

ABSTRAK

Putri Rizkiah, NPM : 202325, **Judul “ANALISIS IMPLEMENTASI *CUSTOMER RELATIONSHIP MANAGEMENT (CRM)* DALAM MENINGKATKAN LOYALITAS PELANGGAN (STUDI PADA PT POS INDONESIA KCP ALABIO)”** dibawah bimbingan Bapak Jamil Rifani. S.Sos, MM

Dalam kondisi persaingan yang ketat, loyalitas pelanggan menjadi salah satu faktor kunci keberlangsungan perusahaan. *Customer Relationship Management (CRM)* adalah strategi yang digunakan oleh perusahaan untuk mengelola interaksi dengan pelanggan serta meningkatkan hubungan dan pengalaman pelanggan dengan perusahaan. Penelitian ini bertujuan untuk mengetahui implementasi *CRM* yang dilakukan oleh PT Pos Indonesia KCP Alabio serta faktor apa saja yang mendukung dan menghambat implementasi *CRM* dalam meningkatkan loyalitas pelanggan. Indikator Implementasi *CRM* menggunakan teori Kotler dan Armstrong (2008) meliputi pengelolaan data pelanggan (*Customer Database Management*), penanganan keluhan (*complaint handling*), serta komunikasi berkelanjutan dengan pelanggan (*Continuous Communication*)..

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data diperoleh dari wawancara dengan kepala kantor dan karyawan PT Pos Indonesia KCP Alabio, pelanggan tetap, observasi, dan dokumentasi. Menggunakan teori Kotler dan Keller (2016) dengan 3 indikator loyalitas pelanggan yaitu pembelian ulang (*repeat order*), ketahanan terhadap pesaing, dan kesediaan merekomendasikan layanan.

Hasil penelitian menunjukkan bahwa implementasi *Customer Relationship Management (CRM)* di PT Pos Indonesia KCP Alabio telah dilaksanakan dengan baik. Meskipun masih terdapat beberapa kendala, seperti data pelanggan yang belum lengkap, serta gangguan sistem, perusahaan terus melakukan upaya perbaikan pelayanan. Implementasi *CRM* tersebut berdampak positif terhadap loyalitas pelanggan yang ditunjukkan melalui pembelian ulang, ketahanan terhadap pesaing, dan kesediaan pelanggan untuk merekomendasikan layanan PT Pos Indonesia KCP Alabio kepada orang lain.

Kata Kunci : *CRM, loyalitas Pelanggan, PT Pos Indonesia*

ABSTRACT

Putri Rizkiah NPM: 202325, **TITLE: "ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IMPLEMENTATION IN ENHANCING CUSTOMER LOYALTY (A STUDY AT PT POS INDONESIA KCP ALABIO),"** supervised by Mr. Jamil Rifani, S.Sos, MM.

In a highly competitive environment, customer loyalty is a key factor in a company's sustainability. Customer Relationship Management (CRM) is a strategy employed by companies to manage interactions with customers and enhance customer relationships and experiences. This study aims to examine the CRM implementation at PT Pos Indonesia KCP Alabio and identify the factors that facilitate or hinder this implementation in the context of boosting customer loyalty. The CRM implementation indicators are based on the theory of Kotler and Armstrong (2008), comprising customer database management, complaint handling, and continuous communication with customers.

This study employs a qualitative method with a descriptive approach. Data were collected through interviews with the branch manager and employees of PT Pos Indonesia KCP Alabio as well as regular customers, alongside observation and documentation analysis. The study utilizes the theory of Kotler and Keller (2016), focusing on three indicators of customer loyalty: repeat purchases, resilience against competitors, and willingness to recommend the service.

The research findings indicate that CRM implementation at PT Pos Indonesia KCP Alabio has been carried out effectively. Despite facing certain challenges such as incomplete customer data and system disruptions the company continues its efforts to improve service quality. This CRM implementation has positively impacted customer loyalty, evidenced by repeat purchases, resilience against competitors, and customers' willingness to recommend PT Pos Indonesia KCP Alabio's services to others.

Keywords: CRM, Customer Loyalty, PT Pos Indonesia