

ABSTRACT

Telkomsel adopt strategy to build a relationship with their customers. The relationship marketing consist of seven efforts, there are: belonging, communication, customization, differentiation, personalization, rewarding, and security & convenience.

The purpose of this research is to analyze the effect of belonging, communication, customization, differentiation, personalization, rewarding, security and convenience on the customer retention orientation. The research involved 100 customers of Telkomsel in Maranatha Cristian University Bandung as the sample of this study. Questionnaires were used in collecting the data and regression analysis were used to analyze the data.

The result of this research show that relationship marketing (belonging and customization) simultaneuosly influence customer retention orientation. However, communication, differentiation, personalization, rewarding, security & convenience don't have significanct effects partially on the customer retention orientation.

Keywords : Customer Relationship Marketing, Customer Retention Orientation

ABSTRAK

Telkomsel mengadopsi strategi untuk membangun hubungan dengan pelanggan mereka. Hubungan pemasaran terdiri dari tujuh usaha, yaitu: *belonging, communication, customization, differentiation, personalization, rewarding, and security & convenience*.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *belonging, communication, customization, differentiation, personalization, rewarding, security and convenience* terhadap *customer retention orientation*. Sampel penelitian ini melibatkan 100 pelanggan Telkomsel Universitas Kristen Maranatha Bandung.

Pengumpulan data dilakukan dengan menggunakan kuesioner dan untuk menganalisis data digunakan regresi linear.

Terdapat pengaruh faktor-faktor *customer relationship marketing* terhadap *customer retention orientation* pada Telkomsel yaitu sebesar 25,3%. Hasil penelitian ini menunjukkan bahwa pengaruh *customer relationship marketing* yaitu *customization, belonging* mempengaruhi *customer retention orientation* secara simultan. Namun, *communication, differentiation, personalization, rewarding, security & convenience* tidak berpengaruh signifikan secara parsial.

Kata Kunci: *Customer Relationship Marketing, Customer Retention Orientation*

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