

ABSTRAK

Judul : Analisis Strategi *Customer Relations* Dalam
Mempertahankan Loyalitas Pelanggan Di *Business Center
Halal Network International* Cabang Tangerang 5

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Program Studi : Hubungan Masyarakat

Customer relations dikenal juga dengan konsep *Customer Relationship Management* (CRM), yaitu usaha dan proses yang digunakan organisasi untuk menjalin hubungan dengan pelanggan dalam memberikan pelayanan dan kepuasan bagi pelanggan sehingga terciptanya loyalitas. Penelitian ini bertujuan untuk mengetahui bagaimana strategi *customer relations* dalam meningkatkan loyalitas pelanggan dalam sistem *Multi Level Marketing* (MLM) di *Business Center Halal Network International* (HNI) Tangerang 5. Teori dalam penelitian ini menggunakan landasan teori S-O-R dengan analisis menggunakan strategi *Customer Relationship Management* Don Peppers & Martha Rogers. Dalam penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Strategi *customer relations* yang dihasilkan menerapkan konsep strategi *Customer Relationship Management* berupa identifikasi pelanggan, diferensiasi pelanggan, interaksi dengan pelanggan, dan perubahan pelayanan. Dengan strategi ini diharapkan dapat mempertahankan loyalitas pelanggan terhadap produk HNI.

Kata Kunci : Strategi, Customer Relationship Management, Loyalitas Pelanggan, Multi Level Marketing

ABSTRACT

Title : Customer Relations Strategy Analysis for Maintaining Customer Loyalty in the Business Center Halal Network International Tangerang Branch 5

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Customer relations is also known as the concept of Customer Relationship Management (CRM), namely the efforts and processes used by organizations to establish relationships with customers in providing service and satisfaction for customers so as to create loyalty. This study aims to find out how the customer relations strategy is in increasing customer loyalty in the Multi Level Marketing (MLM) system at Business Center Halal Network International Tangerang 5. The theory in this study uses the theoretical basis of S-O-R with analysis using the Don Peppers & Martha Rogers Customer Relationship Management strategy. This study using a qualitative approach to the case study method. The resulting customer relations strategy applies the concept of Customer Relationship Management strategy in the form of customer identification, customer differentiation, interaction with customers, and service changes. This strategy is expected to maintain customer loyalty to HNI products.

Keywords : *Strategi, Customer Relationship Management, Customer Loyalty, Multi Level Marketing*