

ABSTRACT

ANALYSIS OF THE IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) STRATEGY IN PT. BANK NEGARA INDONESIA CASH OFFICE SUTISNA SENJAYA

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This study aims to analyze the implementation of Customer Relationship Management (CRM) strategy at PT Bank Negara Indonesia Sutisna Senjaya Cash Office. The main focus of the research includes three important components in CRM, namely people, processes, and technology, as well as evaluating customer feedback on the services provided. The research method used is descriptive qualitative, through interviews with frontliner staff (Customer Service and Customer Relationship Manager) and several customers. The results showed that the implementation of CRM at BNI Sutisna Senjaya has been running quite well through direct interaction, utilization of technology such as DigiCS, Microsoft Excel, Digisales application, and customer involvement through the BNI Service Rating (BSR) system. However, there are still obstacles such as the limited number of frontliner officers, technical problems with the WONDR application, and not optimal digital queuing devices. The conclusion of this study shows that the implementation of CRM at BNI Sutisna Senjaya Cash Office contributes positively to customer relations, but still requires improvement in terms of technological infrastructure and human resources.

Keywords: Strategy, Customer Relationship Management, Banking.

ABSTRAK

ANALISIS PELAKSANAAN STRATEGI *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) DI PT. BANK NEGARA INDONESIA KANTOR KAS SUTISNA SENJAYA

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Penelitian ini bertujuan untuk menganalisis pelaksanaan strategi *Customer Relationship Management* (CRM) di PT. Bank Negara Indonesia Kantor Kas Sutisna Senjaya. Fokus utama penelitian mencakup tiga komponen penting dalam CRM, yaitu manusia, proses, dan teknologi, serta mengevaluasi umpan balik dari nasabah terhadap layanan yang diberikan. Metode penelitian yang digunakan adalah deskriptif kualitatif, melalui wawancara terhadap staf *frontliner* (*Customer Service* dan *Customer Relationship Manager*) serta beberapa nasabah. Hasil penelitian menunjukkan bahwa pelaksanaan CRM di BNI Sutisna Senjaya telah berjalan cukup baik melalui interaksi langsung, pemanfaatan teknologi seperti DigiCS, Microsoft Excel, aplikasi Digisales, serta pelibatan nasabah melalui sistem BNI Service Rating (BSR). Namun, masih ditemukan kendala seperti keterbatasan jumlah petugas *frontliner*, gangguan teknis pada aplikasi WONDR, dan tidak optimalnya perangkat antrean digital. Kesimpulan dari penelitian ini menunjukkan bahwa pelaksanaan CRM di BNI Kantor Kas Sutisna Senjaya berkontribusi positif terhadap hubungan nasabah, namun masih memerlukan peningkatan dari sisi infrastruktur teknologi dan sumber daya manusia. Penelitian ini juga memberikan rekomendasi untuk optimalisasi strategi CRM melalui penguatan pelatihan staf, evaluasi sistem digital secara berkala, dan penambahan tenaga *frontliner*.

Kata Kunci: Strategi, *Customer Relationship Management*, Perbankan.