STUDI DESKRIPTIF *ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT* (e-CRM) PADA STARBUCKS COFFEE DI SURABAYA MELALUI PENGGUNAAN STARBUCKS CARD

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INTISARI - Tujuan penelitian ini adalah untuk mengetahui Studi Deskriptif mengenai *Electronic Customer Relationship Management* (e-CRM) melalui penggunaan program Starbucks Card yang diterapkan pada Starbucks Coffee di Surabaya. Pengimplementasian *electronic customer relationship management* (e-CRM) sebagai strategi bisnis yang efektif dalam mengelola hubungan dengan para pelanggan. Implementasi e-CRM dapat diukur melalui elemen – elemennya, yaitu *Customer Selection, Customer Acquisition, Customer Retention,* serta *Customer Extension*.

Data yang digunakan dalam penelitian ini bersumber dari data primer, yaitu data yang diperoleh melalui wawancara, observasi langsung, dokumentasi, dan studi kepustakaan. Jenis penelitian yang digunakan dalam skripsi ini adalah deskriptif murni melalui wawancara (*interview*) dan observasi langsung terhadap sumber.

Hasil temuan dari penelitian ini adalah pada elemen *Customer Selection*, Starbucks Coffee di Surabaya memiliki target pelanggan dan siklus pelanggan tertentu. Pada elemen *Customer Acquisition,* program Starbucks Card penting dalam memprioritaskan hubungan dengan pelanggan. Pada elemen *Customer Retention,* Starbucks Coffee di Surabaya dapat mengetahui minat dan kesediaan pelanggan serta mengukur jaminan kepuasan pelanggan. Pada elemen *Customer Extension*, program Starbucks Card mampu mempermudah maksimalisasi penjualan produk dengan strategi dan ketentuan tertentu.

Kata kunci : *Electronic Customer Relationship Management, Customer Selection , Customer Acquisition, Customer Retention, Customer Extension*.

ABSTRACT *– The aim of this study was to determine the Descriptive Study on Electronic Customer Relationship Management (e-CRM) through the use of the Starbucks Card program is applied to the Starbucks Coffee in Surabaya. Implementation of electronic customer relationship management (e-CRM) as a business strategy that is effective in managing relationships with customers. E-CRM implementation can be measured through the elements - elements, namely Customer Selection, Customer Acquisition, Customer Retention and Customer Extension.*

The data used in this study derived from primary data, ie data obtained through interviews, direct observation, documentation, and literature study. This type of research used in this thesis is purely descriptive through interviews (interview) and direct observation of the source.

The findings of this study is the element of Customer Selection, Starbucks Coffee, Surabaya has a target customer and specific customer cycle. At element Customer Acquisition, Starbucks Card program is important to prioritize the relationship with the customer. On Customer Retention elements, Starbucks Coffee in Surabaya can find out the interest and willingness of customers as well as to measure customer satisfaction guarantee. In the Customer element Extension, Starbucks Card program is able to facilitate maximization of sales of products with strategies and specific provisions.

Keywords: Electronic Customer Relationship Management, Customer Selection , Customer Acquisition, Customer Retention, Customer Extension.