

ABSTRACT

The increase in the Gaikindo automotive industry (Indonesian motor vehicle industry association) recorded approximately 1 million sales during 2022, up from the previous year's 17.4%, in view of technological developments and needs, there are opportunities in the large automotive community industrial sector, PT. Nusantara Berlian Motor Cibubur uses CRM in the services provided to its customers, through communication that was built which was originally transactional in nature, changed to be relational and based on building mutually beneficial long-term relationships between dealers and customers, by optimizing three aspects of CRM, namely : People, Process and Technology, as is done by dealers to maintain customer loyalty, namely by ensuring that all dealer service components are correlated with each other which will affect each other's performance which has an impact on service quality and customer satisfaction. HR training, building good communication and planning that refers to standard service SOPs, as well as maximizing facilities are important factors built by dealers in creating customer satisfaction in maintaining customer loyalty or satisfaction. The theory used in this study is Customer Relationship Management Integration. The research method used is qualitative, namely postpositivism. The data collection technique uses interviews, observation and documentation. The research results obtained by PT.nusantara Berlian Motor Cibubur apply CRM by providing the expected and needed services to create customer satisfaction and maintain the loyalty that is built by dealers

Keywords: Marketing Communication, Customer Relationship Management, Consumer Satisfaction, Consumer Loyalty