

ABSTRACT

This research discusses the design and implementation of a Customer Relationship Management (CRM) program to enhance customer loyalty in Cutekids, a Small and Medium-sized Enterprise (SME) specializing in online sales of children's fashion products, targeting end consumers and partners (resellers, agents, distributors). The study adopts a descriptive approach, utilizing qualitative methods to process primary and secondary data gathered from key informants and supporting sources through interviews, observations, and documentation. Data analysis employs an interactive analysis technique encompassing data reduction, data display, and conclusion drawing. The findings reveal that Cutekids has implemented a CRM program specifically aimed at partner customers. In the planning phase, Cutekids devised a CRM program based on the four CRM dimensions: identify, acquire, retain, and develop. This program takes various forms, such as partnership evaluation, Umrah rewards, partner webinars, prize drawings, and golden ticket promotions. Although there was no significant increase in customer loyalty based on the repeat purchase rate, which remained stagnant at 26%, the measurement of customer loyalty using the Net Promoter Score (NPS) showed a positive score of 69. This indicates that Cutekids' customer loyalty exhibits a relatively high level of preference with a low rate of repeat purchases, possibly categorized as concealed loyalty.

Keywords : Customer relationship management, Customer Loyalty