

ABSTRAK

Skripsi dengan judul “Implementasi *Customer Relationship Management* Dalam Mempertahankan Loyalitas Pelanggan Pada *Bengkel Perto Cat Body Repair Blitar* Perspektif Ekonomi Islam” yang ditulis oleh Rayhan Tsaqifa, NIM. 126405212143. Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Rahmatullah Tulungagung, dengan dosen pembimbing Ahmad Syaichoni, M.Sy.

Penelitian ini dilatarbelakangi dengan semakin ketatnya persaingan di bidang perekonomian menjadikan para pemilik usaha, dalam hal ini bisnis bengkel cat body repair harus kreatif dan inovatif dalam memilih dan mengaplikasikan strategi agar bisa memajukan usaha mereka. Oleh karena itu, peneliti melaksanakan observasi tentang penerapan strategi dalam *Customer Relationship Management* pada *Bengkel Perto Cat Body Repair Blitar* dalam mempertahankan loyalitas pelanggan perspektif ekonomi Islam.

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana penerapan *Customer Relationship Management* di *Bengkel Perto Cat Body Repair Blitar* dalam mempertahankan loyalitas pelanggan ditinjau dari perspektif ekonomi Islam.

Penelitian ini menggunakan metode penelitian kualitatif dan jenis penelitian observasi. Data penelitian pada paparan data dikumpulkan dengan menggunakan metode observasi, wawancara dan dokumentasi terhadap pemilik bengkel, kepala bengkel, karyawan bengkel dan pelanggan bengkel. Selanjutnya dilaksanakan triangulasi data menggunakan tiga cara, yakni triangulasi sumber, triangulasi metode dan triangulasi teori.

Dalam pelaksanaannya, peneliti menemukan bahwa *Bengkel Perto Cat Body Repair* telah menggunakan sistem *Customer Relationship Management* sejalan dengan asas-asas perspektif Islam di atas.

Kata kunci: implementasi, customer relationship management, loyalitas pelanggan, perspektif ekonomi Islam

ABSTRACT

Thesis entitled “Implementation of *Customer Relationship Management* in Maintaining Customer Loyalty at *Perto Cat Body Repair Workshop in Blitar* from an Islamic Economic Perspective” which is written by Rayhan Tsaaqifa, NIM. 126405212143, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, Sayyid Rahmatullah State Islamic University of Tulungagung, with thesis advisor Ahmad Syaichoni, M.Sy.

This research is motivated by the increasingly tight competition in the economic sector, making business owners, in this case the paint body repair workshop business, must be creative and innovative in choosing and applying strategies in order to advance their business. Therefore, the researcher conducted an observation on the implementation of strategies in *Customer Relationship Management* can maintain customer loyalty at *Perto Cat Body Repair Workshop in Blitar* from an Islamic economic perspective.

Then this study aims to determine how the implementation of *Customer Relationship Management at Perto Cat Body Repair Workshop in Blitar* maintains customer loyalty from Islamic economic perspective.

However this study uses a qualitative research method and an observational research type. Research data in the data presentation were collected by using observation, interview and documentation methods with workshop owners, workshop heads, workshop employees and workshop customers. Furthermore, data triangulation was carried out using three methods, namely source triangulation, method triangulation and theory triangulation.

In its implementation, the researcher found that *Perto Cat Body Repair Workshop* has used the *Customer Relationship Management* system in line with the principles of the Islamic perspective above.

Keywords: implementation, customer relationship management, customer loyalty, Islamic economic perspective