

INTISARI

Studi ini meneliti terkait Penerapan *Customer Relationship Management* pada PT Mufida Fajar Utama. Penelitian ini bertujuan untuk mengetahui bagaimana penerapan *Customer Relationship Management* yang dilakukan oleh karyawan *marketing* PT Mufida Fajar Utama. Jenis penelitian ini menggunakan metode deskriptif dengan pendekatan dan pengolahan kualitatif yang menggambarkan dan menjelaskan hasil dari observasi lapangan, peneliti juga melakukan wawancara dengan karyawan bagian pemasaran PT Mufida Fajar Utama. Metode penelitian yang digunakan yaitu observasi, wawancara dan studi pustaka. Dari data yang telah dianalisis bahwa penerapan *Customer Relationship Management* di PT Mufida Fajar Utama memiliki tiga komponen utama sebagai indikator yaitu sumber daya manusia (*people*), proses dan teknologi. Disetiap komponen indikator keberhasilan penerapan *Customer Relationship Management* pada suatu perusahaan, PT Mufida Fajar Utama tergolong sudah efektif dalam penerapannya.

Kata Kunci : *Customer Relationship Management*, Penerapan *Customer Relationship Management*

ABSTRACT

This study examines the related Implementation of Customer Relationship Management at PT Mufida Fajar Utama. This study aims to find out how the implementation of Customer Relationship Management conducted by marketing employees of PT Mufida Fajar Utama. This research uses descriptive method with qualitative approach and processing that describes and explain the result of observation, researchers also conducted interviews with marketing employees of PT Mufida Fajar Utama. The research method used is observation, interview and literature study. From the data that has been analyzed that the implementation of Customer Relationship Management in PT Mufida Fajar Utama has three main components as indicators of human resources (people), processes and technology. In every component indicator of successful implementation of Customer Relationship Management in a company, PT Mufida Fajar Utama classified as effective in applying it.

Keywords : *Customer Relationship Management, Implementation Customer Relationship Management*