

Universitas Mercu Buana
Fakultas Ilmu Komunikasi
Bidang Studi Public Relations
Septarina Tajrial Adni
44219110206

“Penerapan Dimensi CRM di PT. Bank CIMB Niaga Cabang Puri Indah Jakarta Barat dalam Membentuk Loyalitas Nasabah”

Bibliografi: 5 Bab 72 Halaman + Lampiran + 14 Buku + 13 Jurnal + 4 Internet

ABSTRAK

Membangun hubungan baik dengan nasabah merupakan kiat-kiat untuk sukses bagi setiap perusahaan, dalam proses membina hubungan baik dengan nasabah penting untuk memperhatikan nasabah. Konsep Customer Relationship Management muncul karena para pebisnis menyadari bahwa bisnis akan terus ada. Penelitian ini bertujuan untuk memahami aktivitas hubungan nasabah pada PT. Bank CIMB Niaga Cabang Puri Indah Jakarta Barat.

Jenis penelitian ini merupakan penelitian deskriptif kualitatif yang mana peneliti mengkaji suatu kasus secara intensif dan mendetail. Penelitian ini menggunakan teknik pengumpulan data wawancara, observasi, dan dokumentasi. Untuk informan penelitian ini adalah dua orang perwakilan perusahaan dan dua orang perwakilan nasabah.

Penerapan dimensi CRM dibangun dengan terus membangun hubungan baik dengan nasabah dan memperluas cakupan layanan. Dan memberikan nilai dalam bentuk solusi yang memenuhi seluruh kebutuhan nasabah. Terakhir, menindaklanjuti dan menyelesaikan kebutuhan nasabah dengan cepat dan akurat. Memahami penerapan dimensi CRM di PT. Bank CIMB Niaga Cabang Puri Indah Jakarta Barat dalam membangun hubungan dengan nasabah dilaksanakan sesuai dengan pedoman dan petunjuk terkait SOP (Standard Operating Procedures) untuk melayani nasabah dan memenuhi kebutuhan transaksi dengan nasabah.

Kata Kunci: CRM, Aktivitas Komunikasi, Hubungan Baik, PT. Bank CIMB Niaga

Mercu Buana University
Faculty of Communication
Field of Public Relations
Septarina Tajrial Adni
44219110206

*“Implementation of CRM Dimensions at PT. CIMB Niaga Bank Puri Indah Branch,
West Jakarta in Building Customer Loyalty”*

*Bibliography: 5 Chapter 72 Pages + attachment + 14 Books + 13 Journals + 4
Internet*

ABSTRACT

Building good relationships with customers is a tip for success for every company. In the process of building good relationships with customers, it is important to pay attention to customers. The concept of customer relationship management emerged because business people realized that business would continue to exist. This research aims to understand the application of CRM dimensions at PT. Bank CIMB Niaga Puri Indah Branch, West Jakarta.

This type of research is qualitative descriptive research in which the researcher examines a case intensively and in detail. This research uses interview, observation and documentation data collection techniques. The informants for this research were two company representatives and two customer representatives.

The results of this research show that the implementation of the CRM dimension is built by continuing to build good relationships with customers and expanding the scope of services. And provide value in the form of solutions that meet all customer needs. Lastly, follow up and resolve customer needs quickly and accurately. Understanding the application of CRM dimensions at PT. Bank CIMB Niaga Puri Indah Branch, West Jakarta in building relationships with customers is carried out in accordance with guidelines and instructions related to SOPs (Standard Operating Procedures) to serve customers and fulfill transaction needs with customers.

Keywords: *CRM, Communication Activities, Good Relations, PT. Bank CIMB Niaga.*