

ABSTRAK

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PENERAPAN *CUSTOMER RELATIONSHIP MANAGEMENT* TERHADAP LOYALITAS *CUSTOMER* DI PT SUSHI TEI INDONESIA

(xiv + 99 halaman; 9 gambar; 4 tabel; 19 lampiran)

Kata kunci: *Public relations*, *Customer relationship management*, Loyalitas *Customer*

Kebutuhan manusia akan makanan selalu menjadi salah satu kebutuhan utama., banyak pengusaha berlomba membuka bisnis restoran. Semakin banyak restoran, persaingan yang terjadi semakin ketat. Dalam persaingannya, semua restoran berlomba untuk mendapatkan *customer* dan mengupayakan agar *customer* kembali berkunjung ke restoran mereka. Faktor kepuasan menjadi faktor utama dalam upaya ini. Dalam perkembangan industri restoran, muncul banyak jenis restoran yang menawarkan makanan yang khas. Dalam penelitian ini dibahas tentang restoran Jepang yakni PT Sushi Tei Indonesia dalam menerapkan *customer relationship management* kepada *customer* sehingga *customer* menjadi loyal.

Dalam penulisan Tugas Akhir ini, penulis menggunakan dasar tinjauan pustaka berdasarkan buku *customer relationship management* (Buttle 2007), dan mengenai loyalitas berdasarkan buku *customer loyalty* (Griffin, 2005). Penulis menggunakan metode deskriptif kualitatif dan menggunakan wawancara mendalam dengan *key informan* dan *informan* untuk mendapatkan data. Penulis juga melakukan observasi dan dokumen sekunder untuk melengkapi data yang dibutuhkan.

Penulis menyimpulkan bahwa PT Sushi Tei Indonesia telah berhasil menjaga hubungan yang harmonis dengan *customer*. Di PT Sushi Tei Indonesia tidak memiliki divisi *Public relations* secara resmi, namun fungsi dan perannya di delegasikan kepada divisi *Marketing*. Penerapan *customer relationship management* dilakukan sesuai dengan tingkatan *customer* dimulai dari *suspect*, *prospect*, *customer* pertama, hingga mencapai tahapan loyal dimulai dari *loyal inertia*, *loyal latent*, dan *loyal premium*. Tujuan dari PT Sushi Tei Indonesia adalah menjadikan *customer* sebagai *customer* tahap *loyal premium*. Saran yang dihasilkan berupa pembentukan divisi *public relations* secara resmi serta pemberian *compliment* kepada *customer* berupa *welcome snack* atau *dessert*.

Referensi: 23 (1993-2011), 7 *website*

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(xiv + 99 pages; 9 pictures; 4 tables; 19 attachments)

Keywords: *Public relations, Customer relationship management, Customer Loyalty*

Food always be the primary needs for human. Thus, many entrepreneurs try to open a restaurant business. The more restaurants, the more streaks the competition will be. In the competition, all restaurants try their best to get customers and attract them so that they will come back to the restaurant at other time. “Satisfaction” is the key to attract the customer. In the restaurant industrial development, approach many kinds of restaurant that offers some typical foods. The research has discussed the Japanese restaurant which is PT Sushi Tei Indonesia in the application of customer relationship management to the customer so the customer becomes loyal.

In the writing process this Thesis, the writer use basic review of the literature from “Customer Relationship Management” (Buttle, 2007) and about the loyalty from “Customer Loyalty” (Griffin, 2005). The writer use descriptive qualitative methods and in-depth interview with the key informant and informant to obtain the data. The writer also does some observation and secondary research to complete the data.

The writer concludes that PT Sushi Tei Indonesia has succeeded to manage the harmonic relationship with the customer. PT Sushi Tei don't have any official Public Relations division, therefore the role and function are delegated to Marketing division. Customer relationship management application have been done equals to the customer level starts from suspect, prospect, first customer to the loyal level starts from loyal inertia, loyal latent and loyal premium. The purpose of PT Sushi Tei Indonesia is to promote the customer as the loyal premium level customer. This research suggest to make official Public Relations division and give compliment for customer such as welcome snack or dessert.

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