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**STRATEGI *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP  
*MARKETING COST* DI ERA DIGITAL DENGAN *ROOT CAUSE ANALYSIS*  
*FRAMEWORK*  
(STUDI KASUS *BRAND HMNS*)**

**SKRIPSI**

**Diajukan Untuk Persyaratan Penelitian dan Penulisan Skripsi Sebagai Bagian  
Dari Syarat Memperoleh gelar Sarjana Bisnis Program Studi  
Bisnis Digital**



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2023**

**Strategi *Customer Relationship Management* Terhadap *Marketing Cost* di Era  
Digital Dengan *Root Cause Analysis Framework*  
(Studi Kasus *Brand HMNS*)**

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**Diajukan untuk memenuhi sebagian dari Persyaratan Memperoleh Gelar  
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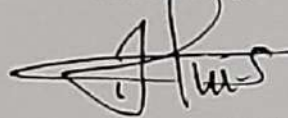
# LEMBAR PENGESAHAN SKRIPSI

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(Studi Kasus Brand HMNS)

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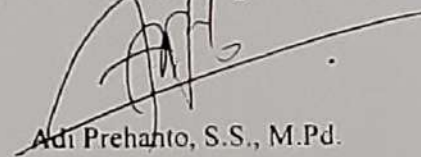
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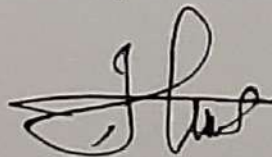
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## **SURAT PERNYATAAN KEASLIAN SKRIPSI**

Dengan ini saya menyatakan bahwa skripsi dengan judul “Strategi *Customer Relationship Management* Terhadap *Marketing Cost* di Era Digital Dengan *Root Cause Analysis Framework* (Studi Kasus *Brand HMNS*)” ini beserta seluruh isinya adalah benar-benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, saya siap menanggung resiko atau sanksi apabila dikemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

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Strategi *Customer Relationship Management* Terhadap *Marketing Cost* di Era  
Digital Dengan *Root Cause Analysis Framework*

(Studi Kasus *Brand HMNS*)

**ABSTRAK**

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Surahmi Salsabila Lubis

Perkembangan teknologi informasi yang maju pesat dalam skala global semakin mempertajam persaingan bisnis. Pelaku bisnis perlu memikirkan langkah-langkah strategis dalam setiap rencana kegiatan bisnis terutama pada bidang marketing. Marketing menjadi salah satu aspek penting dalam sebuah bisnis. Salah satu upaya perusahaan untuk dapat bertahan adalah dengan menekan budget yang akan dikeluarkan dengan efisien. Upaya marketing yang efektif dan efisien menjadi kunci suksesnya sebuah bisnis dalam mempertahankan posisinya di pasar. Namun, marketing cost yang tinggi seringkali menjadi masalah bagi perusahaan, terutama bagi perusahaan kecil dan menengah. Salah satu solusinya adalah dengan mengimplementasikan Customer Relationship Management (CRM). CRM bertujuan untuk memperkuat hubungan dengan pelanggan melalui pengumpulan, analisis, dan penggunaan informasi pelanggan (Bhat, 2020). CRM memetakan status customer dan menganalisa kebutuhan dan pelayanan dengan tepat. HMNS mengaplikasikan CRM dengan tepat pada pengelolaan customernya dengan memetakan status dan kebutuhan customer. Memberikan pelayanan sebaik mungkin dan memberdayakan keberadaan customer serta menjadikannya sebagai brand ambassador. HMNS mengusung cerita dan kisah para customer sebagai advertise brand mereka. Melayani dengan sepenuh hati tanpa menggunakan AI atau bot penjawab otomatis. Menjadikan customer merasa istimewa dan memberikan solusi terbaik bagi komplain mereka. Penelitian ini telah berhasil mengetahui keberhasilan pengimplementasian strategi CRM pada perusahaan HMNS Parfum dalam menekan cost marketing sehingga mengurangi anggaran biaya pemasaran yang dikeluarkan, meningkatkan loyalitas pelanggan, mengoptimalkan penggunaan data pelanggan, dan meningkatkan efektivitas kampanye pemasaran. Dari penelitian ini juga diharapkan bahwa strategi marketing dengan

pengimplementasian CRM dapat dipakai dan diimplementasikan oleh pelaku bisnis yang lain dalam memaksimalkan Budget Marketing Cost.

**Kata Kunci:** *Marketing, Marketing Cost, Customer, Customer Relationship Management*

*Customer Relationship Management Strategy in Marketing Cost Efficiency at  
Digital Era by Root Cause Analysis Framework*

*(Case Study of HMNS Brand)*

***ABSTRACT***

*By*

Surahmi Salsabila Lubis

*The rapid development of information technology on a global scale has sharpened business competition. Business people need to think about strategic steps in every business activity plan, especially in the field of marketing. Marketing is an important aspect of a business. One of the company's efforts to survive is reduce the budget that will be issued efficiently. Effective and efficient marketing efforts are the key to the success of a business in maintaining its position in the market. However, high marketing costs are often a problem for companies, especially for small and medium companies. One of the solutions is by implementing Customer Relationship Management (CRM). CRM aims to strengthen relationships with customers through the collection, analysis and use of customer information (Bhat, 2020). CRM maps customer status and analyzes needs and services appropriately. HMNS applies CRM appropriately managing its customers by mapping customer status and needs. Providing the best possible service and empowering the existence of customers and making them as the brand ambassadors. HMNS carries the histories and stories of customers in advertise their brand. Serve wholeheartedly without using AI or auto answering bots. Make customers feel privilege and provide the best solutions for their complaints. This research has succeeded in knowing the successful implementation of the CRM strategy at the HMNS Perfume company in reducing marketing costs, thereby reducing the marketing budget spent, increasing customer loyalty, optimizing the use of customer data, and increasing the effectiveness of marketing campaigns. From this research, it is also hoped that the marketing strategy by implementing CRM can be used and implemented by other Business people in maximizing the Budget Marketing Cost.*

***Keywords:*** *Marketing, Marketing Cost, Customer, Customer Relationship Management*

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