

ABSTRAK

Anggia Sasmita Dewi: “Strategi *Customer Relationship Management* (CRM) dalam Meningkatkan Loyalitas Pelanggan melalui Program *GarudaMiles*” (Analisis Deskriptif Kantor PT. Garuda Indonesia, Tbk Cabang Kota Pontianak)

PT. Garuda Indonesia, Tbk Cabang Kota Pontianak merupakan perusahaan bergerak dibidang maskapai pesawat yang berdiri dibawah naungan Badan Usaha Milik Negara (BUMN). Maskapai Garuda Indonesia merupakan maskapai penerbangan kelas tinggi level yang berbintang lima. Memberikan pelayanan kepada konsumen yang terbaik dengan mengutamakan kenyamanan dan keamanan penumpang agar penumpang tidak merasa kecewa terhadap fasilitas yang diberikan maskapai Garuda Indonesia demi menunjang kelancaran upaya mempertahankan pelanggan.

Penelitian ini bertujuan untuk mengetahui cara Garuda Indonesia (*Acquire*) memperoleh pelanggan baru melalui program *GarudaMiles*. Cara Garuda Indonesia (*Enhance*) meningkatkan penjualan melalui program *GarudaMiles*. Cara Garuda Indonesia (*Retain*) mempertahankan hubungan dengan pelanggan dalam jangka panjang dan jangka pendek.

Peneliti ini menggunakan konsep *Customer Relationship Management* (CRM) menurut Kalakota dan Robinson (2001). Konsep ini dipilih karena sesuai dengan dimensi yang harus diperhatikan oleh perusahaan dalam meningkatkan loyalitas pelanggan. Paradigma yang digunakan yaitu paradigma konstruktivisme dengan pendekatan interpretif dan menggunakan metode analisis deskriptif. Teknik pengumpulan data melalui observasi, wawancara mendalam dan dokumentasi.

Simpulan dari penelitian ini PT. Garuda Indonesia telah melaksanakan Strategi *Customer Relationship Management* dalam meningkatkan loyalitas pelanggan melalui program *GarudaMiles* adalah pada 1). Tahapan memperoleh pelanggan baru, dengan empat hal, yaitu, identifikasi kebutuhan pelanggan, media informasi dan promosi, analisis kompetitor, dan evaluasi purnabeli, 2). Tahapan profitabilitas ada tiga hal yaitu, komunikasi dan profiling pelanggan, memahami kebutuhan pelanggan, dan mengembangkan potensi pelanggan dari database, 3). Tahapan Retensi Pelanggan ada empat hal yaitu membangun emosi pelanggan, membangun kualitas pelayanan, memberi kepuasan dan loyalitas pelanggan, mempertahankan pelanggan.

Kata Kunci: Strategi, *Customer Relationship Management*, Loyalitas Pelanggan

ABSTRACT

Anggia Sasmita Dewi. *"Customer Relationship Management (CRM) Strategies in Increasing Customer Loyalty through the GarudaMiles Program" (Descriptive Analysis of PT. Garuda Indonesia, Tbk Branch of Pontianak City)*

PT. Garuda Indonesia, Tbk Pontianak City Branch is a company engaged in the airline company which is established under the auspices of State-Owned Enterprises (BUMN). Garuda Indonesia Airlines is a five-star level high-class airline. Providing the best service to consumers by prioritizing passenger comfort and safety so that passengers do not feel disappointed with the facilities provided by the Garuda Indonesia airline in order to support the smooth running of efforts to retain customers.

This study aims to determine how Garuda Indonesia (Acquire) acquires new customers through the GarudaMiles program. The way Garuda Indonesia (Enhance) increases sales through the GarudaMiles program. The way Garuda Indonesia (Retain) maintains relationships with customers in the long and short term.

Researchers use the Customer Relationship Management (CRM) concept according to Kalakota and Robinson (2001). This concept was chosen because it fits the dimensions that companies must pay attention to in increasing customer loyalty. The paradigm used is the constructivism paradigm with an interpretive approach and using descriptive analysis methods. Data collection techniques through observation, in-depth interviews and documentation.

The conclusion of this research is PT. Garuda Indonesia has implemented a Customer Relationship Management Strategy in increasing customer loyalty through the GarudaMiles program, namely: 1). The stages of acquiring new customers, with four things, namely, identification of customer needs, information and promotion media, competitor analysis, and evaluation of after-purchase, 2). There are three stages of profitability, namely communication and customer profiling, understanding customer needs, and developing potential customers from the database, 3). There are four stages of customer retention, namely building customer emotions, building service quality, providing customer satisfaction and loyalty, retaining customers.

Keywords: Strategy, Customer Relationship Management, Customer Loyalty