

Relationship management dalam penanganan pengaduan internasional permasalahan sistem informasi manajemen keimigrasian pada Kantor Pusat Direktorat Jenderal Imigrasi = Analysis of the response perception of Implementation of Customer Relationship Management (CRM) application in handling internal complaint of the problem in immigration information management system on the Headquarter of Directorate General of immigration

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Abstrak

Tesis ini membahas mengenai persepsi pengguna Aplikasi CRM terhadap implementasi Aplikasi CRM sebagai media komunikasi dalam penyelesaian laporan permasalahan sistem informasi manajemen keimigrasian dan menganalisa faktor-faktor yang mempengaruhinya. Penelitian ini merupakan penelitian kuantitatif yang didukung oleh metode pengumpulan data kualitatif, Hasil penelitian ini menyarankan adanya sebuah standar atau petunjuk/ peraturan yang mengatur mekanisme pelaporan permasalahan sistem informasi manajemen keimigrasian dan dilakukannya beberapa penyesnaian atau perubahan atas Aplikasi CRM itu sendiri, antara lain integrasi kedalam Portal Direktorat Jenderal Imigrasi, pembuatan buku petunjuk praktis penggunaan Aplikasi CRM dan yang terpenting adalah pelaksanaan pelatihan serta sosialisasi mengenai implementasi Aplikasi CRM kepada seluruh pegawai Direktorat Jenderal Imigrasi.

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The point of this thesis is about study of the response perception of implementation of Customer Relationship Management (CRM) application in handling internal complaint of the problem in immigration information management system and analyzing the factors that might effecting it This study is using quantitative research method which is supported by qualitative research method by using descriptive design. It is expected that the result of this study will suggest a real standard or instruction rules which will w:r.mge the reportiog mechanism for the problem in immigration information management system and will rage eadquarter to do some adjustment in the said CRM application. It is also hoped the adjustment will be in the fonn of integrating the system into a portal belongs to Directorate General of Immigration) issuing practical manual hook for the using of CRM application, and the most important is performing some courses and socialization of the implementation of CRM application forr all employees in Directorate General of Immigration.