

Perancangan Model Penilaian Kinerja Customer Relationship Management dalam Industri Perbankan menggunakan Metode Analytic Hierarchy Process

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20304440&lokasi=lokal>

Abstrak

The Design of Performance Assessment Model for Customer Relationship Management in Banking industries Using Analytic Hierarchy Process. Customer Relationship Management is an approach to organize company? interactions with customers that starts with a customer-centered point of view.

Basically, the goals of adopting CRM are to increase customer retention and customer satisfaction. Previous researches had shown that retaining customers is more profitable than building new relationship with the customers. Therefore, in order to gain more customers, bank industries in Indonesia start to adopt CRM. This condition results in increased emphasis on developing measures that are customer-centric and give managers a better idea of how their CRM policies and programs are working.

In this research, a performance assessment model for Customer Relationship Management in banking industries is designed using Analytic Hierarchy Process. First the criteria and sub criteria as performance indicators are chosen and weighted by experts; the chosen criteria are Customer Knowledge, Customer Value, Customer Interaction, Customer Satisfaction, and Financial. Then an assessment model is constructed based on the chosen criteria and sub criteria. The result is a performance assessment model for Customer Relationship Management in banking industries.