

## **PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* PT GIT SOLUTION YOGYAKARTA**

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### **Abstrak**

Penelitian ini bertujuan untuk mengetahui bagaimana penerapan *Customer Relationship Management* yang dilakukan oleh PT GIT Solution Yogyakarta. *Customer Relationship Management* merupakan strategi bisnis yang mengintegrasikan proses dan fungsi internal serta eksternal untuk menciptakan dan menyampaikan nilai bagi pelanggan sasaran dalam rangka mendapatkan laba. *Customer Relationship Management* ditunjang dengan data pelanggan berkualitas tinggi difasilitas teknologi informasi. Penelitian ini menggunakan metode deskriptif kualitatif dan metode pengumpulan data adalah wawancara, observasi dan dokumentasi. Berdasarkan hasil penelitian yang telah dilakukan oleh penulis, dapat disimpulkan bahwa perusahaan telah menerapkan semua tahap-tahap *Customer Relationship Management* dimulai dari tahap *Identification, Individualization, Interaction, Integration* dan *Integrity*. Dengan menerapkan *Customer Relationship Management*, diharapkan pelanggan mendapat kepuasan atas pelayanan yang diberikan oleh perusahaan dan meningkatkan jumlah pelanggan loyal. Perusahaan pula mendapatkan berbagai manfaat lain setelah menerapkan *Customer Relationship Management* dan menghadapi beberapa hambatan dalam melaksanakan *Customer Relationship Management*.

**Kata Kunci :** *Customer Relationship Management*

**IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT  
PT GIT SOLUTION YOGYAKARTA**

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***Abstract***

*This study aims to find out how the implementation of Customer Relationship Management conducted by PT GIT Solution Yogyakarta. Customer Relationship Management is a business strategy that integrates internal and external processes and functions to create and deliver value to target customers in order to earn profits. Customer Relationship Management is supported by high quality customer data in information technology facilities. This study uses qualitative descriptive methods and the data collection methods are interviews, observation and documentation. Based on the results of study conducted by the researcher, it can be concluded that the company has implemented all stages of Customer Relationship Management starting from the stage of Identification, Individualization, Interaction, Integration and Integrity. By implementing Customer Relationship Management, customers are expected to get the satisfaction with the services provided by the company and the increase of loyal customers. The company also received various other benefits after applying Customer Relationship Management and faced several obstacles in implementing Customer Relationship Management.*

***Keywords : Customer Relationship Management***