

# CHAPTER 1

## INTRODUCTIONS

### 1.1 Background

The business development of the millennial era is currently increasing rapidly. In today's business development, the company is faced with the reality of increasingly sharp competitors. Companies are now increasingly creative and innovative in attracting customers by providing various modern service facilities.

This situation, will cause complexity in marketing activities. The success or failure of a company often depends on the company's ability to control its marketing strategy. Companies are competing to find ways to win the competition with their own company strategy. Seeing this condition, business people are thinking of ways so that companies in business can gain profits by adding new customers and retaining old customers.

In Indonesia, there are more and more companies that are in the service sector. Many service companies that have sprung up from various certain circles will have an impact on increasingly fierce business competition, especially in attracting customers. Then how do customers respond to the current competition in the banking industry? With this highly competitive banking environment, customers have many choices and wide opportunities to obtain products and services that suit their wants and needs. So that to meet the wishes of these customers, a company must provide products that are of good quality (better in quality), cheaper prices (cheaper in price), faster delivery of information (faster delivery), and good service (better in service). compared to competitors.

The above efforts made by the company are an agenda that must get attention to create customer loyalty. Customer loyalty occurs because customers are satisfied with the quality of services provided properly. So that when customers are satisfied with the quality of service provided well they will be interested in coming back and reusing every service provided, not only that,

customers who are satisfied with the quality of the product or service provided will definitely recommend or refer again to the product or service. services to other people (such as friends, family, relatives, etc.).

The cycle of keeping customers loyal is very important for every company because loyal customers have greater prospects to provide benefits to the company. Then, the costs incurred by the company in maintaining and retaining loyal customers are much smaller than finding new customers. And if a company already has many old customers, then the company will benefit because of cost efficiency and cost reduction. Service quality has a significant influence on customer loyalty. Customer loyalty can be maintained by developing stronger relationships and loyalty between the company and its customers (Kotler, 2008).

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According to Alfansi (2010), in a competitive industry and a mature market, one alternative that can be used is through the implementation of Customer Relationship Management (CRM), CRM is used to either retain old customers or find new customers. According to Kotler (2008), Customer Relationship Management is an approach for companies to identify, implement, acquire, and retain customers through customer data management activities.

So that companies can better understand the needs desired by customers. Through the implementation of CRM, the company is expected to be able to build good communication and relationships with its customers while at the same time responding to customer wants and needs.

Bank BRI is the Bank with the largest assets in the Republic of Indonesia with the largest assets of Rp. 1,411.05 trillion. This shows that there are more and more BRI Bank customers. With the increasing number of BRI Bank customers, the services provided must also be maximized because competition in the banking world is getting tighter. The facilities provided by Bank BRI's Bengkalis branch office are considered by customers to stay or move to competing banks.

Based on the description above, researchers are interested in conducting research on **"Influence of Customer Relationship Management (CRM) On Customer Loyalty In BRI Bengkalis Branch Office"**.

## **1.2 Formulation of the problem**

Based on the background of the problem described earlier, the following problems can be formulated:

1. Is there any influence between Customer Relationship Management (CRM) on BRI Customer Loyalty at the Bengkalis Branch?
2. How big is the influence between Customer Relationship Management (CRM) on BRI customer loyalty at the Bengkalis Branch.

### **1.3 Purposes Of the Study**

Based on the identification of the problems above, the research aims to;

1. To find out whether there is an influence between the of Customer Relationship Management (CRM) on BRI Customer Loyalty at the Bengkalis Branch Office.
2. To find out how much influence the Customer Relationship Management (CRM) has on BRI customer loyalty at the Bengkalis Branch Office.

### **1.4 Significance Of the Study**

Usefulness to be achieved from the results of this study are:

- 1 The findings in this study are expected to be a source of information to increase knowledge in the field of marketing, both in terms of theory and application.
- 2 For PT. Bank Rakyat Indonesia, as input to determine the extent of the implementation of Customer Relationship in fostering relationships between employees and customers so as to increase customer loyalty to remain customers.

### **1.5 Scope and Limitation of the Problem**

Scope is an explanation of the limits of a subject that is in a problem. When interpreted broadly the scope is the limit. The limitations referred to in scope can be in the from of factors under study such as material, pleace and material.

1. The scope of this research is focused on the influence of Customer Relationship Management on Customer Loyalty at Bank BRI Bengkalis Branch.
2. This study Focused only on the Bngkalis community who were registered as customers at Bank BRI Bengkalis Branch.

## **1.6 Writing System**

The systematics of writing research conducted for research are as follows:

### **CHAPTER I : PRELIMINARY**

Is an introductory chapter which contains the title, research background, problem formulation, research objectives, research benefits and problem boundaries.

### **CHAPTER II : LITERATURE REVIEW**

This is a report and research result, because this chapter also presents the theoretical basis and theoretical basis that will be used in completing research, both general and specific in nature, consisting of previous research and theoretical foundations.

### **CHAPTER III : RESEARCH METHODS**

In this chapter the author describes the research implementation method, which consists of the location, time and object of research, types and sources of data, data collection techniques, data analysis methods, types of research, as well as research schedules and budgets.

### **CHAPTER IV : RESEARCH RESULTS AND DISCUSSION**

In this chapter the author will explain the results and discussion after the author conducted research based on the data obtained.

### **CHAPTER V : CONCLUSION AND SUGGESTIONS**

In this chapter the author will describe the conclusions obtained from the discussion and suggestions that will be submitted by the author.

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