

STRATEGI *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) PT. RAJA SAKTI TELEMATIKA DALAM MENINGKATKAN LOYALITAS KONSUMEN

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ABSTRAK

Customer Relationship Management (CRM) menjadi salah satu kegiatan dalam membina hubungan dengan khalayak. Hal tersebut berhubungan dengan adanya pendekatan terintegrasi terhadap semua aspek dalam perusahaan kaitannya dengan pelanggan. Kegiatan tersebut termasuk pada marketing, sales, dan *support*. Kegiatan *Customer Relationship Management* (CRM) tidak lepas dari strategi komunikasi sebagai hubungan media yang akan menguntungkan kedua belah pihak. Kegiatan itu sendiri terdiri atas pemanfaatan teknologi sebagai sarana penghubung dengan pelanggan. Penelitian ini ingin mengetahui bagaimana strategi *Customer Relationship Management* (CRM) PT. Raja Sakti Telematika dalam meningkatkan loyalitas konsumen. Subyek penelitian ini adalah PT. Raja Sakti Telematika yang berlokasi di Bekasi. PT. Raja Sakti Telematika telah memiliki pelanggan yang setia sejak berdirinya perusahaan tersebut. Teori yang digunakan pada penelitian ini adalah difusi inovasi. Penelitian ini menggunakan metode kualitatif dengan menggali informasi melalui interview mendalam guna mengetahui bagaimana strategi *Customer Relationship Management* (CRM) PT. Raja Sakti Telematika dalam meningkatkan loyalitas konsumen. Hasil dari penelitian ini adalah strategi *Customer Relationship Management* (CRM) PT. Raja Sakti Telematika dalam meningkatkan loyalitas konsumen yaitu dengan penyelenggaraan acara dan memublikasikannya melalui media serta pemanfaatan teknologi informasi dalam melakukan inovasi produk. Acara yang diselenggarakan dapat menjadi kesempatan bagi perusahaan untuk menjalin hubungan yang intim dengan pelanggan. Peneliti berharap penelitian ini memberi manfaat untuk lembaga pendidikan dalam menciptakan lulusan yang lebih produktif di bidang komunikasi perusahaan terkait strategi *customer relationship management* (CRM) dalam meningkatkan loyalitas konsumen. Sehingga nantinya lulusan harus menciptakan banyak ide-ide serta gagasan dalam pengembangan penerapan strategi *customer relationship management* (CRM).

Kata Kunci: *Customer Relationship Management* (CRM), Kesetiaan Pelanggan, Strategi Komunikasi.

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ABSTRACT

Customer Relationship Management (CRM) is one of the activities in building relationships with audiences. This is related to the existence of an integrated approach to all aspects of the company in relation to customers. These activities include marketing, sales, and support. Customer Relationship Management (CRM) activities cannot be separated from communication strategies as media relations that will benefit both parties. The activity itself consists of utilizing technology as a means of connecting with customers. This study wants to find out how the Customer Relationship Management (CRM) strategy of PT. Raja Sakti Telematics in increasing consumer loyalty. The object of this study is to examine the Customer Relationship Management (CRM) strategy in increasing consumer loyalty. The subject of this research is PT. Raja Sakti Telematics, located in Bekasi. PT. Raja Sakti Telematics has had loyal customers since the founding of the company. The theory used in this research is innovation diffusion. This study uses qualitative methods by digging information through in-depth interviews to find out how the Customer Relationship Management (CRM) strategy of PT. Raja Sakti Telematics in increasing consumer loyalty. The results of this study are the Customer Relationship Management (CRM) strategy of PT. Raja Sakti Telematics in increasing consumer loyalty is to organize events and publish them through the media and use of information technology in product innovation. Events that are held can be an opportunity for companies to establish intimate relationships with customers. The event held by the company can be a proof of the company in serving and facilitating customers. Researchers also hope that this research will benefit educational institutions in creating graduates who are more productive in the field of corporate communication related to customer relationship management (CRM) strategies in increasing consumer loyalty. So that graduates will have to create many ideas and ideas in developing the application of customer relationship management (CRM) strategies..

Keywords: *Consumer Loyalty, Customer Relationship Managemnt (CRM), Startegy Communications..*