

Pengaruh infrastruktur teknologi customer relationship management terhadap peningkatan laba dengan mediasi proses customer relationship management (CRM): studi empiris pada industri perbankan di Indonesia = The effect of technology infrastructure in customer relationship management on profit increases with customer relationship management (CRM) process mediation: empirical study on Indonesian banking industry / Tivia Venica Tami Sitorus

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Abstrak

**ABSTRAK**

Penelitian ini mengangkat topik tentang Infrastruktur Teknologi untuk penerapan Customer Relationship Management CRM yang dapat mempengaruhi peningkatan laba melalui Proses CRM. Riset dilakukan terhadap perusahaan perbankan umum konvensional yang terdaftar di OJK yang memiliki kantor pusat berlokasi di provinsi DKI Jakarta, tidak termasuk bank asing dan bank syariah. Sampel penelitian terdiri dari 30 Bank yang bersedia dan mengembalikan kuesioner penelitian. Dalam uji hipotesis pada analisis jalur data diolah dengan software LISREL menggunakan model struktural. Sebelum melakukan uji hipotesis, variabel non-metrik dalam penelitian ini perlu dilakukan uji validitas dan reliabilitas dengan bantuan software SPSS v.22. Dari hasil uji hipotesis ditemukan bahwa Infrastruktur Teknologi CRM IT signifikan berpengaruh terhadap Proses CRM CRMP, namun Infrastruktur Teknologi CRM tidak berpengaruh dalam peningkatan laba PROFIT. Akan tetapi, dengan mediasi Proses CRM, Infrastruktur Teknologi CRM dapat meningkatkan laba secara signifikan, sehingga Proses CRM dapat memediasi pengaruh Infrastruktur Teknologi CRM terhadap peningkatan laba. Hasil penelitian membuktikan meskipun indikator dalam Proses CRM dan Infrastruktur Teknologi CRM relatif sudah baik namun peningkatan laba tidak ditentukan oleh Infrastruktur Teknologi CRM secara langsung, melainkan melalui mediasi proses CRM pada bank yang menjadi sampel penelitian ini.

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**ABSTRACT**

This research analyzes the effect of Technology Infrastructure in CRM on the Profit Increases with CRM Process mediating. Research is conducted on conventional banks listed on OJK whose Head Office located on DKI Jakarta excluding foreign banks and Islamic banks. The study sample consists of 30 banks which is willing to respond the research questionnaire. In testing hypothesis using path analysis, data are processed by using LISREL 9 in structural model. Before testing hypothesis, non metric variable in this research should be valid and reliable by testing its validity and reliability using SPSS v.22. The results find if Technology Infrastructure in CRM significantly affect CRM Process, but there is no effect of Technology Infrastructure in CRM on the Profit Increases. On the other hand, CRM Process can increase the profit significantly, so that CRM Process can mediate the effect of Technology Infrastructure in CRM on the Profit Increase. Research shows indicators of the CRM Process and Technology Infrastructure in CRM relatively high but the Profit growth is not determined by the Technology Infrastructure in CRM directly, that CRM Process should be mediating the effect to some banks that becomes sample to this research.