

ABSTRACT

APPLICATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PRINCIPLES IN CUSTOMER SERVICE AT PT. BANK NEGARA INDONESIA (PERSERO) Tbk. SUB BRANCH OFFICE CIAWI TASIKMALAYA

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The implementation of Customer Relationship Management (CRM) in customer service at Bank BNI Ciawi Sub-Branch Office combines technology and human expertise to strengthen relationships. This helps collect and analyze customer data, enabling more personalized and relevant service. The customer service team is trained to understand and respond quickly to customer needs, building strong and sustainable relationships. Customer Relationship Management (CRM) focuses on building long-term relationships and increasing customer loyalty with quality service and adjustments based on customer feedback. Research shows that the implementation of Customer Relationship Management (CRM) at Bank BNI Ciawi has had a positive impact on customer loyalty. Customers feel appreciated and recognized, and get quick responses and satisfactory solutions to their problems.

Keywords: Customer Relationship Management, Customer service, Customer

ABSTRAK

PENERAPAN PRINSIP *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) DALAM LAYANAN *CUSTOMER SERVICE* PADA PT. BANK NEGARA INDONESIA (PERSERO) Tbk. KANTOR CABANG PEMBANTU CIAWI TASIKMALAYA

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Penerapan *Customer Relationship Management (CRM)* dalam layanan *customer service* di Bank BNI Kantor Cabang Pembantu Ciawi menggabungkan teknologi dan keahlian manusia untuk memperkuat hubungan. Hal ini membantu mengumpulkan dan menganalisis data nasabah, memungkinkan layanan yang lebih personal dan relevan. Tim *customer service* dilatih untuk memahami dan merespons kebutuhan nasabah dengan cepat, membangun hubungan yang kuat dan berkelanjutan. *Customer Relationship Management (CRM)* berfokus pada membangun hubungan jangka panjang dan meningkatkan loyalitas nasabah dengan layanan berkualitas dan penyesuaian berdasarkan umpan balik nasabah. Penelitian menunjukkan bahwa penerapan *Customer Relationship Management (CRM)* di Bank BNI Ciawi telah memberikan dampak positif terhadap loyalitas nasabah. Nasabah merasa dihargai dan diakui, serta mendapatkan respons cepat dan solusi memuaskan atas masalah mereka.

Kata Kunci: *Customer Relationship Management, Customer service, Nasabah*