

INTISARI

Astra Motor (*PT Astra International, Tbk - Honda Sales Operation*), merupakan salah satu *Corporate Operation PT Astra International, Tbk* yang bergerak di bidang distribusi dan penjualan retail kendaraan roda dua merk Honda. penelitian ini dilakukan guna mengetahui strategi dan pelaksanaan *Customer relationship management (CRM)* di *PT Astra International Tbk-Honda Yogyakarta* serta peranan *Customer relationship management (CRM)* dalam mengubah konsumen menjadi pelanggan yang loyal di *PT Astra International Tbk-Honda Yogyakarta*. Meskipun menjadi pemegang pasar di bidang penjualan retail kendaraan roda dua otomotif, namun *PT Astra International Tbk-Honda Yogyakarta* harus terus bekerja keras dalam menjalankan tugas dan tanggung jawab dalam memberikan kepuasan dan kepercayaan pelanggan agar tidak kalah dengan pesaing. Mengingat Astra motor memiliki beberapa program-program. dan jenis kegiatan yang dilakukan dalam memelihara pelanggan salah satu nya adalah CRM.

Dalam penelitian ini, penulis menggunakan metode wawancara dan pengamatan. Narasumber terdiri dari karyawan yang berhubungan dan mengetahui tentang CRM di Astra motor dan beberapa pelanggan yang ada di lapangan. Pengamatan dilakukan di *PT Astra International Tbk-Honda* yang berlokasi di Jalan Magelang Km. 7.2 Yogyakarta.

Berdasarkan hasil penelitian, peranan CRM dalam mengubah konsumen menjadi pelanggan yang loyal memiliki beberapa jenis strategi dan proses yang dilakukan di dalam pembahasan salah satu nya komponen-komponen seperti Analisis portfolio pelanggan, keintiman pelanggan, Pengembangan jaringan, Pengembangan proposisi nilai, Pengelolaan siklus hidup pelanggan. program CRM yang dilakukan sudah cukup baik namun masih ada hal-hal yang perlu terus diperhatikan seperti Database dan Program Promosi.

Kata kunci: *Customer relationship management (CRM)*, peranan, pelanggan, loyal, konsumen, manajemen hubungan, Relasi, *Customer retention*, *Relationship Marketing*.

ABSTRACT

Astra Motor (*PT Astra International Tbk-Honda Sales Operation*), is one of the corporate Operations under *PT Astra International Tbk* which is engaged in the distribution and retail sales of two-wheeled vehicles for Honda.

This research was conducted to determine the strategy and implementation of *Customer Relationship Management (CRM)* in *PT Astra International Tbk-Honda Yogyakarta* and the role of *Customer Relationship Management (CRM)* in transforming the consumer into a loyal customer at *PT Astra International Tbk-Honda Yogyakarta*. Although nowadays *PT Astra International Tbk-Honda Yogyakarta* is being the holder of the market in the field of retail sales of two-wheeled automotive vehicles, but the company have to continuously work hard in performing their duties and responsibilities to delivering customer satisfaction and trust, so that the company would be win all the market defeated competitors. Given Astra motor has several programs, there one of activity to carried out the customer maintains is CRM.

In this study, the authors used the interview and observation method. Resource comprised of employee who has related and know about CRM at Astra motors and some existing customers in the field. Observations made at *PT Astra International Tbk-Honda*, located in Jl Magelang Km 7,2 Yogyakarta.

Based on this research, the role of CRM in turning consumers into loyal customers who have some kind of strategy and processes performed in the discussion. One of it's components such as customers portfolio analysis, customer intimacy, network development, value proposition development, management of customer life cycle. CRM program performed well enough but there are things that need to be considered such as the database and promotion program.

Keywords: Customer Relationship Management (CRM), Role, Customers, loyal, Relationship, Customer retention, Relationship Marketing, Consumer.