

ANALISIS *CUSTOMER RELATIONSHIP MANAGEMENT* PADA PT TUNAS JAYA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis *Customer Relationship Management* (CRM) Pada PT Tunas Jaya Yogyakarta. Penelitian menggunakan pendekatan deskriptif kuantitatif dengan sampel sebanyak 74 responden. Teknik pengambilan sampel penelitian ini menggunakan teknik *random sampling*. Hasil analisis menunjukkan bahwa rata-rata keseluruhan CRM berada pada kategori “Sangat Setuju” dengan nilai 3,25. Indikator Proses memperoleh nilai tertinggi (3,33), diikuti SDM (3,24), dan Teknologi nilai terendah (3,20). Instrumen penelitian dinyatakan reliabel dengan nilai *Cronbach's Alpha* sebesar 0,800. Hasil ini menunjukkan bahwa CRM telah diterapkan dengan cukup baik, namun aspek teknologi dan SDM masih perlu ditingkatkan.

Kata Kunci: *Customer Relationship Management*

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Abstract

This study aims to analyze Customer Relationship Management (CRM) at PT Tunas Jaya Yogyakarta. The study used a quantitative descriptive approach with a sample of 74 respondents. The sampling technique used in this study was a random sampling technique. The results of the analysis showed that the overall average of CRM was in the "Strongly Agree" category with a value of 3.25. The Process Indicator obtained the highest value (3.33), followed by HR (3.24), and Technology the lowest value (3.20). The research instrument was declared reliable with a Cronbach's Alpha value of 0.800. These results indicate that CRM has been implemented quite well, but the technology and HR aspects still need to be improved.

Keywords: *Customer Relationship Management*