SUMMARY

NELLI PURNAMA SARI. Influence of Customer Relationship Management to Customer Satisfaction and Loyalty in Bank BNI Regional Jakarta BSD. Supervised by HENY K DARYANTO and IMAM TEGUH SAPTONO.

Banking business in Indonesia is experiencing rapid growth, as shown by an increase in bank managed funds (third party funds / TPF), which experienced a significant growth from year to year. State-owned banks are not only competing with national private banks but also compete with foreign banks that open branches in Indonesia. Banking paradigm is also changing where previously competition rests on the banking business more products and prices (product-centric) but at the moment are more reliant on the quality of service (customer-centric). Various strategies were implemented by the bank to face the competition, one strategy is to build a good relationship with customers. Strategy of building this relationship is called customer relationship management.

Customer Relationship Management (CRM) is a business-based approach to managing customer relationships. Through CRM, the company is expected to build communication and good relationships with customers so as to produce a product. The bank does not only sell and market a product with good quality or competitive prices but also can respond to the desires and needs of consumers. BNI is a company which engaged in banking and have implemented CRM as a strategy to increase customer satisfaction and loyalty. Implementation of CRM conducted by Bank BNI conducted in all branches spread throughout Indonesia, one in Bank BNI Regional Jakarta BSD (BNI WJB). Implementation of CRM in Bank BNI is not only intended to retain existing customers, but also aims to attract prospective new customers so that later the customer to transact and collaborate with Bank BNI.

This study aims to look at the performance level of CRM which has been implemented in Bank BNI WJB and CRM to analyze the factors that affect customer satisfaction and loyalty in Bank BNI WJB. Data collection techniques and information in the study conducted by face to face interviews and questionnaires and also by literature study. The selection of respondents was done by using purposive sampling to customer segments in Bank BNI Emerald WJB. The number of respondents in this study were 108 respondents. The scale of measurement used in this study is a Likert scale. Validity and reliability of the questionnaire was conducted to determine that the arranged indicators were capable of measuring the observed variables. Analysis to answer the purpose of the measurement of CRM services in Bank BNI WJB was done by representing the overall score contained in the data, used measures of central value. The type of size measurement of the central value used was the arithmetic mean (mean). Level CRM measurement in this study using the mean score for each dimension. To analyze the factors that affect the variables of satisfaction CRM and customer loyalty variables analysis method of Structural Equation Modeling (SEM) with LISREL 8.3 software. Measurement model studies using 12 indicators that reflect the three variables (customer relationship management, customer satisfaction and loyalty).
Hypothesis testing results show that the variables of CRM significant effect on the variables of satisfaction and loyalty variables. Variables of satisfaction does not significantly influence the variables of loyalty as the value of t-hit | <1.96. It can be concluded that loyalty is more influenced by the variables of CRM variables than the variables of satisfaction. Indicators that most influence the variables of CRM is process and knowledge. The survey showed that the average value calculated variables scores for indicators CRM people, process, technology and knowledge in the category very good. Calculated score of the average value for the indicator variables of satisfaction and service were in the category very good, while indicators of innovation and product fit in either category. Variables of customer loyalty is already in the excellent category.

Keywords: Customer relationship management, loyalty, satisfaction.