THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) AND TRUSTWORTHINESS ON BANK REPUTATION

ABSTRACT

*One of the efforts to increase the level of customer confidence is by promoting Customer Relationship Management (CRM) program is useful to manage every potential customer owned by banking. Customer Relationship Management (CRM) is one of the business approach based on relationship management with customers. Banking reputation reflects the good name of banking in the presence of consumers. The better the banking reputation will be the more number of customers owned by the banks concerned. This study aims to determine the effect of Customer Relationship Management (CRM) and Trustworthiness to Bank Reputation at bank bjb Branch Suci. This research method using qualitative approach. Samples used are as many as 100 customers bank **bjb** in Branch Suci, by using simple random sampling. Data analysis used is path analysis. The results showed that partially or simultaneously Customer Relationship Management (CRM) and Trustworthiness have a significant influence on the Bank Reputation on the bank **bjb** Branch Sacred. Customer Relationship Management (CRM) and Trustworthiness accounted for 76.2% of the Bank's Reputation, while the remaining 23.8% was influenced by other variables not examined.*

Keywords : Customer Relationship Management, Trustworthiness, Bank Reputation

PENGARUH *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM) DAN *TRUSTWORTHINESS* TERHADAP REPUTASI BANK

ABSTRAK

Salah satu upaya untuk meningkatkan tingkat kepercayaan nasabah adalah dengan menggalakan program *Customer Relationship Management* (CRM) program ini berguna mengelola setiap potensi nasabah yang dimiliki oleh perbankan. *Customer Relationship Management* (CRM) merupakan salah satu pendekatan bisnis yang berbasis pengelolaan hubungan atau relasi dengan nasabah. Reputasi perbankan mencerminkan seberapa baik daripada nama baik perbankan ada di hadapan konsumennya. Semakin baik reputasi perbankan tersebut maka akan semakin banyak pula jumlah nasabah yang dimiliki oleh perbankan yang bersangkutan. Penelitian ini bertujuan untuk mengetahui pengaruh *Customer Relationship Management* (CRM) dan *Trustworthiness* terhadap Reputasi Bank pada bank **bjb** Cabang Suci. Metode penelitian ini menggunakan pendekatan kualitatif. Sampel yang digunakan adalah sebanyak 100 nasabah **bjb** yang ada di Cabang Suci, dengan menggunakan *simple random sampling*. Analisis data yang digunakan adalah analisis jalur. Hasil penelitian menunjukan bahwa secara parsial maupun simultan *Customer Relationship Management* (CRM) dan *Trustworthiness* memiliki pengaruh yang signifikan terhadap Reputasi Bank pada bank **bjb** Cabang Suci. *Customer Relationship Management* (CRM) dan *Trustworthiness* memberikan pengaruh sebesar 76.2% terhadap Reputasi Bank, sedangkan sisanya 23.8% dipengaruhi oleh variabel lain diluar model yang diketahui.

Kata kunci: *Customer Relationship Management*, *Trustworthiness*, Reputasi Bank