

## ABSTRAK

**Thenia Widya Fani Kusuma**, Implementasi *Customer Relationship Management* (CRM) sebagai Upaya Membina Hubungan Baik dengan Pelanggan (Analisis Deskriptif Kualitatif pada PT. Astra International Tbk-TSO Auto2000 Cibiru Bandung).

Persaingan dunia bisnis di bidang otomotif yang tinggi mengakibatkan diperlukannya suatu aktivitas kehumasan yang diimplementasikan dalam kegiatan Customer Relations. PT. Astra International Tbk (Terbuka)-TSO Auto2000 Cibiru merupakan salah satu *Dealer* resmi Toyota di Bandung yang memiliki fokus terhadap pembinaan hubungan dengan pelanggan. Penghargaan dan prestasi pun pernah diraih oleh dealer ini terkait pelayanan dan *performance* penjualan yang menjadi daya tarik penelitian ini dilakukan.

Penelitian ini bertujuan untuk mengetahui bagaimana Auto2000 Cibiru dalam mengimplementasikan Konsep *Customer Relationship Management* (CRM) sebagai upaya membina hubungan baik dengan pelanggan, yaitu untuk mengetahui (*people*) pengelolaan karyawan, (*process*) yakni proses dan (*technology*) yaitu pemanfaatan teknologi pada keseluruhan proses CRM.

Konsep *Customer Relationship Management* (CRM) yang terdiri dari (*people, process, technology*) oleh Johnson dan Weinstein merupakan pendekatan yang melibatkan pengelolaan pelanggan untuk meningkatkan nilai perusahaan dalam jangka panjang melalui keseluruhan aktivitas Customer Relations yakni di Auto2000 Cibiru.

Metode yang digunakan pada penelitian ini yakni deskriptif kualitatif, dengan pendekatan kualitatif berdasarkan paradigma konstruktivistik Pengumpulan data pada penelitian ini dibagi menjadi data primer dan sekunder yang diperoleh melalui observasi partisipasi aktif, wawancara secara mendalam, dan dokumentasi.

Hasil penelitian ini menjelaskan terdapat relevansi Implementasi CRM oleh Auto2000 Cibiru Bandung dalam tiga aspek di antaranya, 1) Pengkoordiniran karyawan (*people*) melalui penguatan budaya perusahaan; pembagian tugas secara jelas; pelatihan serta pengawasan kinerja karyawan, 2) Proses (*process*) CRM mencakup pelaksanaan proses pelayanan CRM pada pembelian kendaraan; proses pelayanan pada perawatan kendaraan melalui *follow up* dan *reminder*; proses penanganan keluhan dari pelanggan dengan VOC (*Voice of Customer*); proses membina hubungan baik dengan pelanggan melalui *Customer Retention* dan *Customer Gathering*, 3) Pemanfaatan teknologi (*technology*), meliputi pemanfaatan sistem TDMS (Toyota Dealer Management System), Toyota Icare, media *online* dalam menerima *feedback* dari pelanggan, hingga pengelolaan data base pelanggan di Auto2000 Cibiru Bandung.

**Kata Kunci:** *Customer Relationship Management*; External Relations; Hubungan Baik; Pelayanan; Pelanggan; Teknologi; Auto2000 Cibiru

## ABSTRACT

**Thenia Widya Fani Kusuma**, *Implementation of Customer Relationship Management (CRM) as an Effort to Foster Good Relationships with Customers (Qualitative Descriptive Analysis at PT. Astra International Tbk-TSO Auto2000 Cibiru Bandung).*

*The high competition in the business world in the automotive sector has resulted in the need for public relations activities which are implemented in Customer Relations activities. PT. Astra International Tbk-TSO Auto2000 Cibiru is one of the official Toyota dealers in Bandung which focuses on fostering relationships with customers. This dealer has also won awards and achievements related to service and sales performance which is the main attraction for this research.*

*This research aims to find out how Auto2000 Cibiru implements the Customer Relationship Management (CRM) concept as an effort to foster good relationships with customers, namely to know (people) employee management, (process) namely the process and (technology) namely the use of technology in the entire CRM process.*

*The Customer Relationship Management (CRM) concept consisting of (people, process, technology) by Johnson and Weinstein is an approach that involves customer management to increase company value in the long term through all Customer Relations activities, namely at Auto2000 Cibiru.*

*The method used in this research is descriptive qualitative, with a qualitative approach based on the constructivist paradigm. Data collection in this research is divided into primary and secondary data obtained through active participant observation, in-depth interviews, and documentation.*

*The results of this research show that there is relevance to CRM implementation by Auto2000 Cibiru Bandung in three aspects including, 1) Coordinating employees (people) through strengthening company culture; clear division of tasks; training and monitoring employee performance, 2) The CRM process includes the implementation of the CRM service process for vehicle purchases; service process for vehicle maintenance through follow-up and reminders; process for handling complaints from customers with VOC (Voice of Customer); the process of building good relationships with customers through Customer Retention and Customer Gathering, 3) Utilization of technology, including the use of the TDMS (Toyota Dealer Management System), Toyota Icare, online media in receiving feedback from customers, to managing customer data bases in Auto2000 Cibiru Bandung.*

**Keywords:** *Customer Relationship Management; External Relations; Good relationship; Service; Customer; Technology; Auto2000 Cibiru*