

ABSTRAK

AKTIFITAS CRM DALAM MEMPERTAHANKAN MINAT MENABUNG DI MASA PANDEMI

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Judul : Aktifitas CRM dalam mempertahankan minat menabung di masa
: pandemic (Studi unit CSO di BCA KCP Pondok Indah Jakarta
: Selatan)
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Penelitian ini tentang Aktifitas CRM Dalam Mempertahankan Minat Menabung di Masa Pandemi. Konsep yang digunakan dalam penelitian ini adalah model CRM (*customer relationship management*) *customer satisfaction, customer behavior, customer value*. Penelitian ini menggunakan post-positivisme dengan pendekatan kualitatif, dengan metode penelitian deskriptif kualitatif. Peneliti menyajikan data dari pihak internal maupun eksternal, analisi observasi serta wawancara mendalam dengan beberapa narasumber yang berkaitan langsung dengan penelitian yang diteliti. Hasil menunjukkan bahwa bank BCA KCP Pondok Indah dalam mempertahankan minat menabung di masa pandemi melalui konsep CRM dikatakan bekerja dan menghasilkan hasil yang baik. Kesimpulan dari Aktifitas CRM dalam mempertahankan minat menabung bank BCA di masa pandemi dengan menggunakan model CRM bekerja dengan baik dan berhasil mempertahankan minat menabung nasabah.

Kata kunci: Customer Relations, Minat Menabung, Pandemi, CRM, Aktifitas

ABSTRACT

CRM Activities in Maintaining Saving Interest During the Pandemic

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This research is about CRM Analysis in Maintiaining Intereset in Saving during the Pandemic. The concepts used in this research are the CRM (Customer Relationship Management) model of customer satisfaction, customer behavior, customer value. This research uses post-positivism with qualitative approach, with descriptive qualitative research methods. Reserchers name present data from internal dan ecternal parties, analysis of observations and in-depth interviews with several sources directly related to research under study. The results show that BCA KCP Pondok Indah bca in maintaining interest in saving during a pandemic through the CRM concept is said to be working and producing good results. The conclusion from the analysis of CRM in maintaining BCA bank's interest in saving during a pandemic using the CRM model works well and succeeds in maintaining customer interes in saving.

Keywords: *Customer Relations, Interest in Saving, Pandemic, CRM, Aktivty*



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