

INTISARI

PT XYZ merupakan perusahaan penyedia jasa pelayanan pengeboran minyak dan gas lepas pantai maupun pengeboran darat minyak, gas dan panas bumi, yang telah sukses melaksanakan proyek pengeboran tidak hanya di Indonesia, tetapi juga di negara-negara lain. Dalam persaingan bisnis di dunia pengeboran migas yang cukup ketat, banyak cara yang dilakukan perusahaan agar tetap mampu bertahan dan bersaing. Salah satu cara perusahaan untuk mempertahankan pelanggannya dan menjalin hubungan baik dengan pelanggannya untuk kelangsungan usaha jangka panjang sehingga mampu meningkatkan kepuasan pelanggan melalui hubungan jangka panjang yaitu dengan penerapan *Customer Relationship Management (CRM)*.

Keberhasilan implementasi CRM dapat terukur melalui elemen-elemen yang terdiri atas memperbaiki dan menspesialisasikan hubungan dengan para konsumen, pemahaman dan pemisahan konsumen, merespon keluhan konsumen dan, menarik dan melindungi konsumen. (Alipour and Mohammadi, 2011). Pada penelitian ini, peneliti memfokuskan pada konsistensi implementasi keempat elemen CRM tersebut dalam rangka membina, mempertahankan hubungan baik dan mutualisme dengan mitra B2B yang menggunakan jasa pengeboran sehingga terciptanya *customer lifetime value*.

Penelitian ini dilakukan dengan wawancara mengenai implementasi CRM melalui keempat elemennya dengan lima narasumber dan satu narasumber pendukung yang berasal dari jajaran manajerial dan staf yang terlibat langsung dan memiliki pemahaman terhadap implementasi dimensi CRM. Selanjutnya hasil wawancara tersebut dianalisis secara deskriptif untuk mendapatkan informasi sebenarnya mengenai kinerja PT XYZ terhadap Mitra B2B nya.

Berdasarkan hasil wawancara terhadap keenam narasumber terhadap kinerja implementasi CRM menunjukkan bahwa implementasi CRM penting dalam hal memfasilitasi pelayanan dan menjalani suatu kontrak kerja sama dengan para mitra bisnisnya walaupun implementasinya masih terdapat banyak keterbatasan. PT XYZ berserta strukturalnya mengerti pentingnya membina hubungan dengan para mitra B2B dalam suatu kerja sama yang saling menguntungkan.

Kata Kunci: customer relationship manajemen, pemahaman & pemisahan, pengembangan & spesialisasi, keluhan, menarik & melindungi konsumen, masa nilai konsumen, bisnis ke bisnis.

ABSTRACT

PT XYZ is a provider of services oil and gas drilling offshore as well as onshore drilling of oil, gas and geothermal heat, which has been successfully implementing a project drilling not only in Indonesia but also in other countries. In business competition in the world of oil and gas drilling that tight enough, much in the way that is done in order to keep companies able to survive and to compete. One of the ways the company to retain its customers and establish good relations with its customers for long term business continuity so that it was able to increase customer satisfaction through a long-term relationship was the application of Customer Relationship Management.

The successful implementation of CRM can be measured through the elements consisting of repair and specialize the relationship with the consumer, understanding and separation of consumers, responding to consumer complaints and, attracting and protecting consumers. In this study, researchers focused on the consistency of the implementation of the four elements of the CRM in order to foster, to maintain good relationships and partners with B2B mutualism that use drilling services so that the creation of customer lifetime value.

This research was conducted with interviews about CRM implementation through the four elements with five speakers and a resource person who came from the ranks of management and staff involved directly and have an understanding of the dimensions of the implementation of CRM. Furthermore the results of these interviews were analyzed in a descriptive fact to obtain information about the performance of PT XYZ against his B2B Partners.

Based on the results of the interview against the six speakers against the performance of CRM implementation CRM implementation shows that important in terms of facilitating services and undergo a contract of cooperation with its business partners despite the implementation, there are still many limitations. PT XYZ has understood the importance of fostering relationships with B2B partners in a mutually beneficial cooperation.

Keywords: consumer relationship management, understanding & separateness, development & specialization, complaints, attracting & protecting consumers, customer lifetime value, business to business