

Abstrak

Computa merupakan perusahaan yang bergerak pada bidang Informations Technology. Sebagai perusahaan Informations Technology yang telah berjalan 30 tahun, Computa sadar bahwa tanpa pelanggan perusahaan tidak memiliki arti apaapa, dimana kesempatan bisnis akan hilang. Pelaksanaan dalam upaya meningkatkan kepuasan pelanggan dan menjaga pelanggan tetap percaya terhadap pelayanan perusahaan membuat peneliti tertarik untuk meneliti tentang analisis customer relations Computa dalam upaya mempertahankan loyalitas pelanggan, peneliti mencoba untuk mengetahui bahwa khalayak yang menjadi konsumen yang dijadikan target sebagai pelanggan memang merasakan kepuasan terhadap tindakan dan customer relations yang diterapkan oleh Computa ditengah-tengah para pesaing barunya. Tujuan penelitian ini untuk mendeskripsikan serta menganalisis secara rinci kegiatan customer relations Computa dan mengetahui suatu kekurangan serta kelebihan dari kegiatan customer relations Computa dalam upaya mempertahankan loyalitas pelanggan. Penelitian ini menggunakan metode kualitatif deskriptif. Penelitian ini menggunakan konsep manajemen jasa pelayanan. Hasil dari penelitian ini bahwa Computa memiliki kegiatan customer relations dengan mengadakan beberapa event rutin. Melalui kegiatan dari beberapa event rutin ini dijadikan sarana oleh Computa untuk mengomunikasikan kualitas pelayanan Computa melalui budaya perusahaan, yaitu Rendah Hati, Ramah, Profesional, Peduli, Sungguh-sungguh, Sopan, dan Jujur. Budaya perusahaan Ramah, Peduli, dan Jujur tidak dilaksanakan dengan baik oleh beberapa karyawan Computa dalam melayani pelanggannya. Sehingga Computa belum berhasil mengomunikasikan kualitas pelayanan dengan budaya perusahaan melalui event-event rutin yang diselenggarakan.

Kata Kunci : Computa, Customer Relations, Budaya Perusahaan

Abstract

Computa is a company engaged in the field of Informations Technology. As the companies Informations Technology that has been running for 30 years, Computa realized that without the company's customers have no sense of anything, where business opportunities will be lost. Implementation in an effort to increase customer satisfaction and keep the regulars believe against companies making researchers interested in researching on the analysis of customer relations in an effort to maintain the Computa customer loyalty, researchers tried to figure out that audiences are being made the target consumers as customers do indeed feel the satisfaction of customer relations and actions applied by Computa amongst his new competitors. The purpose of this research was to describe and analyse in detail the activities of customer relations and a lack of knowing Computa as well as the advantages of customer relations in an effort to maintain the Computa customer loyalty. This research uses qualitative descriptive method. This research uses the concept of management services. The results of this research that has activities Computa customer relations by holding some routine event. Through the activities of some routine event was made by means of communicating the quality of service for Computa through company culture, Humble, Friendly, Professional, Caring, Earnest, Polite and Honest. Corporate culture is friendly, caring, and honest is not implemented properly by the few Computa employees in serving customers. So haven't managed Computa communicating quality of service with the company culture through regular events held.

Keywords :Computa , Customer Relations , Corporate Culture