

INTISARI

Badan Penyelenggara Jaminan Sosial (BPJS) Ketenagakerjaan sebagai penyelenggara jaminan sosial di Indonesia memiliki Kantor Cabang dan Kantor Cabang Perintis yang tersebar di seluruh nusantara untuk memberikan pelayanan kepada peserta sebagai mitra *Business to Business* (B2B). Peserta ini berkontribusi dalam pencapaian profit dan pengembangan bisnis BPJS Ketenagakerjaan. Seiring perkembangan jaman peserta semakin peka terhadap pelayanan yang diberikan oleh BPJS Ketenagakerjaan khususnya terkait dengan pengelolaan data kepesertaan melalui alat bantu berbasis teknologi informasi. Hal ini menuntut BPJS Ketenagakerjaan untuk melakukan evaluasi dan perbaikan secara menyeluruh mengenai cara bagaimana mempertahankan dan membina hubungan baik dengan peserta agar tetap merasakan kepuasan pelayanan dan semakin percaya melalui penerapan *Customer Relationship Management* (CRM). Dalam melakukan evaluasi, perubahan dan perbaikan tersebut maka perlu pengkajian dan ***menganalisis penerapan Customer Relationship Management (CRM) melalui pogram SIPP Online terhadap peserta.***

Keberhasilan penerapan CRM berbasis teknologi informasi diukur melalui ketiga komponen yang terdiri atas *customer orientation*, *CRM software use*, dan *job performance* (McNally, 2007). Pada penelitian ini, penulis fokus pada konsistensi penerapan ketiga komponen CRM tersebut dalam rangka membina dan mempertahankan hubungan baik dengan mitra B2B yaitu perusahaan peserta sehingga terjadi pembelian berulang atau pemakaian aplikasi SIPP *Online* secara kontinu dalam pengelolaan data kepesertaan.

Penelitian dilakukan dengan melakukan wawancara mengenai penerapan CRM melalui ketiga komponennya dengan dua belas narasumber dan dua narasumber pendukung yang berasal dari jajaran manajerial dan staf serta PIC Perusahaan peserta yang terlibat langsung dan memiliki pemahaman terhadap penerapan CRM berbasis teknologi informasi. Teknik triangulasi digunakan untuk menguji konsistensi atas hasil wawancara tersebut melalui pedoman pertanyaan wawancara terstruktur dan umum. Selanjutnya hasil wawancara tersebut dianalisis secara deskriptif untuk mendapatkan informasi sebenarnya mengenai kinerja CRM BPJS Ketenagakerjaan terhadap pesertanya.

Berdasarkan hasil wawancara terhadap keempat belas narasumber terhadap kinerja penerapan CRM menunjukkan bahwa setiap insan BPJS Ketenagakerjaan sadar dan paham akan pentingnya membina dan mempertahankan hubungan baik dengan peserta namun tidak terdapat hubungan yang terjalin intens sebagai dasar untuk menerapkan *customer orientation* dalam jasa pelayanan BPJS Ketenagakerjaan; ketergantungan akan tim *helpdesk* kantor pusat; tingkat adaptasi terhadap teknologi informasi dan permasalahan berulang dari penggunaan aplikasi SIPP *Online* tidak mendukung *CRM software use* yang baik; monitoring dan evaluasi penggunaan aplikasi SIPP *Online* belum dilakukan secara berkala dan kontinu dikarenakan hanya fokus terhadap salah satu indikator dalam KPI yaitu tingkat Iuran Belum Rinci (IBR) yang akan mempengaruhi *job performance*.

Berdasarkan penelitian dan pembahasan yang telah dilakukan, peneliti menyarankan kepada BPJS Ketenagakerjaan untuk merancang strategi dan melakukan perbaikan mendasar di internal individu, prosedur, dan proses agar ketiga komponen CRM dapat diterapkan dengan baik untuk menciptakan kepercayaan dan kepuasan peserta.

Kata Kunci : *Customer Relationship Management (CRM), CRM component, customer orientation, CRM software use, job performance, kepercayaan dan kepuasan peserta, business to business*

ABSTRACT

Badan Penyelenggara Jaminan Sosial (BPJS) Ketenagakerjaan as a provider of social security in Indonesia has Branch Offices and Branch Offices Pioneers are scattered throughout the archipelago to provide services to participants as partners Business to Business (B2B). The participants contribute to the achievement of profit and business development BPJS Ketenagakerjaan. As the development time participants increasingly are sensitive to the services provided by the Employment BPJS particularly related to the management of membership data through information technology-based tools. This requires BPJS Ketenagakerjaan to conduct a thorough evaluation and improvement of the way in maintaining and building good relationships with the participants in order to remain satisfaction and growing trust services through the implementation of Customer Relationship Management (CRM). In conducting the evaluation, the changes and the improvements it is necessary to study and *analyze the implementation of Customer Relationship Management (CRM) through a SIPP Online Program is carried out to the participants.*

The successful application of information technology-based CRM measured through three components consisting of customer orientation, CRM software use, and job performance (McNally, 2007). In this study, the authors focused on the consistent implementation of the three components of the CRM in order to build and to maintain good relationships with B2B partners which are companies of participants resulting in repeat purchase or use Online SIPP continuous application in the management of membership data.

This study was conducted by interviewing the CRM application through three components with twelve speakers and two speakers from the ranks of supporters of managerial and staff as well as the Company PIC participants directly involved and have an understanding of information technology-based CRM application. Triangulation techniques used to test the consistency of the results of these interviews through structured guidance and common interview questions. Furthermore, the results of these interviews were analyzed descriptively to obtain actual information about the performance of CRM BPJS Ketenagakerjaan of the participants.

Based on the results of interviews with fourteen speakers on the performance of the CRM application showed that every member of BPJS Ketenagakerjaan was aware and understand the importance of fostering and maintaining good relationships with the participants but there is no relationship that exists intense as the basis for implementing customer orientation in BPJS Ketenagakerjaan services; dependence on the helpdesk team headquarters; degree of adaptation to information technology and recurring problems of using Online SIPP application does not support the use of CRM software is good; monitoring and evaluation of the use Online SIPP application has not been done regularly and continuously because only focus on one of the indicators in the KPI is the level of Iuran Belum Rinci (IBR) which will affect job performance.

Based on the research and discussion that has been done, this research suggested to BPJS Ketenagakerjaan to design strategies and to carry out fundamental improvements in internal individuals, procedures, and processes that the three components of CRM can be applied well to create trust and satisfaction of participants.

Keyword: Customer Relationship Management (CRM), CRM component, customer orientation, CRM software use, job performance, trust and satisfaction of participants, business to business