

INTISARI

Penelitian ini bertujuan untuk menganalisis pengimplementasian *customer relationship management* (CRM) dan penilaian pelanggan dengan menggunakan pendekatan *customer lifetime value* (CLV) di PT Adi Satria Abadi. Selain itu, penelitian juga menganalisis segmentasi pelanggan dan mengidentifikasi segmen pelanggan yang dapat memberikan peningkatan profit bagi perusahaan. Penelitian ini mengadopsi pendekatan kualitatif dengan studi kasus. Teknik pengumpulan data dilakukan dengan mewawancarai dengan tiga narasumber dan analisis dokumen. Hasil penelitian menunjukkan bahwa perusahaan telah mengimplementasikan CRM, tetapi kegiatan dan program yang dijalankan masih transaksional. Berdasarkan perhitungan, rata-rata hasil analisis CLV pada segmen ekspor–badan usaha sebesar Rp 1.611.835.616, segmen lokal–badan usaha sebesar Rp 22.409.569.387, dan segmen lokal–personal sebesar Rp 1.380.124. Segmentasi pelanggan ekspor–badan usaha dan lokal–badan usaha dengan menggunakan matriks masing-masing diperoleh 18% dan 13% pada segmen *true friends*, 5% dan 8% pada segmen *butterflies*, 32% dan 19% pada segmen *barnacles*, dan 46% dan 60% pada segmen *strangers*. Persentase pada segmen *true friends* dan *butterflies* masih kurang dari 20% sehingga keuntungan yang didapatkan perusahaan belum terealisasi secara maksimal karena strategi dalam mempertahankan pelanggan masih sederhana. Oleh karena itu, PT Adi Satria Abadi perlu menjaga hubungan baik dengan pelanggan yang berpotensi menghasilkan profit tinggi agar kontribusi yang diberikan dapat berjalan secara berkesinambungan.

Kata kunci: CRM, CLV, segmentasi pelanggan

ABSTRACT

This research aims to analyze the implementation of customer relationship management (CRM) and customer appraisal using the customer lifetime value (CLV) approach at PT Adi Satria Abadi. In addition, the research also analyzes customer segmentation and identifies customer segments that can provide increased profits for the company. This research adopts a qualitative approach with a case study. Data collection techniques conducted with three interviewees and document analysis. The results show that the company has implemented CRM, but the activities and programs are still transactional. Based on the calculation, the average CLV analysis results in the export-business entity segment amounted to Rp 1,611,835,616, the local-business entity segment amounted to Rp 22,409,569,387, and the local-personal segment amounted to Rp 1,380,124. The segmentation of export-business entity and local-business entity by using the matrix obtained 18% and 13% in the true friends' segment, 5% and 8% in the butterflies' segment, 32% and 19% in the barnacles' segment, and 46% and 60% in the strangers' segment, respectively. The percentage in the true friends and butterflies segments is still less than 20%, so that the benefits obtained by the company have not been maximally realized because the strategy for retaining customers is still simple. Therefore, PT Adi Satria Abadi needs to maintain good relationships with customers who have the potential to generate high profits so that the contribution made can run sustainably.

Keywords: CRM, CLV, customer segmentation