

ABSTRACT

Telkomsel maintains market share and meets consumer needs in the digital era through partnerships with dealers, distributors, and various distribution strategies. As a market leader, Telkomsel continues to develop marketing strategies, including through Customer Relationship Management (CRM), to build good communication with consumers. By implementing CRM, the company aims to strengthen relationships with consumers, not only with quality products and competitive prices but also by meeting their desires and needs. Customer loyalty is crucial for business sustainability. Loyal customers will introduce the company's products or services to others due to the satisfaction they experience, which in turn creates positive reactions for the company in the future. This study aims to determine the influence of Customer Relationship Management on Customer Satisfaction with Customer Loyalty as a Mediating Variable at Telkomsel Partner Outlets in Cluster New Tasikmalaya. The research method used is quantitative with descriptive and verification types. The research sample was selected using purposive sampling technique, consisting of 370 participants. SEM-PLS analysis is used in this study to explain the direct and indirect relationships between variables. The research results show that CRM has a positive and significant influence on customer loyalty. Additionally, CRM also has a positive and significant influence on customer satisfaction, and customer satisfaction has a positive and significant influence on customer loyalty. Another finding indicates that CRM has a positive and significant influence on customer loyalty with customer satisfaction as a mediating variable.

Keywords: *Customer Relationship Management, Customer Satisfaction, Customer Loyalty.*