ABSTRACT

THE INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER LOYALTY

(Survey on Taplus Savings Customers at PT Bank Negara Indonesia Tbk Sub-Branch Office UNSIL Tasikmalaya)

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This study aims to explore the influence of Customer Relationship Management on Taplus Savings Customer Loyalty at PT Bank Negara Indonesia Tbk Sub-Branch Office of Unsil Tasikmalaya). Quantitative research approach using explanatory method, data collected through questionnaires with ordinal scales. The results showed that there was a positive influence between Customer Relationship Management and Customer Loyalty by 35.1%. These findings are consistent with previous research highlighting the importance of Customer Relationship Management in improving Customer Loyalty. This research contributes to further understanding of the importance of Customer Relationship Management to Customer Loyalty in products in the banking industry. The practical implication of this research is the importance of banks to continuously improve their Customer Relationship Management in order to maintain and improve Customer Loyalty.

Keywords: Bank, Customer Relationship Management, Customer Loyalty.

ABSTRAK

PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP LOYALITAS NASABAH

(Survei Pada Nasabah Tabungan Taplus di PT Bank Negara Indonesia Tbk Kantor Cabang Pembantu UNSIL Tasikmalaya)

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Penelitian ini bertujuan untuk mengeksplorasi pengaruh antara *Customer Relationship Management* terhadap Loyalitas Nasabah Tabungan Taplus di PT Bank Negara Indonesia Tbk Kantor Cabang Pembantu Unsil Tasikmalaya). Pendekatan penelitian kuantitatif dengan menggunakan metode eksplanatori, data dikumpulkan melalui kuesioner dengan skala ordinal. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara *Customer Relationship Management* dan Loyalitas Nasabah sebesar 35,1%. Temuan ini konsisten dengan penelitian sebelumnya yang menyoroti pentingnya *Customer Relationship Management* dalam meningkatkan Loyalitas Nasabah. Penelitian ini memberikan kontribusi dalam pemahaman lebih lanjut tentang pentingnya *Customer Relationship Management* terhadap Loyalitas Nasabah pada produk yang ada di industri perbankan. Implikasi praktis dari penelitian ini adalah pentingnya bank untuk terus meningkatkan *Customer Relationship Management* mereka guna mempertahankan dan meningkatkanLoyalitas Nasabah.

Kata kunci: Bank, *Customer Relationship Management*, Loyalitas Nasabah.