

ABSTRACT

Pratama Production is one of the screen printing business players in Suci area. The screen printing clothes business competition in the Suci area is very tight, causing Pratama Production to not lose the compete and need to retain customers because customer retention is better than finding new customers. In customer retention, a customer database is needed to find out which potential customers are for Pratama Production.

This study discusses to find out, discuss one business strategy, namely retention of customers at Pratama Production Bandung. Theory that used for this research are Customer Relationship Management, Customer Retention Marketing, and Customer Database. This research method uses qualitative methods that use descriptive and explorative goals. Data was collected through interviews collected from resource persons, observation and documentation. The data analysis technique uses the Miles and Huberman models in which there are components of data reduction, data display, and conclusions. The results of this research are, Pratama Production conducts retention programs such as providing discounts, providing design services for free, maintaining quality, paying attention to time, quality, and place. For databases, Pratama Production has simple databases such as manual recording of books, and using MS. Excel to take notes.

Keywords: Customer retention, customer database.