

PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* PADA PT BANK BUKOPIN KCP BANTUL

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Abstrak

Penelitian ini bertujuan untuk mengetahui (1) Bagaimana penerapan CRM dalam tiga indikator (*people, process, dan technology*) pada Bank Bukopin KCP Bantul. (2) Memberikan saran yang dapat digunakan untuk meningkatkan kinerja CRM di Bank Bukopin KCP Bantul. Pengambilan sampel dalam penelitian ini menggunakan metode *Purposive Sampling* pada karyawan yang melakukan kegiatan CRM. Sumber data yang digunakan dalam penelitian ini adalah data primer dengan mewawancarai karyawan Bank Bukopin KCP Bantul yang melakukan kegiatan CRM. (1) Melalui analisa deskriptif Bank Bukopin telah melakukan kegiatan CRM yang memenuhi tiga indikator (*people, process, dan technology*). (2) beberapa saran yang dapat digunakan Bank Bukopin KCP Bantul seperti Pemaksimalan interface *mobile banking* Wokee, mencoba mengembangkan *marketing cloud*, melakukan survey secara berkala agar mengetahui kebutuhan konsumen.

Kata Kunci: *Customer Relationship Management, Analisis Deskriptif*

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IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT AT PT BUKOPIN BANK KCP BANTUL

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Abstract

This study aims to find out (1) How is CRM implemented in three indicators (people, process, and technology) at Bank Bukopin KCP Bantul. (2) Provide suggestions that can be used to improve CRM performance at Bank Bukopin KCP Bantul. Sampling in this study used the Purposive Sampling method for employees who carry out CRM activities. The data source used in this study is primary data by interviewing Bank Bukopin KCP Bantul employees who carry out CRM activities. The results of the research show that (1) Through descriptive analysis, Bank Bukopin has conducted CRM activities that meet three indicators (people, process and technology). (2) some suggestions that can be used by Bank Bukopin KCP Bantul such as maximizing the Wokee mobile banking interface, trying to develop a marketing cloud, conducting regular surveys to find out consumer needs.

Keywords: *Customer Relationship Management, Descriptive Analysis*