

Pengaruh strategi dan implementasi customer relationship management (CRM) terhadap kepercayaan dan loyalitas nasabah : studi virtual assistant chat banking PT Bank Central Asia, Tbk = Strategy and implementation impact of customer relationship management towards customer's trust and loyalty : study of virtual assistant chat banking PT. Bank Central Asia, Tbk

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Abstrak

Dengan perkembangan Information and Communication Technologies ICT yang sangat pesat di Indonesia, terjadi perkembangan upaya Customer Relationship Management yang efektif dalam menjaga persaingan dengan kompetitor dan juga terdapat perubahan pola kebiasaan masyarakat dalam mengakses informasi yang menciptakan pasar dan peluang baru di era digital. Tujuan penelitian ini adalah untuk menganalisis pengaruh program Customer Relationship Management, khususnya VIRA, terhadap kepercayaan dan loyalitas organisasi. Penelitian ini menggunakan teori komunikasi organisasi, komunikasi eksternal, Customer Relationship Management, kepercayaan nasabah, loyalitas nasabah dan computer mediated communication CMC sebagai dasar penelitian. Metode penelitian ini adalah kuantitatif dengan analisis pengaruh atau regresi dengan menganalisis antara Customer Relationship Management dan kepercayaan nasabah serta menganalisis antara Customer Relationship Management dan loyalitas nasabah. Hasil penelitian menunjukkan bahwa strategi Customer Relationship Management dapat mempengaruhi kepercayaan dan loyalitas nasabah.

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Information and Communication Technologies ICT development increase rapidly in Indonesia, an effective development of Customer Relationship Management in maintaining competition with competitors and also there is a change in the pattern of community habits in accessing information that creates new markets and opportunities in the digital era. The purpose of research in general is to analyze the influence of Customer Relationship Management program, especially VIRA, to Trust and Loyalty organization. This study uses the theory of organizational communication, external communication, Customer Relationship Management, customer Trust, customer Loyalty and computer mediated communication CMC . The method used in this study is the method of influence or regression analysis by analyzing between Customer Relationship Management and customer Trust and analyze between Customer Relationship Management and customer Loyalty. The results show that Customer Relationship Management strategy can influence customer Trust and Loyalty.