

ANALISIS *CUSTOMER RELATIONSHIP MANAGEMENT* PADA PT NUSANTARA SAKTI GEJAYAN

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Abstrak

Penelitian ini dilakukan di PT Nusantara Sakti Gejayan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pelaksanaan *customer relationship management* yang dilakukan oleh PT Nusantara Sakti Gejayan. Metode yang digunakan dalam pengambilan sampel yaitu *purposive sampling* dengan jumlah sampel sebanyak 70 responden. Kriteria sampel pada penelitian ini yaitu konsumen yang melakukan pembelian sepeda motor pada bulan Mei 2023 di PT Nusantara Sakti Gejayan. Metode perolehan data yang digunakan dalam penelitian adalah data primer berupa kuesioner pada skala likert 5 poin. Metode analisis data yang digunakan yaitu meliputi uji validitas, uji reliabilitas dan *arithmetic mean*. Hasil analisis penelitian ini menunjukkan bahwa indikator teknologi memiliki nilai rata-rata hitung sebesar 3,76 yang termasuk dalam kategori setuju, indikator orang memiliki nilai rata-rata hitung sebesar 3,52 yang termasuk dalam kategori setuju, indikator proses memiliki nilai rata-rata hitung sebesar 3,64 yang termasuk dalam kategori setuju, indikator wawasan dan pengetahuan memiliki nilai rata-rata hitung sebesar 3,35 yang termasuk dalam kategori netral. Berdasarkan hasil perhitungan nilai rata-rata variabel *customer relationship management* diperoleh hasil sebesar 3,56 yang termasuk dalam kategori setuju.

Kata Kunci: *Customer Relationship Management*

 13/10 '23

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Abstract

This research was conducted at PT Nusantara Sakti Gejayan. The purpose of this research is to find out how the implementation of customer relationship management is carried out by PT Nusantara Sakti Gejayan. The method used in sampling is purposive sampling with a total sample of 70 respondents. The sample criteria in this study are consumers who purchase motorbikes in May 2023 at PT Nusantara Sakti Gejayan. The data acquisition method used in this study was primary data in the form of a questionnaire on a 5-point Likert scale. The data analysis method used includes validity, reliability and arithmetic mean tests. The results of the analysis of this study show that the technology indicator has an average calculated value of 3.76 which is included in the agree category, the people indicator has an average calculated value of 3, 52 are included in the agree category, the process indicator has a calculated average value of 3.64 which is included in the agree category, insight and knowledge indicators have a calculated average value of 3.35 which is included in the neutral category. Based on the results of calculating the average value of the customer relationship management variable, a result of 3.56 is obtained which is included in the agree category.

Keywords: *Customer Relationship Management*

