

**STRATEGI *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM)
UNTUK MENINGKATKAN LOYALITAS PELANGGAN PADA CV. MISS
CINDY GROUP (KF SKIN *COSMETICS*) DALAM PRESPEKTIF ISLAM.**

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ABSTRAK

Di dalam sebuah perusahaan tentunya terdapat beberapa masalah terlebih pada segi pemasaran dan menjaga loyalitas pelanggan. Dalam sebuah perusahaan diharapkan memiliki *Customer Relationship Management* yang dapat meningkatkan kinerja perusahaan secara efektif memelihara hubungan yang baik dengan pelanggan dan sudah diajarkan oleh Rasulullah SAW. KF Skin *Cosmetics* merupakan perusahaan kosmetik yang cukup baru yang dimana perusahaan tersebut belum cukup dikenal oleh kalangan luas, dibandingkan dengan perusahaan kompetitor yang sudah terlebih dahulu dibangun sebelum KF Skin *Cosmetics*, harus banyak strategi yang perlu diterapkan untuk menyaingi kompetitor dan untuk menarik minat konsumen pada perusahaan KF Skin *Cosmetics*, agar konsumen tertarik dan dan loyal terhadap produk yang telah dipasarkan oleh KF Skin. Penelitian ini bertujuan untuk mengetahui Strategi *Customer Relationship Management* sehingga dapat meningkatkan Loyalitas Pelanggan KF Skin *Cosmetics* yang berfokus kepada Tiga Aspek CRM (Manusia, Proses, Teknologi). penelitian ini menggunakan analisis deskriptif kualitatif dengan pendekatan fenomenologi dan menggunakan metode pengumpulan data wawancara, observasi, dokumentasi. Hasil dari penelitian ini sesuai dengan aspek CRM yang di implementasikan pada empat karakteristik Islam.

Kata kunci: Manajemen Hubungan Pelanggan (CRM), Tiga Aspek CRM, Kosmetik, Loyalitas Pelanggan, CV. MISS CINDY GROUP.

***CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
STRATEGY TO INCREASE CUSTOMER LOYALTY ON CV.
MISS CINDY GROUP (KF SKIN COSMETICS) IN ISLAMIC
PERSPECTIVE.***

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ABSTRACT

In a company, of course, there are several problems, especially in terms of marketing and maintaining customer loyalty. In a company, it is expected to have Customer Relationship Management that can improve company performance by effectively maintaining good relationships with customers and has been taught by Rasulullah SAW. KF Skin Cosmetics is a new cosmetic company where the company is not well known by the wider community, compared to competing companies that were built before KF Skin Cosmetics, there must be many strategies that need to be implemented to compete with competitors and to attract consumer interest in the company. KF Skin Cosmetics, so that consumers are interested and loyal to the products that have been marketed by KF Skin. This study aims to determine the Customer Relationship Management Strategy so that it can increase KF Skin Cosmetics Customer Loyalty which focuses on the Three Aspects of CRM (Human, Process, Technology). This study uses a qualitative descriptive analysis with a phenomenological approach and uses interview, observation, and documentation data collection methods. The results of this study are in accordance with the CRM aspects that are implemented on the four characteristics of Islam.

Keywords: Customer Relationship Management (CRM), Three Aspects of CRM, Cosmetics, Customer Loyalty, CV. MISS CINDY GROUP.