

ABSTRAK

Penelitian terkait Penerapan Budaya Organisasi SMART SOLUTION dalam Menciptakan *Customer Engagement* pada PT Bank Central Asia Tbk bertujuan untuk mengetahui lebih dalam bagaimana upaya *Customer Service* menciptakan *Customer Engagement* dengan nasabah berdasarkan tahapan *Customer Relationship Management* melalui penerapan budaya organisasi SMART SOLUTION. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif melalui teknik pengumpulan data Observasi, Kajian Literatur dan Wawancara. Penelitian ini melibatkan 1 *Key Informan* dan 3 Informan, *Key Informan* dalam penelitian ini merupakan Kepala Bagian *Customer Service*. Hasil penelitian menunjukkan bahwa, Budaya Organisasi SMART SOLUTION pada PT Bank Central Asia Tbk mampu menciptakan, meningkatkan dan mempertahankan *Customer Engagement* sesuai dengan tahapan *Customer Relationship Management*.

Kata Kunci : Budaya Organisasi, Customer Engagement, Customer Relationship Management.

ABSTRACT

This research related to the Application of SMART SOLUTION Organizational Culture in Creating Customer Engagement at PT Bank Central Asia Tbk aims to find out more about how Customer Service efforts to create Customer Engagement with customers based on the stages of Customer Relationship Management through the application of SMART SOLUTION organizational culture. This research uses a type of descriptive qualitative research through data collection techniques Observation, Literature Review and Interview. This study involved 1 key informant and 3 informants. The key informant in this study was the Head of Customer Service. The results of the study show that the SMART SOLUTION Organizational Culture at PT Bank Central Asia Tbk is able to create, improve and maintain Customer Engagement in accordance with the stages of Customer Relationship Management.

Keywords: Organizational Culture, Customer Engagement, Customer Relationship Management.