

ABSTRACT

Nowadays, internet is a media that is most needed by the society. It makes the telecommunications business in Indonesia has grown rapidly. In Indonesia, there have been three major companies that provide 4G LTE services. Those are Telkomsel, XL Axiata and Indosat. In this case, the customer retention is necessary to maintain customers, one way is the approach of customer relationship management activities. This study tried to survey the effect of Telkomsel POINT program as the implementation of CRM to customer loyalty Telkomsel in Bandung.

This study used a quantitative approach where the total population as many as 101 people were sampled with non-probability sampling method which used purposive sampling method. The data were obtained through questionnaires and analyzed using multiple linear regression analysis.

The results showed that the effect of CRM simultaneously by 51.2% in influencing customer loyalty and the remaining 48.8% is influenced by other factors beyond the study. Partially, sub-variables technology significantly influence customer loyalty. The process and sub human variables does not significantly influence customer loyalty.

Keywords: Customer Relationship Management (CRM), customer loyalty, people, process and technology.