

ABSTRAK

Faisal Mundir, 1103151. “Analisis *Customer Relationship Management* dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan Kartu Halo (survei pada pelanggan Kartu Halo di Grapari PVJ Bandung), di bawah bimbingan Prof.Dr. Hj. Ratih Hurryati.MP

Perkembangan teknologi mengakibatkan kemajuan di berbagai bidang dan salah satu yang merasakan dampaknya adalah industri telekomunikasi seluler. Telkomsel sebagai pemimpin di industri penyedia layanan jasa tersebut berusaha untuk menjaga kualitas produk dan layanannya melalui berbagai macam strategi, salah satunya adalah penerapan *customer relationship management* (CRM) di lingkungannya yang didukung oleh faktor SDM, proses dan Teknologi yang dapat diandalkan agar tercipta kepercayaan pelanggan dan meningkatkan loyalitas pelanggan dalam rangka mendapatkan *revenue* yang diinginkan. Pelanggan Kartu Halo yang melakukan kunjungan khususnya grapari PVJ tentunya merasakan dampak dari penerapan strategi CRM ini baik dalam hal layanan ataupun kualitas layanan produknya.

Metode yang digunakan dalam penelitian ini adalah metode survei yang bersifat penelitian deskriptif dan verifikatif. Populasi penelitian berjumlah 4.831 pelanggan dan sampel dalam penelitian ini berjumlah 100 pelanggan, diambil dengan teknik sampel *simple random sampling*. Teknik pengumpulan data menggunakan wawancara, observasi, dan kuesioner. Metode analisis yang digunakan adalah analisis jalur untuk menguji hipotesis tentang pengaruh ketiga variabel.

Hasil penelitian menunjukkan bahwa pelaksanaan kinerja CRM menunjukkan kategori baik. Tingkat kepercayaan pelanggan dan loyalitas pelanggan terhadap perusahaan menunjukkan hasil yang tinggi. Selanjutnya secara keseluruhan terdapat pengaruh yang positif dan signifikan antar variabel kinerja CRM dan kepercayaan pelanggan terhadap loyalitas pelanggan.

Kata Kunci: *Customer Relationship Management* (CRM), Kepercayaan Pelanggan dan Loyalitas pelanggan.

ABSTRACT

Faisal Mundir, 1103151. "Analysis of Customer Relationship Management and Customer Trust Toward Customer Loyalty Cards of Halo (survey on customer cards of Halo in Grapari PVJ Bandung), guided by Prof. Hj. Ratih Hurryati.MP

The Technological developments resulted progress of various fields and the one that felt the impact is the industry of mobile telecommunications. Telkomsel a leader of the service providers are trying to maintain the quality of its products and services through a variety of strategies, one of which is the implementation of customer relationship management (CRM), in the environment that is supported by a factor of human resources, processes and technology that can be relied upon in order to create customer confidence and boost customer loyalty in order to obtain the desired revenue. Customers card Of Halo who visits especially GraPARI PVJ certainly feel the impact of the implementation of CRM strategy is good in terms of service or quality of service products.

The method used in this study is a survey method that is both descriptive research and verification. The study population numbered 4,831 customers and the sample in this study amounted to 100 customers, samples taken by simple random sampling technique. The technique of collecting data using interviews, observation, and questionnaires. The analytical method used is path analysis to test hypotheses about the effect of these three variables.

Conclusions from the study showed that the implementation of CRM performance is assessed from the questionnaire showed good. The level of customer trust and loyalty of customers towards the company showed a high yield. Furthermore, there is overall a positive and significant influence between variable performance of CRM and customer trust on customer loyalty.

Keywords: Customer Relationship Management (CRM), Customer Trust and Customer Loyalty.