



**FAKULTAS ILMU KOMUNIKASI
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**STRATEGI CUSTOMER RETENTION MARKETING (CRM) PT.DELTA
CIPTA MANDIRI DALAM MENINGKATKAN KEPUASAN
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ABSTRAKSI

CRM (Customer Retention Marketing) solely on forming long-term relationships with existing customers. Customer loyalty can be won or lost, depending on how companies deal with them and if they get what they want. Currently there are many companies in Indonesia which has not been awarded the Certificate of Quality Management System, the environment, as well as other international management system. This is a potential opportunity for PT.Delta Cipta Mandiri to get new clients who wish to obtain a certificate tersebut.PT. Delta Cipta Mandiri is a company engaged in consulting services and training for Environmental Quality Management System, Social Responsibility, Health and Safety.

Researchers used the theory of Don Peppers and Martha Rogers , namely by applying the concept of IDIC Identification , Differentiate , Interaction , this Customization. Model suggest that every company should take four steps in building a closer relationship *one-to -one relationship* with the customer .

This study to be done with descriptive and qualitative pendekanatan . As researchers objects PT.Delta Cipta Mandiri aims to determine the strategy Customer Retention Marketing (CRM) will be undertaken by PT.Delta Cipta Mandiri in improving customer satisfaction

Results peneletian contains translations of the CRM strategy PT.Delta Cipta Mandiri . The company uses Gathering Customer Loyalty Program and is to provide the best waiter for our customers and prospective customers by fulfilling the requirements desired by customers and prospective customers .

Services in retaining customers in the Marketing Excutive PT.Delta Cipta Mandiri largely has met dimensions in IDIC (Identification - Differentiation - Interaction - Customization .