

ABSTRACT

This study analyzes the influence of customer relationship management (CRM) and service quality on customer loyalty with customer satisfaction as a mediating variable at PT Mitra Kargo Indonesia. The background of this study was triggered by the decline in the company's performance due to global logistics challenges. The method used was a quantitative approach with SmartPLS 3.0 and purposive sampling techniques. The results indicate that CRM and service quality have a positive and significant impact on customer loyalty, both directly and through satisfaction as a mediating variable. Managerial recommendations include enhancing a more personalized and data-driven CRM approach, strengthening service quality dimensions such as reliability and timeliness, and developing responsive and efficient service systems to drive customer satisfaction. Surveys and regular feedback are also recommended as tools for evaluating service performance. These findings emphasize the importance of synergy between CRM, service quality, and satisfaction in building long-term loyalty.

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