

PERAN CUSTOMER RELATIONSHIP MARKETING TERHADAP NASABAH BANK SYARIAH INDONESIA

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ABSTRAK

Strategi Customer Relationship Marketing merupakan salah satu upaya bank untuk meningkatkan loyalitas nasabah agar transaksi di lembaga perbankan tidak terhenti serta bank mendapatkan pendapatan untuk terus berkembang dan berekspansi. Bank Syariah Indonesia merupakan bank penggabungan di tahun 2021 antara 3 bank syariah tentu diperlukan peran Customer Relationship Marketing yang mampu menjadikan nasabah loyal terhadap bank tersebut. Penelitian ini bertujuan untuk mengetahui seberapa besar kepuasan nasabah BSI terhadap pelayanan bank. Penelitian ini menggunakan metode kuantitatif dengan menggunakan kuesioner pada nasabah BSI, hasil penelitiannya menunjukkan bahwa BSI sudah cukup baik akan tetapi masih terdapat kekurangan yaitu mesin ATM yang kurang tersebar di beberapa tempat.

Kata Kunci: Strategi Customer Relationship Marketing

THE ROLE OF CUSTOMER RELATIONSHIP MARKETING TO CUSTOMER OF BANK SYARIAH INDONESIA

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ABSTRACT

The Customer Relationship Marketing Strategy is one of the bank's efforts to increase customer loyalty so that transactions at banking institutions do not stop and banks get income to continue to grow and expand. Bank Syariah Indonesia is a merging bank in 2021 between 3 Islamic banks, of course the role of Customer Relationship Marketing is needed which is able to make customers loyal to the bank. This study aims to determine how much BSI customer satisfaction with bank services. This research uses a quantitative method using a questionnaire on BSI customers, the results of the research show that BSI is good enough, but there are still deficiencies, namely ATM machines that are not spread in several places.

Keywords: *Customer Relationship Marketing Strategy*