

## **ABSTRACT**

*The purpose of this research is to determine the influence of the three independent variables of Customer Relationship Management (CRM); customer commitment, customer service quality, and value added service on customer satisfaction.*

*The type of this research is explanatory research with quantitative approach. Sampling technique in this research use purposive sampling method, while data source is primary data type with questionnaire as instrument. The questionnaire was given to 169 respondents who become customers of PD. BPR Bank Wonosobo. Data analysis technique used in this study is path analysis.*

*The result showed customer commitment, customer service quality, and value added service has positive and significant influence towards the customer satisfaction.*

**Keywords:** *CRM, customer commitment, customer service quality, value added service, customer satisfaction.*