

ABSTRACT

The name and logo change from PT Jamsostek (Persero) to BPJS makes the brand awareness of BPJS decrease. The company image that has been influenced by the brand awareness from 2012 is always increasing, but after the name changed to BPJS, the brand awareness to the participator is started to decrease, even with the effort to introduce the new name has been spread through printed media, television, and social media. It is feared that problem will make the customer satisfaction declined.

This research is conducted in order to analyze and find out the influence of customer relationship marketing and service quality on customer satisfaction at the companies that take parts in the Social Security Manpower Agency (BPJS ketenagakerjaan) Palangkaraya.

This research used a quantitative research method with a causality research approach. This method is being carried out by collecting the data, testing the data, and getting the result of a causal relationship between independent variable, which is customer relationship marketing and service quality, and the dependent variable, which is customer satisfaction. The population in this study was all the customer of companies that take parts in the Social Security Manpower Agency (BPJS ketenagakerjaan) Palangkaraya, which are amounted to 1.431 companies, and 93 companies are chosen as a sample in this study. The data analysis is done by using a regression analysis technique, correlation, and hypothesis test.

The result of this research shows that the customer relationship marketing variable is significantly influencing the customer satisfaction, service quality variable is significantly influencing the customer satisfaction, and both variables also simultaneously influencing the customer satisfaction.

Keywords: Customer Relationship marketing, Service Quality, Customer Satisfaction

ABSTRAK

Perubahan nama dan logo dari PT Jamsostek (Persero) menjadi BPJS Ketenagakerjaan membuat Brand Awareness BPJS Ketenagakerjaan menjadi berkurang, Citra Perusahaan yang dipengaruhi oleh pengetahuan terhadap Brand dari tahun 2012 selalu meningkat tetapi setelah berubah nama menjadi BPJS Ketenagakerjaan, keterkenalannya kepada peserta terlihat berkurang walaupun usaha-usaha memperkenalkan nama BPJS Ketenagakerjaan sudah dilakukan di media cetak, televisi dan media sosial. Hal ini membuat kepuasan peserta menurun.

Penelitian ini dilakukan dengan tujuan untuk mengetahui dan menganalisis pengaruh customer relationship marketing dan kualitas layanan terhadap kepuasan pelanggan pada perusahaan peserta bpjs ketenagakerjaan palangkaraya.

Metode yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan pendekatan hubungan kausalitas sebab akibat (*causality research*). Metode ini dilakukan dengan cara mengumpulkan data, melakukan pengujian terhadap data tersebut dan mendapatkan hasil dari hubungan sebab akibat antara variabel independen yaitu customer relationship marketing dan kualitas layanan terhadap variabel dependen yaitu kepuasan pelanggan. Populasi dalam penelitian adalah semua perusahaan pelanggan peserta BPJS Ketenagakerjaan Palangkaraya yang berjumlah 1.431 perusahaan, dan didapat sampel sebanyak 93 perusahaan. Analisis data menggunakan teknik analisis regresi, korelasi, dan uji hipotesis..

Hasil penelitian menunjukkan bahwa variabel customer relationship marketing berpengaruh signifikan terhadap kepuasan pelanggan. Variabel kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan. Variabel customer relationship marketing dan kualitas layanan berpengaruh signifikan terhadap kepuasan pelanggan.

MERCU BUANA

Kata kunci : *Customer Relationship marketing, Kualitas Layanan, Kepuasan Pelanggan*