


ANALISIS PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) PADA PT Q MEDIA KREATIVISIA YOGYAKARTA

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Abstrak

Penelitian ini dilakukan di PT Q Media Kreativisia Yogyakarta untuk mengetahui dan menganalisis penerapan *Customer Relationship Management* (CRM). Metode penelitian yang digunakan adalah metode kualitatif dengan teknik pengumpulan data melalui wawancara dan teknik sampling *purposive sampling*. Analisis dalam penelitian ini mengevaluasi dimensi manusia, proses, teknologi dan pengetahuan dan wawasan yang diuji dengan delapan indikator. Hasil analisis menunjukkan bahwa penerapan CRM pada dimensi manusia proses serta pengetahuan dan wawasan telah berjalan dengan baik melalui pelayanan, profesionalisme, *sales process*, *after sales process* hingga membangun hubungan berkelanjutan, namun pada dimensi teknologi ditemukan kekurangan dalam pengelolaan basis data pelanggan yang masih bersifat manual.

Kata Kunci: *Customer Relationship Management, Kualitatif, Purposive Sampling*

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***ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
IMPLEMENTATION AT PT Q MEDIA KREATIVISIA YOGYAKARTA***

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Abstract

This research was conducted at PT Q Media Kreativisia Yogyakarta to identify and analyze the implementation of Customer Relationship Management (CRM). The research method was qualitative, with data collected through interviews and purposive sampling. The analysis in this study evaluated the dimensions of people, process, technology, and knowledge and insight, using eight indicators. The analysis demonstrated that implementing CRM across the people, process, knowledge, and insight dimensions performed well through service, professionalism, sales process, and after-sales process to build sustainable relationships. However, in the technology dimension, a deficiency was found in the management of the customer database, which remains manual.

Keywords: *Customer Relationship Management, Qualitative, Purposive Sampling*