

ABSTRACT

This study discusses the strategy and implementation of customer relationship management PT. Kereta Api Indonesia (Persero) through the KAI Access application in increasing customer satisfaction. KAI Access is an official non-station ticket sales application platform owned by PT. Kereta Api Indonesia (Persero) this application is always updated to meet customer expectations. This study uses a qualitative approach with descriptive methods and constructivism paradigm. Data was collected by means of interviews, observations and documentation at the Customer Care Unit, Business Management, Customer Relations Database and Digital Community and Public Relations PT. Kereta Api Indonesia Persero. The results showed that the strategy and implementation of customer relationship management from PT. KAI through KAI Access to increase customer satisfaction, namely providing a special promo or discount, giving rewards in the form of a premium member loyalty program to KAI Access users, increasing the features available in KAI Access because the company must update and innovate in line with the times and developments. provides life insurance features to ensure the safety of its customers.

Keywords: KAI Access, Customer Relationship Management, Customer Satisfaction