

Analisis dimensi crm dan metode anp pada industri penunjang migas di indonesia dalam rangka menekan keluhan pelanggan = Crm dimensional analysis and anp method for oil and gas industry sub contractor in indonesia in the context of reducing customer complaints /
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Abstrak

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Untuk meningkatkan keunggulan bersaing pada industri penunjang migas di Indonesia maka perhatian terhadap kepuasan pelanggan dan membuat pelanggan menjadi sangat setia perlu menjadi prioritas Penelitian ini menggunakan metode Analytic Network Process ANP untuk mendapatkan dimensi dan kriteria strategis Customer Relationship Management CRM melalui wawancara dan kuesioner kepada lima orang pakar dalam bidang CRM industri penunjang migas Penelitian menghasilkan enam dimensi utama dan dua puluh tujuh kriteria untuk perancangan strategi CRM Didapatkan dimensi yang paling penting adalah Customer CRM Output CRM Strategy CRM Process Company Workcode Analysis dan Organizational Alignment Kriteria CRM yang menjadi prioritas dalam mengefektifkan strategi CRM adalah Customer Retention

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ABSTRACT

To enhance competitive advantage in oil and gas industry sub contractor in Indonesia the attention to customer satisfaction and make customers loyalty should be a priority This study uses the Analytic Network Process ANP to get the dimensions and criteria strategic of Customer Relationship Management CRM through interviews and questionnaires to five experts in the field of CRM oil and gas industry sub contractor The resulted of this research are six main dimensions and twenty seven criteria for the design of a CRM strategy It was found that the most important dimension is Customer Output CRM CRM Strategy CRM Process Company Workcode Analysis and Organizational Alignment The priority of CRM criteria to effective CRM strategy is Customer Retention