



**The Effect of *Customer Relationship Management* on the Satisfaction to
Build Customers' Loyalty
(Study Case of Go-Jek's Transportation Service Users)**

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Abstract

This study aims at explaining the effect of the CRM (continuity marketing, one to one marketing, and partnering programs) on customers' satisfaction and loyalty. This research was conducted on Go-Jek transportation service users in Denpasar city with a total sample of 100 respondents determined based on non probability sampling method namely purposive sampling. The application of CRM is measured by using questionnaires. The analytical tool used in this study is descriptive statistical test and inferential statistical test in the form of path analysis test. The results of the study show that continuity of marketing, one to one marketing, and partnering programs have a positive and significant effect on customers' satisfaction. One to one marketing is the variable that most influences customers' satisfaction. Customers' satisfaction also has a positive and significant influence on customers loyalty, so it can be concluded that forming customer loyalty can be done by improving the customers' satisfaction.

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