


EVALUASI PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* PADA PT PUTRADUTA BUANASENTOSA CABANG KLATEN

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Abstrak

Pada penelitian ini bertujuan untuk mengetahui penerapan *Customer Relationship Management* (CRM) pada PT Putraduta Buanasentosa Cabang Klaten. Penelitian ini yang menggunakan metode deskriptif kuantitatif. Data primer bersumber dari jawaban kuesioner yang di sebar ke perusahaan yang bekerja sama. Teknik pengambilan data sampel yang digunakan dalam penelitian ini menggunakan random sampling dengan jumlah 47 responden. Berdasarkan hasil penelitian keseluruhan, variabel *customer relationship management* (CRM) memiliki nilai rata-rata hitung sebesar 3,60, yang termasuk kategori sangat setuju. Berdasarkan hasil penelitian, pada indikator orang memiliki nilai rata-rata sebesar 3,57 termasuk kategori sangat setuju, indikator proses memiliki nilai rata-rata sebesar 3,63 termasuk kategori sangat setuju, indikator teknologi memiliki nilai rata-rata sebesar 3,59 yang termasuk kategori sangat setuju.

Kata Kunci: *Customer Relationship Management*

12/11 '25


***EVALUATION OF CUSTOMER RELATIONSHIP MANAGEMENT
IMPLEMENTATION AT PT PUTRADUTA BUANASENTOSA KLATEN
BRANCH***

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Abstract

This study aims to determine the role of Customer Relationship Management (CRM) at PT Putraduta Buanasentosa Klaten Branch. This study employed a descriptive method. Primary data comes from answers to questionnaires distributed to collaborating companies. The sampling technique employed in this study utilized random sampling, involving a total of 47 respondents. Based on the overall research results, the customer relationship management (CRM) variable has an average value of 3.60, which falls within the strongly agree category. Based on the research results, the people indicator has an average value of 3.57, including the strongly agree category. The process indicator has an average value of 3.63, including the strongly agree category. The technology indicator has an average value of 3.59, including the strongly agree category.

Keywords: *Customer Relationship Management*