

**CUSTOMER RELATIONS MANAGEMENT OLEH PT COFFEE TOFFEE  
DALAM MENJAGA LOYALITAS PELANGGAN**

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**Abstrak**

**Latar Belakang Masalah** *customer relations management* oleh PT Coffee Toffee dalam menjaga loyalitas pelanggan untuk menyediakan nilai yang optimal kepada pelanggan sehingga para pelanggan mendapatkan kepuasan pelayanan yang di berikan oleh PT Coffee Toffee. **Tujuan** penulisan ini ialah mengetahui bagaimana *public relations* PT Coffee Toffee menjalankan kegiatannya untuk menjaga loyalitas pelanggan dengan menggunakan *customer relations management*. **Teori** yang digunakan dalam penelitian ini adalah komunikasi, *public relations*, *customer relations*, *customer relations management*, *customer loyalty*, dan media sosial. **Metode Penelitian** yang digunakan adalah metode penelitian kualitatif. Teknik pengumpulan data yang digunakan berdasarkan wawancara mendalam, observasi langsung dengan *public relations and promotion manager* dan pelanggan Coffee Toffee. **Hasil Penelitian** menunjukkan kegiatan yang dibuat oleh *public relations and promotion manager*, yang dijalankan dalam membangun *customer relations* berjalan dengan baik dan membawa dampak baik bagi pihak perusahaan serta pihak publik. **Kesimpulan** dalam penelitian ini adalah kegiatan yang dilakukan *public relations and promotion manager* PT Coffee Toffee dalam menjalankan program *customer relations management* yaitu untuk membina hubungan baik dalam jangka panjang kepada pelanggan dan dari serangkaian kegiatan tersebut PT Coffee Toffee sudah cukup berhasil menjalankan kegiatan *customer relations management*. **Saran** kegiatan yang dibuat *public relations and promotion manager* hendaknya lebih kreatif dalam penyebaran informasi melalui sosialisasi dan media *online* yang secara terus menerus sehingga pelanggan mengetahui mengenai program atau kegiatan *customer relations* dari PT Coffee Toffee untuk pelanggannya.

**Kata Kunci** : Coffee Toffee, Kegiatan *Customer Relations Management*, Hubungan Baik, Loyalitas Pelanggan.

**CUSTOMER RELATIONSHIP MANAGEMENT BY PT COFFEE  
TOFFEE  
IN KEEPING CUSTOMER LOYALTY**

**Eunike Bellariza Timbuleng**

**Abstract**

**Background** customer relationship management by PT Coffee Toffee in keeping customer's loyalty to provide optimal service toward the customer to earn their satisfaction in purchasing the service offered by PT Coffee Toffee. **The Purpose** of this paper is addressed toward the understanding on how public relations in PT Coffee Toffee is being ran in order to maintain customer's loyalty by using utilizing customer relations management. **The theories** being applied in this research are communications, public relations, customer relations, customer relations management, customer loyalty, and media social. **The research method** that is being utilize is qualitative research. The technique used to collect the data are being based on a profound interview that was conducted, direct observation with the public relations and promotion manager with the customer of Coffee Toffee. **Results** from this interview showed that the system made by the public relations and promotion manager, which is being conducted in building customer relations functioning in orderly manner and s bringing a positive effect both for the company and for the public. **The Conclusions** of this research is that through the effort done by public relations and promotion manager of PT Coffee Toffee in running the customer relationship management program which is to build good long-term relationship toward the customer and from the chain of said activity, PT Coffee Toffee has been successful in running the customer relations management. **Suggestion** activities made by public relations and promotion manager should be more creative in the area of information distribution through social events and through online media continuously in order for the customers to know more about the program or event customer relations management from PT Coffee Toffee for their customer.

**Keyword:** Coffee Toffee, Customer Relationship Management, Good Relationship,  
Customer Loyalty.