ABSTRACT

The purpose of this research is to test the influences of customer relationship marketing, customer value and product excellence toward customer satisfaction. Using these variables, caused by result of the research before Tax, Brown and Chadrasekaran (1998),Mital, Ross and Baldasare (1998), Too, Souchon and Thirkell (2000), and Leo YM Sin et al (2002), discovered the direct influences of customer relationship marketing, customer value and product excellence toward customer satisfaction. The usage of these variables are able to solve the arising problem within PT. Bank BTN Syariah Yogyakarta branch.

The samples of this research are 106 customer of PT. Bank BTN Syariah Yogyakarta branch. Structural Equation Modeling (SEM) was run by an AMOS software for data analysis. The result of the analysis showed that customer relationship marketing has positive influence which is significant toward customer value and product excellence, customer value and product excellence has positive influence which is significant toward customer satisfaction.

This empirical result indicated that in order to increase customer satisfaction as cause of high degree of criticize accepted by PT. Bank BTN Syariah Yogyakarta branch should focus on factors such as: customer relationship marketing, customer value, and product excellence because its factors proven has influence toward degree of customer satisfaction. Theoritical implications and suggestions for future research have been elaborated at the end of this study.

Keywords: *Customer Relationship Marketing, Customer Value, Product Excellence, and Customer Satisfaction*

SEMARANG

FEB UNDIP