

## ABSTRACT

SYAHREZA AULIA RAHMAN, *OPTIMIZATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) FOR IMPROVING SERVICE QUALITY AT GEMILANG STORE USING SERVQUAL METHOD*

*Gemilang Store is a store that provides a variety of high-quality products. However, in order to maintain customer satisfaction and increase their loyalty, the store needs to improve its service quality. Therefore, this research aims to optimize Customer Relationship Management (CRM) using the SERVQUAL method to improve service quality at Gemilang Store. The method used in this research is a survey and data analysis. The results of the research show that an optimal CRM can improve service quality at Gemilang Store through an increase in the dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Thus, Gemilang Store can maintain customer satisfaction and increase their loyalty. This concept is very useful for Gemilang Store and other businesses that want to improve service quality and maintain customer satisfaction.*

*Keywords: Customer Relationship Management (CRM), Optimization, Service Quality, SERVQUAL Method, Tangibles, Reliability, Responsiveness, Assurance, Empathy, Customer Satisfaction, Loyalty.*

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Toko Gemilang merupakan sebuah toko yang menyediakan berbagai produk berkualitas. Namun, untuk mempertahankan kepuasan pelanggan dan meningkatkan loyalitas mereka, toko ini perlu meningkatkan kualitas pelayanannya. Oleh karena itu, penelitian ini bertujuan untuk mengoptimalkan *Customer Relationship Management* (CRM) dengan menggunakan metode SERVQUAL untuk meningkatkan kualitas pelayanan pada Toko Gemilang. Metode yang digunakan dalam penelitian ini adalah survei dan analisis data. Hasil penelitian menunjukkan bahwa CRM yang optimal dapat meningkatkan kualitas pelayanan pada Toko Gemilang melalui peningkatan dimensi *tangibles, reliability, responsiveness, assurance, dan empathy*. Dengan demikian, Toko Gemilang dapat mempertahankan kepuasan pelanggan dan meningkatkan loyalitas mereka. Konsep ini sangat berguna bagi Toko Gemilang dan bisnis lain yang ingin meningkatkan kualitas pelayanan dan mempertahankan kepuasan pelanggan.

Keywords: *Customer Relationship Management* (CRM), Optimalisasi, Kualitas Pelayanan, Metode SERVQUAL, *Tangibles, Reliability, Responsiveness, Assurance, Empathy*, Kepuasan Pelanggan, Loyalitas.