

## **ABSTRACT**

*In the global economic era, competition among companies becomes tighter. This can be shown by the increasing number of carton box packaging producers, both in large scale products (corrugated carton box) and in medium and small scales, also known as mini box. This condition also takes place at CV. Asta Mandiri Kartonindo; a company specialized in the mini box industry. For the last two years, there is a significant decrease in selling due to the decrease of customers' loyalty.*

*This condition forces CV. Asta Mandiri Kartonindo Company to establish more appropriate marketing strategies in order to face the increasingly tighter market challenge. One of them is by improving the customer relationship marketing. This research analyzes the factors influencing on the customer relationship marketing as an effort of improving customers' loyalty.*

*Objective of this research is to analyze factors influencing on the customer relationship marketing to improve customer loyalty. In this research, a theoretical model developed by proposing three hypotheses that will be examined using the Structural Equation Model (SEM) employing AMOS 16 software. The respondents used in this research are customers of CV. Asta Mandiri Kartonindo as many as 105 respondents.*

*The results of SEM data processing for the full model meet the goodness of fit as follows, the value of  $\chi^2 = 88,125$ ; probability = 0,110; GFI = 0,895; AGFI = 0,849; TLI = 0,974; CFI = 0,979; CMIN/DF = 1,207; RMSEA = 0,045. This model is appropriate to be employed. The research results show that customer relationship marketing may be increased by improving product attribute, and services quality. It is expected that, the increasingly higher customer relationship marketing will improve customer's loyalty*

***Keywords: product attribute, quality of service, customer relationship marketing, and customer loyalty***