

**THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT,
PRODUCT INNOVATION, AND CUSTOMER VALUE ON CUSTOMER
SATISFACTION**

**(EMPIRICAL STUDY OF APPLE SMARTPHONE USER IN
YOGYAKARTA, INDONESIA)**

***PENGARUH CUSTOMER RELATIONSHIP MANAGEMENT, INOVASI
PRODUK, DAN CUSTOMER VALUE TERHADAP KEPUASAN
PELANGGAN***

***(STUDI EMPIRIS PENGGUNA SMARTPHONE APPLE DI
YOGYAKARTA, INDONESIA)***

UNDERGRADUATE THESIS

Submitted to Fulfill the Requirements to Get a Bachelor's
Degree at the Faculty of Economics, Management Department,
Universitas Muhammadiyah Yogyakarta



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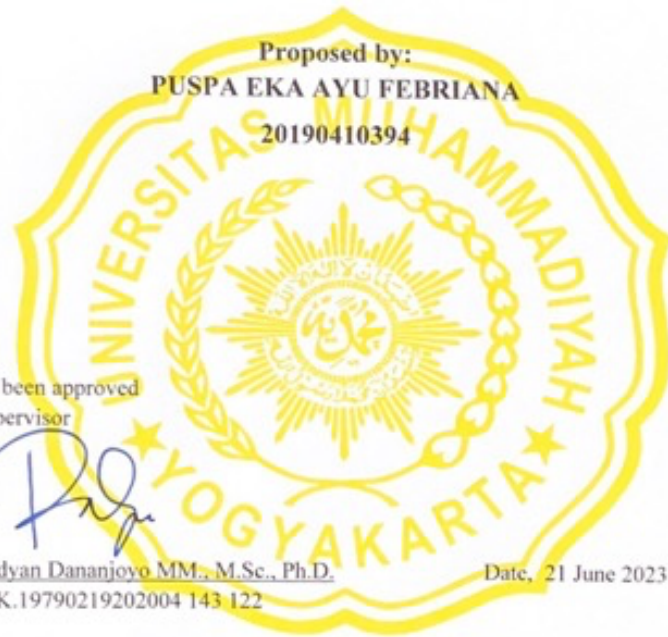
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This thesis has been defended and approved in front of the Broad of Examiners of the
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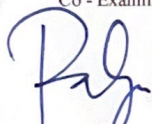
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DECLARATION

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I hereby declare that this thesis entitled: "THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT, PRODUCT INNOVATION, AND CUSTOMER VALUE ON CUSTOMER SATISFACTION (EMPIRICAL STUDY OF APPLE SMARTPHONE USER IN YOGYAKARTA, INDONESIA)" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in references. If any violation of intellectual right is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 21 June 2023



Puspa Eka Ayu Febriana

DEDICATION

All glory and honor belongs to Allah Subhanahu wa ta'ala, who has bestowed His gifts and health. The Last Days Prophet, Prophet Muhammad SAW, has guided us all with his Islamic teachings and unending gifts, enabling researchers to finish their thesis on "THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT, PRODUCT INNOVATION, AND CUSTOMER VALUE ON CUSTOMER SATISFACTION (EMPIRICAL STUDY OF APPLE SMARTPHONE USERS IN YOGYAKARTA, INDONESIA)." In order to complete the prerequisites for a bachelor's degree, the author would like to take this opportunity to show his humility and thanks for all the assistance, direction, and support provided to:

1. My parents, who constantly motivate me to complete my thesis on time. I appreciate their enthusiasm and support in helping me finish to the best of my ability.
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PREFACE

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This script has been structured to fullfil one of the requirements for obtaining a bachelor's degree in the Program of Study For International Management And Business Studies At The Faculty Of Economics And Business At Universitas Muhammadiyah Yogyakarta. Thanks to the help and direction of many different people, I was able to complete this thesis. For this reason, I would like to offer my profound gratitude to the following people and institutions:

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Yogyakarta,



Puspa Eka Ayu Febriana

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