

ABSTRAK

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Strategi *Customer Relationship Management* untuk Meningkatkan Loyalitas Pelanggan PT Garuda Indonesia *Branch Office* Pangkal Pinang 2016-2017
Tahun Skripsi : 2020 + 134 hal+ 2 Diagram + 5 Tabel + 11 gambar
Daftar Pustaka : 20 buku (tahun 1997-2014) + 3 internet + 10 jurnal

Strategi *Customer Relations Management* merupakan salah satu faktor terpenting dalam perusahaan yang bergerak dalam bidang penyedia jasa. Penelitian ini membahas mengenai strategi *customer relations management* yang dilakukan PT Garuda Indonesia *Branch Office* Pangkal Pinang guna meningkatkan loyalitas pelanggan tahun 2016-2017. Penelitian ini bertujuan untuk mengetahui bagaimana pelaksanaan Strategi *Customer Relationship Management* dalam Meningkatkan Loyalitas Pelanggan di PT Garuda Indonesia *Branch Office* Pangkal Pinang dan juga untuk mengetahui hal apa yang menjadi faktor pendukung serta penghambat dalam pelaksanaan kegiatan CRM tersebut.

Metode penelitian yang digunakan ialah deskriptif kualitatif dengan pengumpulan data melalui wawancara, observasi dan dokumentasi. Uji validasi data dengan menggunakan triangulasi sumber.

Berdasarkan dari hasil penelitian menunjukkan bahwa pelaksanaan kegiatan *customer relations management* PT Garuda Indonesia *Branch Office* Pangkal Pinang melakukan empat kegiatan CRM yang mencakup ke dalam tiga tahapan CRM yaitu *local event promotions (Require)*, *visit mitra kerja (Enhance)* *treat khusus kepada jama'ah Haji dan Umroh (Retain)*. Strategi *Customer Relations Management* PT Garuda Indonesia *Branch Office* Pangkal Pinang yang membedakan dengan *Branch Office* lainnya ialah adanya *treat khusus kepada jama'ah Haji dan Umroh* yaitu berupa pengantaran langsung oleh *Branch Manager* menuju cabin pesawat. Kegiatan CRM yang dilakukan PT Garuda Indonesia *Branch Office* Pangkal Pinang sudah berjalan dengan cukup baik, meskipun memiliki beberapa kelemahan. Kurangnya perencanaan yang matang berdampak kurang efektifnya pelaksanaan kegiatan *customer relations management* untuk mencapai tujuan PT Garuda Indonesia *Branch Office* Pangkal Pinang untuk menjaring loyalitas pelanggan.

Kata Kunci : *Customer Relationship Management*, PT Garuda Indonesia *Branch Office* Pangkal Pinang, Loyalitas Pelanggan

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Customer Relationship Management Strategy to increase customer loyalty of Pt Garuda Indonesia branch office pangkal pinang 2016-2017

Thesis year:2020+134 page+2 diagram+5 table+11 pictures

Bibliography:20 books(1997-2014)+3 internet+10 jurnal

Customer relations management strategy is one of the most important factor in companies engaged in service provider. This research discuss about customer relations management strategy which is conducted by PT Garuda Indonesia Branch Office Pangkal pinang to increase customer loyalty on 2016-2017. This research aims to find out how the implementation of customer relationship management strategi in improving customer loyalty in pt Garuda Indonesia branch office pangkal pinang and also to find out what is the most supporting factor and obstacles in the implementations of CRM activities

The research method used is descriptive qualitative with collecting data through interview, observation and documentation. Test data validation using source triangulation.

Based on the result of the research showed that implementation of customer relationship management activities on PT Garuda Indonesia Branch Office Pangkal Pinang do four CRM activities which is included to three steps of CRM namely local event promotions(require), visit partners(enhance), special treats to hajj and umroh jama'ah(retain). The CRM activities carried out by PT Garuda Indonesia Branch Office Pangkal Pinang have been running quite well, although have some weakness. Strategy Customer Relations Management of PT Garuda Indonesia Branch Office Pangkal Pinang that distinguishes it from other branch office is there is a special treatment for Hajj and Umroh jama'ah that is direct delivery by branch manager to aircraft cabin

Lack of careful planning has an impact, ineffective implementation of customer relationship management activities to achieve the goals of PT Garuda Indonesia Branch Office Pangkal Pinang to capture customer loyalty.