

**ANALISIS KUALITAS PRODUK, KUALITAS PELAYANAN DAN
PENGGUNAAN MEDIA SOSIAL TERHADAP KEPUASAN
PELANGGAN DENGAN CRM / CUSTOMER RELATIONSHIP
MANAJEMEN (MANAJEMEN HUBUNGAN PELANGGAN)
SEBAGAI VARIABLE MODERATING PADA
PT. SIMPUR MOBIL LAMPUNG
(BRAND DFSK MOTORS)**

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This study aims to analyze the influence of product quality, service quality, and social media usage on customer satisfaction at PT. Simpur Mobil Lampung (DFSK Motors brand), with Customer Relationship Management (CRM) as a moderating variable. The study employs a quantitative approach using a survey method with a 5-point Likert scale questionnaire distributed to 92 customers who had their vehicles serviced at the official DFSK Lampung workshop. Data analysis was conducted using multiple linear regression and moderation regression through SPSS version 25. The results indicate that product quality, service quality, and social media have a positive and significant effect on customer satisfaction, with service quality being the most dominant factor. However, CRM was not found to moderate the relationship between these three variables and customer satisfaction, meaning the effects of product quality, service quality, and social media are direct. These findings provide practical implications for the management of PT. Simpur Mobil Lampung to enhance product quality, service quality, and social media interactions, as well as to manage CRM more effectively to strengthen customer loyalty and satisfaction.

Keywords : Product Quality, Service Quality, Social Media, Customer Relationship Management, Customer Satisfaction, DFSK Motors.