

ABSTRACT

Indihome frequently encounter problems, consequently it gets a lot of complaints from customers hence can cause issues for the company. Needless to say, with the existence of issues arising from customer problems, companies are required to have an issue management strategy to resolve customer complaints through a CRM approach. This is what makes researchers want to know how Indihome's issue management strategy is in handling customer complaints through a CRM approach. Therefore, this research aims to find out Indihome's issue management strategy in handling customer complaints using a CRM approach and to find out why Indihome uses an issue management strategy to handle customer complaints. This research uses issue management theory according to Chase with four indicators, namely Issue Identification, Issue Analysis, Choice of Issue Change Strategy, and Issue Evaluation. Another theory also supports this research, namely CRM theory according to Hestanto with three elements, namely People, Process, Technology. The method used is qualitative with a case study approach through observation data collection techniques, interviews with four informants, and documentation. The result of this research shows that Indihome uses an issue management strategy in handling customer complaints through a CRM approach to improve service according to customer needs and increase customer loyalty.

Keywords: *CRM, Indihome, Issue Management*