

ABSTRACT

Kandatel Solo is business unit which has operational function and responsible as Delivery Channel for personal segment for all TELKOM products in its operational area. Operational area of Kandatel Solo includes 8 Kancatel and 1 Multi Exchange Area (MEA) which spread out in 11 Regencies and 1 City. The introduction survey result shows performance achievement which is still below the determined target. That's why this research is done to answer the variable related to the occurring of performance which doesn't fulfill the target.

The model which is developed in this research involves four research variables, they are Customer Relationship Management (CRM), the differentiation strategy implementation, competitive superiority, and market performance: customer's satisfaction. The data about the observed variable is got through interview with 100 speedy customers in operational area of Kandatel Solo which is not included in Corporate Line category by using questionnaire. Then the data got is analyzed by using *Structural Equation Modeling* (SEM) analysis technique.

The analysis result using *Structural Equation Modeling* (SEM) analysis technique shows that the examined model is the model appropriate to the estimated population. While the hypothesis examining result shows that the three examined hypothesis can be accepted and proved statistically all, namely CRM is proven influence positively and significantly toward competitive superiority, the differentiation strategy implementation is proven influence positively and significantly toward competitive superiority, and competitive superiority is proven influence positively and significantly toward market performance (customer's satisfaction).

Keywords : *Customer Relationship Management (CRM), the differentiation strategy implementation, competitive superiority, market performance (customer's satisfaction)*