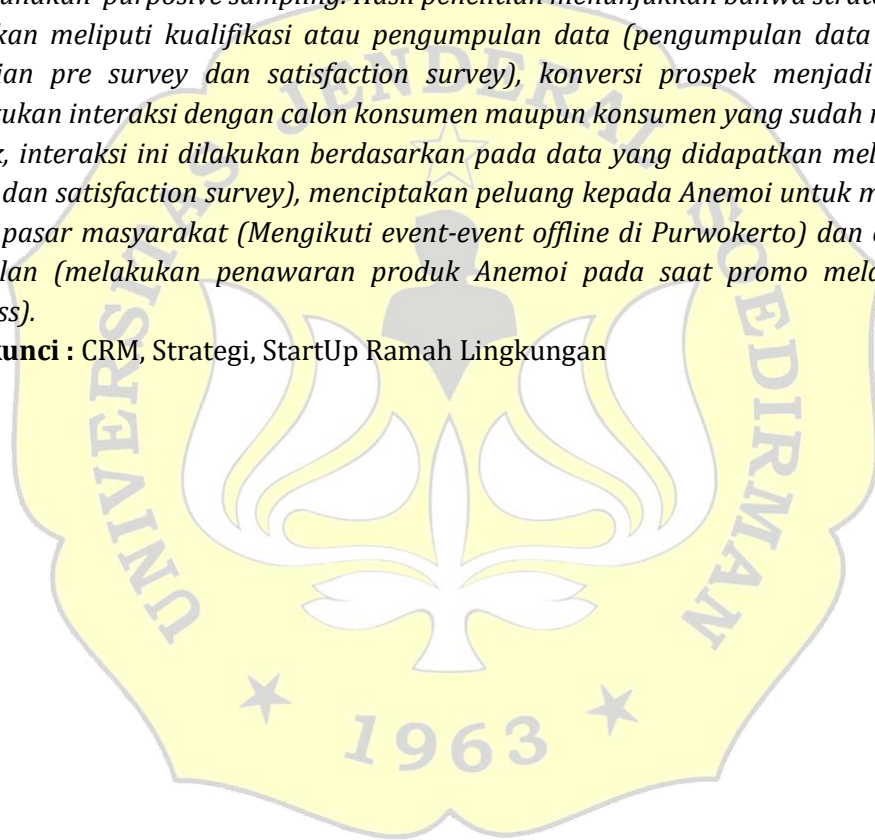


ABSTRAK

Penelitian ini berfokus kepada strategi Customer Relationship Management Anemoi Candle sebagai startup Ramah lingkungan dalam meningkatkan pembelian ulang pada pelanggannya. Adapun Tujuan dari penelitian ini diantaranya untuk mengetahui tujuan CRM Anemoi Candle sebagai startup ramah lingkungan, proses mengidentifikasi konsumen Anemoi Candle, proses mendifferensiasi konsumen Anemoi Candle, Interaksi CRM sebagai media Interaksi dengan konsumen serta jembatan antara Start-Up dan pihak konsumen, proses CRM Anemoi Candle memodifikasi produk dan layanan sesuai dengan kebutuhan konsumen. Metode yang digunakan dalam penelitian ini yakni kualitatif dengan model penelitian studi kasus. Pengumpulan data dilakukan dengan cara wawancara, observasi dan dokumentasi. Teknik pemilihan informan yaitu menggunakan purposive sampling. Hasil penelitian menunjukkan bahwa strategi yang dilakukan meliputi kualifikasi atau pengumpulan data (pengumpulan data melalui pengisian pre survey dan satisfaction survey), konversi prospek menjadi kontak (Melakukan interaksi dengan calon konsumen maupun konsumen yang sudah membeli produk, interaksi ini dilakukan berdasarkan pada data yang didapatkan melalui pre survey dan satisfaction survey), menciptakan peluang kepada Anemoi untuk masuk ke dalam pasar masyarakat (Mengikuti event-event offline di Purwokerto) dan eksekusi penjualan (melakukan penawaran produk Anemoi pada saat promo melalui WA Business).

Kata kunci : CRM, Strategi, StartUp Ramah Lingkungan



ABSTRACT

This research focuses on Anemoi Candle's Customer Relationship Management strategy as an eco-friendly startup in increasing customer repurchase. The objectives of this research include knowing the purpose of CRM Anemoi Candle as an environmentally friendly startup, the process of identifying Anemoi Candle consumers, the process of differentiating Anemoi Candle consumers, CRM interactions as a medium for interaction with costumers as well as a bridge between Start-Up and costumers, Anemoi Candle's CRM process modifies products and services according to costumer needs. The method used in this research is qualitative with a case study research model. Data collection is done by interviews, observation and documentation. The informant selection technique was carried out using a purposive sampling technique. The results of the study indicate that the strategy has the objective of building good relationships with costumers and increasing repurchases of Anemoi Candle's products. The strategy involved includes qualification or data collection (collecting data through filling out pre surveys and satisfaction surveys), converting prospects into contacts (Contacting the potential customers and costumers who have purchased products, this interaction is carried out based on data obtained through the pre survey and satisfaction survey), creating opportunities for Anemoi to enter the community market (Participating in offline events at Purwokerto) and sales execution (offering Anemoi products during promos through WA Business).

Kata kunci : CRM, Strategi, StartUp Ramah Lingkungan

