**Hypothesis:**

H1: Higher level relationship with students is associated with greater implementation of CRM processes.

H2: The greater the level of CRM compatible organizational alignment, the stronger is the relationship with students.

H3: The greater the level of CRM technology, the stronger is the relationship with the students.

The methodology used in this study was based on the research questions, the problems to be addressed and also based on the theoretical base. The survey methods used were interviews & questionnaires which were considered to be useful methods used by many authors in the theoretical base of this study. With the data collected from this research, information is obtained that provides directions for designing customer relationship management strategies thereby increasing customer relationship.