

ABSTRACT

Darren Delbert (00000013482)

THE IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT STRATEGIES BY PT BANK CENTRAL ASIA TBK. THROUGH BCA EXPOVERSARY

(xvii + 173 pages: 2 images; 5 table; 89 attachments)

Keywords: Customer relationship management, Strategies implementation

As the economy started improving, it becomes inevitable that people would start relying on banks. The economy these days are intertwined with the growth of banks. One of the largest private banks in Indonesia is Bank Central Asia or BCA. However, despite the fact that BCA is the biggest private bank in Indonesia, they found themselves competing with larger national banks and other overseas banks. In order to tackle this, BCA decided to have an annual event called BCA Expoversary. Within the event, they have to implement various CRM(Customer Relationship Management) strategies, thus it is important to do a research on the implementation of CRM strategies used by BCA through the event

The research approach is qualitative whereas the methodology used is descriptive. The primary data would be taken from in-depth interviews and also observation. The results shows that BCA did BCA Expoversary as a way to implement their CRM strategies.

Reference: 48 (1981-2018)

ABSTRAK

Darren Delbert (00000013482)

IMPLEMENTASI STRATEGI CUSTOMER RELATIONSHIP MANAGEMENT PT BANK CENTRAL ASIA TBK. MELALUI BCA EXPOVERSARY

(xvii + 173 halaman: 2 gambar; 5 tabel; 89 lampiran)

Kata Kunci: Customer relationship management, Implementasi strategi

Dengan berkembangnya ekonomi di Indonesia, penggunaan perbankan akan lebih tersebar meluas dan lebih sering. Peran perbankan di masyarakat Indonesia sangatlah penting dimana perkembangan ekonomi sangatlah terikat dengan dunia perbankan. Bank Central Asia atau BCA adalah salah satu bank swasta terbesar yang beroperasi di Indonesia. Meskipun BCA merupakan bank swasta terbesar di Indonesia, kompetisi dengan bank nasional maupun bank luar sangatlah ketat. Peranan CRM (Customer relationship management) menjadi sangat penting bagi keberlangsungan bank BCA. Disitulah BCA mengadakan BCA Expoversary yang ditujukan sebagai solusi bagi nasabah BCA. Berdasarkan hal ini, perlu dilakukan sebuah riset untuk memahami langkah implementasi tentang strategi CRM BCA melalui BCA Expoversary.

Penelitian ini menggunakan pendekatan kualitatif, dengan metodologi deskriptif. Data primer dikumpulkan melalui wawancara dan observasi. Hasil menunjukkan bahwa BCA menggunakan acara BCA Expoversary sebagai sarana untuk mengimplementasikan berbagai strategi CRM.

Referensi: 48 (1981-2018)