

ABSTRACT

PT. Pindad (Persero) is a company engaged in the defense and security industry. In order to maintain the growth and development of the company, PT. PINDAD (Persero) must not only depend on the defense and security industry but must enter several other relevant industries, including the business in the field of Commercial Explosives.

The purpose of this study is to determine the effect of Customer Relationship Management on Customer Loyalty of PT Pindad (Persero) in Bandung. The research method used in this study is the Non Probability Sampling method with the Quota Sampling technique. Data collection techniques used through primary data with questionnaires. The samples taken in this study were 100 customers of PT Pindad. While the analysis technique used is a simple linear regression analysis.

Based on the results of research and discussion that have been stated previously regarding the influence of Customer Relationship Management on Customer Loyalty of Commercial Explosives PT Pindad (Persero) in Bandung, several conclusions can be drawn, namely the perception of respondents to CRM PT Pindad (Persero) is in the high category of 77%, where This value lies at 68%-84% on the continuum line, with an average value of 3.77. And also respondents' perception of PT Pindad (Persero)'s customer loyalty is in the high category of 71%, where the value is located at 68%-84% on the continuum line, with an average value of 3.55.

Based on the results of the t-test for the CRM variabel, the result is $0.00 < 0.05$, so there is an influence between the Customer Relationship Management (X) variabel on Customer Loyalty (Y). And get a regression coefficient value of 15.113 which means that the relationship between Customer Relationship Management variabels has a positive effect on Customer Loyalty.

Keywords: PT. PINDAD (Persero), Commercial Explosives, Customer Relationship Management, Customer Loyalty.