

**“IMPLEMENTASI *CUSTOMER RELATIONSHIP MANAGEMENT* (CRM)  
PELAYANAN PELANGGAN (*CORPORATE*) DIVISI *BUSINESS*  
*GOVERNMENT AND ENTERPRISE SERVICES* (BGES) PT TELKOM  
WITEL SUMATERA BARAT”**

**NURAINI**

**Program Studi D III Manajemen Perusahaan  
Fakultas Ekonomi dan Bisnis Universitas Dharma Andalas**

**ABSTRAK**

PT Telkom Witel Sumbar merupakan penyedia layanan yang beroperasi di Sumatera Barat. Guna meningkatkan kualitas pelayanan pelanggan dan loyalitas pelanggan, Divisi BGES PT Telkom Witel Sumatera Barat memutuskan untuk menerapkan sistem CRM (*Customer Relationship Management*). Tujuan dari penelitian ini adalah menerapkan *Customer Relationship Management* (CRM) untuk meningkatkan kualitas pelayanan pelanggan (perusahaan) pada divisi Business, Government and Enterprise Services (BGES) PT Telkom Witel Sumatera Barat. Di era persaingan bisnis yang ketat, CRM merupakan solusi strategis untuk mengelola hubungan pelanggan secara efektif dan efisien guna meningkatkan kepuasan dan loyalitas pelanggan. Metode penelitian adalah studi kasus dengan pendekatan kualitatif. Pengumpulan informasi dilakukan melalui wawancara mendalam, observasi dan analisis dokumen terkait proses pelayanan pelanggan divisi BGES. Secara keseluruhan, hasil penelitian ini menunjukkan bahwa CRM memiliki potensi besar untuk meningkatkan kualitas layanan pelanggan di PT Telkom Witel Divisi BGES Sumatera Barat, asalkan manajemen berkomitmen penuh dan terdapat dukungan yang memadai dalam proses implementasinya. Penelitian ini diharapkan dapat memberikan kontribusi dalam pengembangan strategi layanan pelanggan yang lebih baik di masa depan dan menjadi referensi untuk penelitian selanjutnya.

**Kata Kunci:** *Customer Relationship Management*, CRM, Pelayanan Pelanggan, PT Telkom Witel Sumatera Barat, BGES, Implementasi CRM.

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***ABSTRACT***

*PT Telkom Witel West Sumatra is a service provider operating in West Sumatra. In order to improve the quality of customer service and customer loyalty, the BGES Division of PT Telkom Witel West Sumatra decided to implement a CRM (Customer Relationship Management) system. The aim of this research is to apply Customer Relationship Management (CRM) to improve the quality of customer (company) service in the Business, Government and Enterprise Services (BGES) division of PT Telkom Witel West Sumatra. In an era of intense business competition, CRM is a strategic solution for managing customer relationships effectively and efficiently to increase customer satisfaction and loyalty. The research method is a case study with a qualitative approach. Information was collected through in-depth interviews, observation and analysis of documents related to the BGES division's customer service process. Overall, the results of this research indicate that CRM has great potential to improve the quality of customer service at PT Telkom Witel BGES West Sumatra Division, as long as management is fully committed and there is adequate support in the implementation process. It is hoped that this research can contribute to the development of better customer service strategies in the future and become a reference for further research.*

***Keywords: Customer Relationship Management, CRM, Customer Service, PT Telkom Witel West Sumatra, BGES, CRM Implementation.***