

## ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh *Customer Relationship Management* (CRM) terhadap citra perpustakaan pada Dinas Arsip dan Perpustakaan Kota Bandung. Tujuan penelitian ini adalah untuk mengetahui berapa besar pengaruh *Customer Relationship Management* (CRM) secara parsial dan simultan terhadap citra Dinas Arsip dan Perpustakaan Kota Bandung.

Penelitian ini menggunakan metode kuantitatif dengan jenis penelitian deskriptif. Pengambilan sampel dilakukan dengan metode *probability sampling* dengan teknik *simple random sampling*, dengan jumlah responden sebanyak 138 orang. Teknik analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linier berganda.

Berdasarkan hasil pengujian hipotesis secara simultan, *Customer Relationship Management* (CRM) berpengaruh signifikan terhadap citra Dinas Arsip dan Perpustakaan Kota Bandung. Hal ini dibuktikan dengan  $F_{hitung} > F_{tabel}$  ( $30,343 > 2,440$ ) dengan tingkat signifikansinya  $0,000 < 0,0005$ . Berdasarkan hasil uji hipotesis secara parsial (uji t) didapat bahwa variabel data, teknologi, sumber daya manusia, dan proses berpengaruh signifikan terhadap citra Dinas Arsip dan Perpustakaan Kota Bandung. Berdasarkan koefisien determinasi didapat bahwa *Customer Relationship Management* (CRM) mampu menjelaskan citra perpustakaan sebesar 47,7%, sedangkan sisanya yaitu 52,3% dipengaruhi oleh faktor lain yang tidak diteliti.

Kesimpulan penelitian ini adalah bahwa *Customer Relationship Management* (CRM) memiliki pengaruh cukup signifikan terhadap citra perpustakaan secara parsial dan simultan. Diharapkan Dinas Arsip dan Perpustakaan Kota Bandung dapat meningkatkan lagi aktivitas *Customer Relationship Management* (CRM) yang dilakukan.

**Kata Kunci :** *Customer Relationship Management* (CRM), citra perpustakaan, data, teknologi, sumber daya manusia, dan proses.

## ABSTRACT

*This research was conducted to determine the influence of Customer Relationship Management (CRM) on the image of libraries at the Bandung City Archives and Library Service. The purpose of this research is to find out how much influence Customer Relationship Management (CRM) partially and simultaneously has on the image of the Bandung City Archives and Library Service.*

*This research uses quantitative methods with descriptive research type. Sampling was carried out using the probability sampling method with a simple random sampling technique, with a total of 138 respondents. The data analysis technique used is descriptive analysis and multiple linear regression analysis.*

*Based on the results of simultaneous hypothesis testing, Customer Relationship Management (CRM) has a significant effect on the image of the Bandung City Archives and Library Service. This is proven by  $F_{count} > F_{table}$  ( $30.343 > 2.440$ ) with a significance level of  $0.000 < 0.0005$ . Based on the results of partial hypothesis testing (t-test), it was found that data, technology, human resources, and process variables had a significant effect on the image of the Bandung City Archives and Library Service. Based on the coefficient of determination, it was found that Customer Relationship Management (CRM) was able to explain 47.7% of the library's image, while the remaining 52.3% was influenced by other factors that were not researched.*

*This research concludes that Customer Relationship Management (CRM) has a significant influence on the image of the library partially and simultaneously. It is hoped that the Bandung City Archives and Library Service can further increase its Customer Relationship Shop Management (CRM) activities.*

**Keywords:** Customer Relationship Management (CRM), library image, data, technology, human resources, and processes.