

## ABSTRAK

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**Konsentrasi Public Relations**

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**Judul: Customer Relationship Management PT. House Of Rattan Dalam Menghadapi Persaingan Tahun 2013-2016**

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Pada saat PT. House Of Rattan berdiri, kondisi pasar industri sangat padat dan tingkat persaingan sangat ketat tetapi masih kompetitif, dan saat itu PT. House Of Rattan baru memperkenalkan produknya kepada pelanggan. Target dari perusahaan ini meningkatkan loyalitas pelanggan dan mempertahankan pelanggan. Masalah tersebut dipecahkan dengan metode *Customer Relationship Management* atau membina hubungan baik dengan pelanggannya. Penelitian tentang penerapan *Customer Relationship Management* dalam menghadapi persaingan ini berusaha untuk menganalisis tentang bagaimana menumbuhkan rasa kepuasan pelanggan terhadap pelayanan yang telah diberikan oleh PT. House Of Rattan guna mempertahankan pelanggan agar tidak lari ke pesaing. Tujuan penelitian ini dimaksudkan untuk mendeskripsikan *Customer Relationship Management* PT. House Of Rattan dalam menghadapi persaingan. Kerangka teori dalam penelitian ini yaitu untuk melihat bahwa penerapan *Customer Relationship Management* merupakan hal yang penting dalam menjaga hubungan dengan pelanggan. Metodologi dalam penelitian ini yaitu wawancara, dan dokumentasi dengan jenis deskriptif kualitatif. Hasil penelitian menunjukkan bahwa penerapan *Customer Relationship Management* yang dilakukan oleh PT. House Of Rattan menunjukkan bahwa PT. House Of Rattan mampu mempertahankan pelanggannya ditengah derasnya persaingan dengan menggunakan strategi *customer need based* dan juga *customer value based* yang dimana PT. House Of Rattan melayani kepuasan dan meningkatkan loyalitas pelanggannya berdasarkan kebutuhan dan kebiasaannya. Hal tersebut dibuktikan juga bahwa PT. House Of Rattan mendapatkan nilai positif dari para buyernya.

**Kata Kunci: *Customer Relationship Management*, Kepuasan pelanggan, Persaingan**

## **ABSTRACT**

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**Title: Customer Relationship Management PT. House Of Rattan Dalam Menghadapi Persaingan Tahun 2013-2016**

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When PT. House Of Rattan built the market industrial condition was very tight, crowded and competitive. At that time PT. House Of Rattan just introduced their product to the customers. The company's targets are increasing the customer's loyalties and maintaining the customers by a good and intensive communication. This case is solved by CRM method or maintaining a good relationship with the customer by good communication both spoken and written. Research about application of Customer Relationship Management in facing business competition try to analyze how to grow up customer's satisfaction from PT. House Of Rattan to maintain customer from other competitor. The goals of this research means to describe Customer Relationship Management PT. House Of Rattan in facing business competition. Theoretical framework in this research is for looking that application of Customer Relationship management is the important thing to maintain the customer. Methodology of this research is interview and documentation based on descriptive qualitative. The product of this research indicates that application of Customer Relationship Management which is done by PT. House Of Rattan show that PT. House Of Rattan able maintain the customer among big competitor's by using strategy customer need based and customer value based which is PT. House Of Rattan give customer satisfaction and loyalty to their customer's based on their need and their habit. In this chase PT. House Of Rattan reserve a good feedback from their customer's.

**Keywords: *Customer Relationship Management, Customer satisfaction, Competitor***