

ABSTRACT

APPLICATION CUSTOMER RELATIONSHI MANAGEMENT THROUGH MARKETING MIX IN PT. BANK NEGARA INDONESIA (Persero) Tbk, SILIWANGI UNIVERSITY SUPPORTING BRANCH OFFICE

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The purpose of this study is to determine the Application of Customer Relationship Management through Marketing Mix that is applied at PT. Bank Negara Indonesia, covering 7P (Product, Price, Place, Promotion, Process, People, Physical Environment). Also to find out what obstacles are occurring as well as the solution in implementing Customer Relationship Management through Marketing Mix At PT. Bank Negara Indonesia. From the results of observation, Depth Interview and Literature Study of this study found how the application of Customer Relationship Management Through Marketing Mix At PT. Bank Negara Indonesia and its important obstacles and solutions are applied to increase customer loyalty, profitability of the company and attract new customers' attention and it can be seen that companies need to improve services and promotions to the community so that they can continue to improve and maximize customer loyalty. The author gives suggestions to continue to improve , developing and enhancing marketing mix programs that have been implemented so that more and more people are loyal to Bank Negara Indonesia and many new customers are interested in becoming loyal customers at BNI.

Keywords : Bank, Customer Relationship Management, Marketing Mix

ABSTRAK

PENERAPAN *CUSTOMER RELATIONSHI MANAGEMENT* MELALUI *MARKETING MIX* PADA PT. BANK NEGARA INDONESIA Tbk. KANTOR CABANG PEMBANTU UNIVERSITAS SILIWANGI

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Tujuan dari penelitian ini adalah untuk mengetahui Penerapan *Costumer Relationship Management* melalui *Marketing Mix* yang diterapkan pada PT. Bank Negara Indonesia yang meliputi 7P (*Product, Price, Place, Promotion, Process, People, Phsycal Environment*). Juga untuk mengetahui hambatan apa saja yang terjadi serta solusinya dalam penerapan *Customer Relationship Management* melalui *Marketing Mix* Pada PT. Bank Negara Indonesi. Dari hasil Observasi, *Depth Interview* dan Studi Pustaka dari penelitian ini ditemukan bagaimana penerapan *Customer Relationship Management* Melalui *Marketing Mix* Pada PT. Bank Negara Indonesia beserta hambatan dan solusinya yang sangat penting diterapkan untuk meningkatkan loyalitas nasabah, profitabilitas perusahaan serta menarik perhatian nasabah baru dan dapat diketahui bahwa perusahaan perlu meningkatkan pelayanan serta promosi terhadap masyarakat agar dapat terus meningkatkan dan memaksimalkan loyalitas nasabah. Penulis memberikan saran untuk terus memperbaiki, mengembangkan dan meningkatkan program-program bauran pemasaran yang telah diterapkan agar semakin banyak masyarakat yang loyal kepada Bank Negara Indonesia dan banyak nasabah baru yang tertarik untuk menjadi nasabah loyal di BNI

Kata Kunci : Bank, *Customer Relationship Management*, *Marketing Mix*