

## **ABSTRACT**

*Customer Relationship Management or CRM is a relationship-based marketing concept between companies and customers that is carried out to build long-term and mutually beneficial relationships. In this modern era, with huge competition, CRM can be applied as a strategy to win the hearts of customers to provide benefits for the company. The purpose of this research was to determine the impact of CRM on increasing sales in B2B context. This research is supported by case studies and data from motorcycle spareparts distributor companies. The research was conducted using quantitative methods by collecting data from questionnaires distributed to 100 customers. Respondents in this study are decision makers from companies that carry out B2B transactions in the field of motorcycle spareparts. The results of the study show that CRM in the B2B context has significant affects toward Customer Loyalty and Competitive Advantage. Competitive Advantage also has significant affects toward Customer Loyalty. CRM directly influences Sales Increase (Increase in Sales) through Competitive Advantage, but not with Consumer Loyalty, since Customer Loyalty in this study has no significant affects toward Increase in Sales.*

*Keywords : Customer Relationship Management, Competitive Advantage, SEM-PLS, Increase in Sales, Customer Loyalty, Quantitative Research*