

ABSTRACT

The increasing number of banks in Indonesia resulted in each company competing in maintaining customers so as not to switch to a competitor company. One used by Bank Bjb Branch Batu Buah Bandung in maintaining customers so as not to switch to a competitor company is applying Customer Relationship Management (CRM) activity.

This research type is Descriptive research. Data source used is primary and secondary data source. Data collection techniques were conducted through interviews, document studies, and observations. The results of the study are then reduced, then performed data display and disimpulkam after verification.

The results of this study indicate that the implementation of Customer Relationship Management (CRM) program is quite good because seen from the growth of customers who increasingly year increased. However, it would be better if the Customer Relationship Management (CRM) program at Bank Bjb is further developed through cooperation with universities and agencies, providing holiday ticket rewards and making happy birthday rewards for all customers not only for potential customers only. With this suggestion is expected to be a consideration of Bank Bjb Branch Batu Buah in making a better long-term relationship with all customers.

Keywords: Marketing Management, Service Marketing, Customer Relationship Management.