

ABSTRAK

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Judul : Strategi *Customer Relations Management* Dalam Mempertahankan Loyalitas Nasabah PT Bank Permata, Tbk Cabang Harmoni Plaza
Jumlah Halaman : 74 Halaman
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Daftar Pustaka : 15 buku (2002-2013), 3 jurnal (2013-2019), 7 Website

Penelitian bertujuan untuk mengetahui Strategi *Customer Relations Management* dalam mempertahankan loyalitas nasabah yang dijalankan oleh Bank Permata Cabang Harmoni Plaza. Penelitian yang digunakan dalam penelitian kualitatif dengan pendekatan studi kasus tipe 2. Jumlah *key informan* dalam penelitian ini sejumlah 2 orang yang terdiri dari 1 staff *customer service*, dan 1 staff *branch manager*. Jumlah *informan* dalam penelitian ini sebanyak 3 orang peserta yang dalam mempertahankan loyalitas di Bank Permata Cabang Harmoni Plaza. Teknik pengumpulan data dengan melalui wawancara mendalam, observasi non partisipan dan melalui dokumentasi. Dalam mempertahankan loyalitas nasabah di PT Bank Permata Tbk Cabang Harmoni Plaza. Hasil penelitian ini menunjukkan strategi *Customer Relations Management* dalam mempertahankan loyalitas nasabah dengan cara memberikan pelayanan yang *Service Excellence* dan memberikan informasi produk yang sesuai dengan kebutuhan nasabah. sangat penting untuk mendapatkan kepuasan nasabah sehingga memperoleh tanggapan yang positif dan citra perusahaan dimata nasabahnya semakin baik. Sehingga Bank Permata Cabang Harmoni Plaza dapat terus mempertahankan eksistensinya didalam persaingan dunia perbankan.

ABSTRACT

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The research aimed to find out the customer relations management in maintaining customer loyalty carried out by Bank Permata Harmoni Plaza Branch. The research applied qualitative method with the case study approach of type 2. The number of key informants in this research was 2 people consisting of 1 staff customer service and 1 staff branch manager. The number of informants in this research was 3 people consisting of the participants the role of customer service in maintaining loyalty at the Bank Permata Harmoni Plaza Branch. The techniques of data collection were through profound interviews, observing non-participants, and through documentations in maintaining customer loyalty at PT bank Permata Tbk Harmoni Plaza Branch. The result of this study indicate that the strategy of customer relations management in maintaining customer loyalty by providing product information that is appropriate to customer needs. It's very important to get customer satisfaction so that a positive response is received and the company's image in the eyes of its customer is getting better. So that Bank Permata Harmoni Branch can continue to maintain its existence in the world of banking competition.