

ABSTRAK

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Judul :

Analisa penerapan *Customer Relationship Marketing* dan pengaruhnya terhadap *Brand Equity* (Studi kasus Call Center Bank Mandiri)

Call Center merupakan salah satu titik kontak antara Bank dengan pelanggannya. Penerapan *Customer Relationship Marketing* pada *call center* merupakan sebuah hal yang tidak dapat dipungkiri keberadaannya. Jika di masa lalu *call center* lebih dikenal merupakan operator telepon, maka pada studi ini ingin melihat peranan *call center* terhadap ekuitas merek perusahaan. Bank Mandiri memiliki *call center* yang beroperasi 7/24 dengan nama Mandiri Call. Penerapan *customer relationship marketing* telah dilakukan sejak terbentuknya *call center* dan diselaraskan penerapannya secara Organisasi. Karya akhir ini menunjukkan adanya pengaruh positif penerapan *customer relationship marketing* Mandiri Call terhadap *brand equity* Mandiri melalui peningkatan *customer satisfaction* Mandiri, *customer retention* Mandiri, dan *customer equity* Mandiri.

Kata kunci:

Customer Relationship Marketing, *Brand Equity*, Perbankan, *Customer Satisfaction*, *Customer Retention*, *Customer Equity*, Jasa, Manajemen Pemasaran

ABSTRACT

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Title :

Analyses of Customer Relationship Marketing Implementation and its impact to Brand Equity (Case Study Call Center Bank Mandiri)

Call Center is a point of contact within Bank and the customer. Implementation of Customer Relationship Marketing in call center is an important matters nowadays. In the past, call center known as a telephone operator. In this research we elaborate more the role of call center to the company's Brand Equity. Mandiri Call is a call center that operate 24/7 by Bank Mandiri. The implementation of Customer Relationship Marketing has been done since the establishment of call center and allign them with Organization vision. This Thesis shows the positive impact of Customer Relationship Marketing to Brand Equity through the improvement of Customer Satisfaction Mandiri, Customer Rentention Mandiri, and Customer Equity Mandiri.

Key words:

Customer Relationship Marketing, Brand Equity, Banking, Customer Satisfaction, Customer Retention, Customer Equity, Service, Marketing Management.