Keywords:** *Customer Relationship Marketing, Customer Satisfaction, Service Quality.*