

ANALISIS PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) PADA PT. SISFOMEDIKA

Alwi Rizki

Abstrak

Penelitian ini bertujuan untuk menganalisis penerapan *Customer Relationship Management* (CRM) pada PT. Sisfomedika. Perusahaan ini merupakan perusahaan yang bergerak dibidang konsultan dan pengembangan teknologi informasi spesialis sektor kesehatan. Penelitian ini langsung dilakukan di PT. Sisfomedika, metode penelitian yang digunakan oleh penulis dalam memperoleh responden yaitu dengan metode pengambilan sampel jenuh atau mengambil semua sampel yang ada yaitu 3 orang responden. Analisis pada penelitian ini menggunakan observasi langsung pada PT. Sisfomedika dan wawancara kepada responden yang sering berhubungan langsung dengan konsumen, yaitu *program manager, programmer, dan sales marketing* PT. Sisfomedika. Berdasarkan hasil observasi dan wawancara, PT. Sisfomedika menerapkan *Customer Relationship Management* (CRM) dengan metode *bonding* (ikatan), *trust* (kepercayaan), *emphathy* (empati), dan *reciprocity* (resiprokal) yang mana metode tersebut dapat meningkatkan loyalitas pelanggan. Penerapan *Customer Relationship Management* (CRM) dapat memberikan keuntungan bagi perusahaan maupun pelanggan, sehingga penting bagi perusahaan untuk menjaga hubungan baik dengan pelanggan.

Kata Kunci: *Customer Relationship Management (CRM), Bonding (Ikatan), Trust (Kepercayaan), Emphathy (Empati), dan Reciprocity (Resiprokal)*

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ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IMPLEMENTATION AT PT. SISFOMEDIKA

Alwi Rizki

Abstract

This study aims to analyze the implementation of Customer Relationship Management (CRM) at PT. Sisfomedika. This company is a company engaged in the consulting and development of information technology specialists in the health sector. This research was directly conducted at PT. Sisfomedika, the research method used by the author in obtaining respondents is the saturated sampling method or taking all the existing samples of 3 respondents. The analysis in this study uses direct observation at PT. Sisfomedika and interviews with respondents who often deal directly with consumers, they are program managers, programmers, and sales marketing PT. Sisfomedika. Based on the results of observations and interviews, PT. Sisfomedika applies Customer Relationship Management (CRM) with the method of bonding, trust, empathy, and reciprocity, which methods can increase customer loyalty. The implementation of Customer Relationship Management (CRM) can provide benefits for both companies and customers, so it is important for companies to maintain good relationships with customers.

Keywords: *Customer Relationship Management (CRM), Bonding, Trust, Empathy, and Reciprocity*