

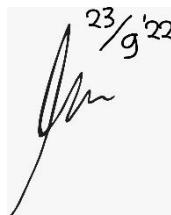
PENERAPAN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PADA PT JASA RAHARJA (PERSERO) CABANG DIY

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Abstrak

Customer Relationship Management (CRM) merupakan suatu strategi yang dapat digunakan dalam pemasaran, khususnya dalam membangun hubungan jangka panjang dengan para pelanggan. Fokus utama CRM selain membangun hubungan jangka panjang dapat digunakan sebagai alat untuk mempertahankan pelanggan menggunakan informasi pelanggan sebagai upaya dalam memenuhi kebutuhan dan keinginan pelanggan, sehingga akan terbentuknya loyalitas terhadap perusahaan. Penelitian ini dilakukan di PT. Jasa Raharja (Persero) Cabang DIY. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana penerapan *Customer Relationship Management (CRM)* yang dilaksanakan oleh PT. Jasa Raharja (Persero) Cabang DIY. Pengumpulan data pada penelitian ini diperoleh dari hasil observasi, wawancara, dan dokumentasi. Metode analis data yang digunakan pada penelitian ini menggunakan metode penelitian deskriptif kualitatif yang dikemukakan oleh Miles & Huberman yaitu meliputi pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini berlandaskan cakupan 5 indikator penerapan CRM yaitu *Identification, Individualization, Interaction, Integration, dan Integrity*. PT. Jasa Raharja sudah melaksanakan penerapan CRM sesuai dengan indikator.

Kata Kunci : *Customer Relationship Management (CRM)*.



**IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT
(CRM) AT PT JASA RAHARJA (PERSERO) DIY BRANCH**

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Abstract

Customer Relationship Management (CRM) is a strategy that can be used in marketing, especially in building long-term relationships with customers. The main focus of CRM in addition to building long-term relationships can be used as a tool to retain customers by using customer information as an effort to meet customer needs and desires, so that loyalty to the company will be formed. This research was conducted at PT. Jasa Raharja (Persero) DIY Branch. The purpose of this study was to find out how the implementation of Customer Relationship Management (CRM) implemented by PT. Jasa Raharja (Persero) DIY Branch. Data collection in this study was obtained from the results of observations, interviews, and documentation. The data analysis method used in this study uses a qualitative descriptive research method proposed by Miles & Huberman which includes data collection, data reduction, data presentation, and drawing conclusions. This research is based on the coverage of 5 indicators of CRM implementation including Identification, Individualization, Interaction, Integration, and Integrity. PT. Jasa Raharja has implemented CRM implementation in accordance with the indicators.

Keywords : *Customer Relationship Management (CRM).*

