

## **ABSTRACT**

### **VALUE CHAIN ANALYSIS OF CUSTOMER RELATIONSHIP MANAGEMENT AT RAHAYU ROASTERY**

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Competition among roasteries to market coffee bean products requires roastery businesses to be able to meet the expectations of their customers. However, in reality it is not easy to meet customer expectations, causing customers to move to other roasteries. Every business activity needs to be supported by a good customer service strategy with certain standards and procedures, and this is part of the implementation of Customer Relationship Management. The purpose of this research is to analyze the application of Value Chain Customer Relationship Management in Rahayu Roastery and find out the efforts to improve the Customer Relationship Management process in Rahayu Roastery. The research design is descriptive with a qualitative approach. The data collection technique used was structured interviews with open questions and analyzed using an interactive model which consisted of three stages, namely, data reduction, data presentation, and drawing conclusions. The findings that emerge in this study are the large role of people and process in the practice of managing customer relationships.

Evaluation and control are considered as very important activities not only for creating value for customers, but also for tracking the performance of customer service and marketing personnel as well as evaluating customer experience when transacting at Rahayu Roastery. The practical implication of this research is the use of the CRM Buttle value chain model to analyze the CRM process at Rahayu Roastery. The results of this study are expected to provide insight for roastery business actors in implementing the CRM process. The limitation of this research is that it cannot describe in more detail the process of implementing the CRM value chain at Rahayu Roastery. The primary data used in this study were taken from the interview process. Thus, it has the potential to cause subjectivity that comes from sources when explaining answers in the interview process.

**Keywords:** Value Chain Customer Relationship Management, Customer Relationship Management, Roastery.

## ABSTRAK

### ANALISIS VALUE CHAIN CUSTOMER RELATIONSHIP MANAGEMENT DI RAHAYU ROASTERY

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Persaingan diantara *roastery* untuk memasarkan produk biji kopi menuntut pelaku usaha *roastery* untuk dapat memenuhi ekspektasi pelanggannya. Namun pada kenyataannya tidaklah mudah untuk memenuhi ekspektasi pelanggan, sehingga menyebabkan pelanggan berpindah ke *roastery* lain. Setiap kegiatan bisnis perlu didukung oleh strategi pelayanan terhadap pelanggan yang baik dengan standar serta prosedur tertentu, dan hal tersebut merupakan bagian dari penerapan *Customer Relationship Management*. Tujuan dari penelitian ini adalah menganalisis penerapan *Value Chain Customer Relationship Management* yang ada di Rahayu Roastery dan mengetahui upaya perbaikan proses *Customer Relationship Management* di Rahayu Roastery. Desain penelitian ini adalah deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan adalah wawancara terstruktur dengan pertanyaan terbuka dan dianalisis menggunakan *interactive model* yang terdiri dari tiga tahap yaitu, reduksi data, penyajian data, dan penarikan kesimpulan. Temuan yang muncul dalam penelitian ini adalah besarnya peran *people* dan *process* dalam praktik mengelola hubungan pelanggan.

Evaluasi dan kontrol dianggap sebagai kegiatan yang sangat penting tidak hanya untuk menciptakan nilai bagi pelanggan, tetapi juga untuk melacak kinerja *customer service* dan tenaga pemasar serta evaluasi pengalaman pelanggan saat bertransaksi di Rahayu Roastery. Implikasi praktis pada penelitian ini adalah penggunaan model *value chain CRM Buttle* untuk menganalisis proses CRM di Rahayu Roastery. Hasil penelitian ini diharapkan dapat memberikan wawasan bagi pelaku bisnis *roastery* dalam menerapkan proses CRM. Keterbatasan dalam penelitian ini adalah belum bisa menggambarkan lebih detail tentang proses penerapan *value chain CRM* di Rahayu Roastery. Data primer yang dipakai dalam penelitian ini diambil dari proses wawancara. Sehingga, berpotensi menimbulkan sebuah subyektifitas yang berasal dari narasumber saat memaparkan jawaban pada proses wawancara.

Kata Kunci: *Value Chain Customer Relationship Management, Customer Relationship Management, Roastery.*