

ABSTRACT

In today's era the development of the internet is growing rapidly so that many internet service providers must implement the right strategy to get new customers to retain old customers, one of which is by implementing Customer Relationship Management (CRM). PT Telkom Indonesia Witel Jakarta Selatan has implemented CRM in its flagship digital channel application program called Sobat Indihome. However, the Sobi application program still cannot reach all areas in South Jakarta so that the company's goals have not been achieved. This study aims to find out how the Customer Relationship Management implemented by PT Telkom Indonesia Witel Jakarta Selatan in the Sobat Indihome Application Program.

This study used qualitative research methods. Data was collected through interviews with internal and external parties with unstructured interviews, moderate participatory observations, and documentation. Sources of research data are taken from primary and secondary data sources. Test the validity of the data using triangulation of sources, techniques and time. The data were analyzed using the Miles and Hiberman model.

The results of research with the concept of Tsang and Wu theory with 4 dimensions of CRM (Customer Identification, Customer Attraction, Customer Retention and Customer Development) show that customer identification is very necessary to achieve company goals in accordance with the results obtained, attracting new customers is useful for increasing sales, maintaining customers are useful so that customers are loyal to the product so they can invite and socialize the use of Indihome through the Sobi application.

Keywords: *Customer Relationship Management, Customer Loyalty, Indihome*