

ABSTRACT

University of Muhammadiyah Yogyakarta

faculty of Social Science and Political Science

Department of Communication Studies

Concentration Public Relations

Risandi Fitra Mustikaningrum

20130530173

CRM Strategy in Increasing Customer Loyalty Gotosovie Year 2016-2017

Year of Thesis: 2017 + 110 pages

Library List: 20 books + 5 journal + 5 Internet Sources + 2 Thesis

The number of increasingly increasing fashion industry, making the market increasingly narrow, so the competition is getting tighter. Therefore, companies must use strategies to win and survive in the competition. Through this research, the authors analyze the implementation of customer relations management strategy in Gotosovie in maintaining customer loyalty. The method used in this research is descriptive qualitative. Methods of data collection conducted through interviews, case studies and documentation. Based on the results of the research, the implementation of customer relationship management strategy has been running quite well, Customer relations strategy used by Gotosovie in maintaining customer loyalty is to provide after selling communication to customers, improve product quality, respond to complaints with good follow-up (complain handling) , as well as implementing CRM program in the form of sales promotion, Charity Event, involving customers in community event and giving rewards to customers. However, the CRM strategy that is run is still not complete because of the lack of effective evaluation conducted by the company. Evaluation that runs on Gotosovie has not been complex, so the company can not maximally in improving the quality of service in the future, as well as other promotional strategies that also support the implementation of CRM.

Keywords: Strategy, Customer Relations, Customer Loyalty