

ABSTRAK

Diera digitalisasi persaingan bisnis semakin ketat, sehingga perusahaan harus dapat beradaptasi dan menerapkan strategi yang tepat agar bertahan dalam situasi apapun termasuk pada situasi pandemi *COVID-19* seperti saat ini. Selain itu, perusahaan juga perlu menjaga hubungan baik dengan pelanggan atau disebut juga *Customer Relationship Management (CRM)* untuk menciptakannya loyalitas pelanggan. Karena, pelanggan yang memiliki loyalitas akan meningkatkan pendapatan, keuntungan dan tercapainya tujuan perusahaan. Penelitian ini menggunakan pendekatan kualitatif dengan metode triangulasi yaitu wawancara secara langsung kepada informan kunci, serta observasi dan dokumentasi secara langsung di kantor Auto2000 Asia Afrika Bandung. Dengan teknik analisis data di lapangan dengan reduksi data, tampilan data, verifikasi dan teknik analisis keabsahan data dengan uji coba, *Transferability*, dan *confirmability*. Bentuk *implementasi Customer Relationship Management (CRM)* pada divisi service Auto2000 Asia Afrika Bandung yaitu dengan menerapkan 3 tataran *strategi* mempertahankan dan menjaga loyalitas pelanggan mengingatkan servis berkala, memberikan promo menarik, mengadakan program *Toyota Home Service (THS)*, serta menerapkan protokol kesehatan. Sedangkan dari operasionalnya mengoptimalkan layanan baik layanan berkala maupun *analitis* Adanya penyimpanan data pelanggan pada sistem *SAM*, dan *TDMS*. Dan disediakan layanan “Tanya Tasia” dan *I-Care* untuk menghubungkan pelanggan yang akan, memberi saran atau keluhan dengan *Customer Relation*.

Kata kunci : *Implementasi, Customer Relathionship Management (CRM), Loyalitas*

ABSTRACT

In the digitalization era, business competition is getting tougher, so companies must be able to adapt and implement the right strategy to survive in any situation, including the current COVID-19 pandemic situation. In addition, companies also need to maintain good relationships with customers or also known as Customer Relationship Management (CRM) to create customer loyalty. Because, customers who have loyalty will increase revenue, profits and achieve company goals. This study uses a qualitative approach with triangulation methods, namely direct interviews with key informants, as well as direct observation and documentation at the Auto2000 Asia Afrika Bandung office. With data analysis techniques in the field with data reduction, data display, verification and data validity analysis techniques with trials, transferability, and confirmability. The form of implementation of Customer Relationship Management (CRM) at the Auto2000 Asia Afrika Bandung service division is by implementing 3 levels of strategy to maintain and maintain customer loyalty, reminding regular service, providing attractive promos, holding Toyota Home Service (THS) programs, and implementing health protocols. Meanwhile, from its operations, optimizing services, both periodic and analytical services. The existence of customer data storage in the SAM and TDMS systems. And the provision of “Tanya Tasia” and I-Care services to connect customers who will, provide suggestions or complaints with Customer Relations.

Keywords: Implementation, Customer Relationship Management (CRM), Loyalty