

ABSTRAK

Difa Farhan Naufal: *Customer Relations Management (CRM) PT. Kereta Api Indonesia (Persero) (Studi Deskriptif Pada Unit Customer Care Kantor 121 PT. Kereta Api Indonesia Di Masa Pandemi).*

Keberadaan kasus covid-19 di Indonesia saat ini, membuat masyarakat dan perusahaan terkena dampaknya. Banyak masyarakat yang mengeluh akan hal ini. Beberapa orang ada yang diberhentikan atau phk serta perusahaan-perusahaan yang “gulung tikar”. Adapun yang bertahan serta menyesuaikan dengan keadaan. Salah satu perusahaan yang bertahan di masa pandemi, yaitu perusahaan jasa dibawah naungan Badan Usaha Milik Negara (BUMN), PT. Kereta Api Indonesia (Persero) memiliki program layanan untuk dapat mempertahankan pelanggannya serta menjalin hubungan yang harmonis dengan konsumen dalam menciptakan situasi kondusif bagi keberlangsungan usaha perusahaan pada masa pandemi seperti ini, dalam mewujudkannya PT. Kereta Api Indonesia (KAI) Persero memiliki kegiatan *customer relations management (CRM)*.

Penelitian ini bertujuan untuk mengetahui dan mendeskripsikan *customer relationship management (CRM)* yang dilakukan PT. Kereta Api Indonesia (Persero) dimasa pandemi meliputi perencanaan (*planning*), orang (*people*), dan proses (*process*) dalam upaya memberikan pelayanan terbaik kepada *customer*.

Penelitian ini menggunakan konsep customer relationship management (CRM) dengan paradigma konstruktivisme, melalui pendekatan kualitatif, metode penelitian deskriptif melalui wawancara mendalam dan observasi pasif.

Hasil yang didapatkan dari penelitian ini adalah customer relationship management (CRM) yang dilakukan Unit *Customer Care* PT. Kereta Api Indonesia (Persero) melalui beberapa tahapan, yaitu : (1) Proses perencanaan yang dilakukan melalui observasi dan pengumpulan data serta analisis data. (2) pengendalian *people* melalui dilakukannya kegiatan untuk meningkatkan hubungan harmonis pada internal PT. Kereta Api Indonesia serta adanya pembinaan dan pengawasan sumber daya manusia, dan terakhir (3) proses meliputi pelaksanaan *quality control* terhadap paket *healthy kit*, pengaplikasian sikap dalam melayani melalui senyum, sapa dan salam untuk memberi kesan ramah, kualitas dalam pelayanan, perhatian dan kepedulian terhadap customer melalui program *healthy kit* untuk memastikan perjalanan *customer* kereta api tetap sehat, aman, dan nyaman.

Kata Kunci: *Customer Relations Management, Customer Care, PT. Kereta Api Indonesia, Healthy Kit*

ABSTRACT

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The current development of COVID-19 cases in Indonesia, has affected the community and companies. Many people complain about this. Some people have been laid off or laid off as well as companies that have gone out of business. As for those who survive and adapt to the situation. One of the companies that survived the pandemic, namely a service company under the auspices of the State-Owned Enterprises (BUMN), PT. Kereta Api Indonesia (Persero) has a service program to be able to retain its customers and establish harmonious relationships with consumers in creating a conducive situation for the company's business continuity during this pandemic, in making it happen PT. Kereta Api Indonesia (KAI) Persero has customer relations management (CRM) activities.

This study aims to identify and describe the customer relationship management (CRM) conducted by PT. Kereta Api Indonesia (Persero) during the pandemic includes planning (planning), people (people), and processes (process) in an effort to provide the best service to customers.

This study uses the concept of customer relationship management (CRM) with a constructivism paradigm, through a qualitative approach, descriptive research methods through in-depth interviews and passive observation.

The results obtained from this study are customer relationship management (CRM) conducted by the Customer Care Unit of PT. Kereta Api Indonesia (Persero) through several stages, namely: (1) The planning process is carried out through observation and data collection and data analysis. (2) controlling people through activities to improve internal harmonious relations at PT. Kereta Api Indonesia as well as the guidance and supervision of human resources, and finally (3) the process includes the implementation of quality control on the healthy kit package, application of attitude in serving through smiles, greetings and greetings to give the impression of friendliness, quality in service, attention and concern for customers through the healthy kit program to ensure train customer journeys remain healthy, safe, and comfortable.

Keywords: *Customer Relations Management, Customer Care, PT. Kereta Api Indonesia, Healthy Kit*