

## **ABSTRACT**

*With the evolution of the times, the need to strengthen customer relationships must be enhanced. The increasingly competitive automotive industry in Indonesia requires companies to continue to innovate and establish long-term relationships with customers. As the vehicle population grows, customer preferences continue to change, requiring effective strategies to retain existing customers and attract new ones. In this case, Customer relationship management (CRM) through membership cards can be a strategic solution that can be utilized by companies to increase customer satisfaction, customer retention, and customer loyalty.*

*The purpose of this study is to determine the design, implementation, and evaluation of the CRM program through membership cards at Showroom Mulya Motor.*

*The research method used in this research is a qualitative research method with a descriptive approach. Through a descriptive approach, it is necessary to analyze the object of a study, describe the findings based on the data that has been analyzed, and then conduct detailed research.*

*The results of this study show that CRM implementation is needed to improve customer satisfaction, customer retention, and customer loyalty. In addition, companies need to consistently promote CRM programs through membership cards to attract customers.*

**Keywords:** *Customer relationship management (CRM), Membership card, Customer Satisfaction, Customer Retention, Customer Loyalty.*