

EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PROGRAM ON CUSTOMER LOYALTY

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Abstract

The existence of competition among companies today, which can no longer be avoided, has made Public Relations (PR) one of the vital components in the success of modern companies in this digital era. One of the main roles of PR is to implement Customer Relationship Management (CRM) and maintain and enhance consumer loyalty. A business needs to implement CRM to enhance the overall customer experience throughout the organization. This includes all interactions, whether in-person or online, and covers everything from pre-sales activities to the experience with products and services, as well as post-sales support. As such, existing customers will be able to influence other customers that the company's service is good. PT. Telkom Indonesia implements a CRM to better recognize and understand their customers so that the business can respond to customer needs quickly and accurately. PT. Telkom Indonesia provides a product called IndiHome and continues to innovate to meet the community's need for better internet services. This research aims to determine whether there is an influence of the Customer Relationship Management (CRM) Program on Customer Loyalty. This research uses a positivistic paradigm with a quantitative method, employing non-probability sampling techniques with specific criteria to determine the sample and distributing questionnaires through Google Forms, followed by data processing using SPSS. The sample in this study consisted of 100 respondents using the Taro Yamane formula. The results of this study prove that Customer Relationship Management (CRM) has a very strong influence on customer loyalty at PT. Telkom Indonesia.

Keywords: Customer Relationship Management, IndiHome, Loyalty, Public Relations, Telkom Indonesia

INTRODUCTION

In today's competitive market, companies strive to uphold the quality of their offerings in order to ensure customer satisfaction and loyalty. Meeting customer expectations can lead to loyal customer relationships, thereby increasing customer retention. Delivering high-quality services can enhance customer satisfaction and foster loyalty (Saputri et al., 2020).

Public Relations (PR) has become one of the vital components in the success of modern companies in this digital era. Combining communication and strategy skills, the role of PR is very important in building a positive image of the company, managing crises, and establishing harmonious relationships with all related parties (Kurniawan & Sudibyo, 2024). One of the main roles of PR is to implement CRM and maintain customer loyalty. Public Relations has the power when maintaining the presence of trust value in the brand from

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various stimuli encountered by the company or brand that is done better than advertising (Abdillah, 2017; Yusbardini et al., 2023).

In order to increase loyalty, a business must carry out Customer Relationship Management (CRM), which focuses on improving the total customer experience with all layers of the organization, all touch points, both physical and electronic, as well as other elements of experience ranging from pre-sales activities, experiences with products and services produced, and post-sales support (Mansour et al., 2025). Customer loyalty can be identified by the frequency of purchases, the range of products or services bought, recommending products or services to others, and remaining loyal despite competitor efforts (Pratiwi & Dermawan, 2021).

CRM program is a method of integrated management that aims to proactively engage and handle relationships with customers. By implementing CRM, a company can gain insight into customer expectations and desires, fostering an emotional connection that leads to a strong, transparent relationship with open communication (Layarda & Achmadi, 2024). CRM is a company strategy used to pamper customers so that they do not turn to competitors. In this case the company provides a touch of individualized service by treating customers as kings (Mokodongan, 2010). The acronym CRM stands for Customer Relationship Management, signifying a connection made up of various interactions between two individuals over time. Relationships are dynamic and can go through fluctuations and growth (Holland & Holland, 2016).

Models that can be developed in relationships are trust and commitment. Trust can come when both parties share experiences, they begin to understand each other. Meanwhile, commitment is the belief of one partner in the importance of building a lasting long-term relationship with his partner. Commitment will arise as a result of trust (Holland & Holland, 2016).

Most businesses share the common objective of achieving customer loyalty. This loyalty plays a crucial role in giving the company a competitive edge, making it one of their most valuable assets. The success of service providers in providing services is highly dependent on the role of employees. Companies must be able to foster good relationships on the basis of the principle of win-win situations to encourage and optimize employee performance. Fostering good relationships with employees can be done by increasing compensation, reducing conflict and motivation (Prihandini & Hadi, 2021).

Customer loyalty is not only related to the human resources of employees such as friendliness and reliability but also closely related to the supporting systems and services provided, one of which is through the Customer Relationship Management (CRM) program (Fatimah & Hadi, 2022). If the services provided by employees are not as expected, then customers will lose trust in the company. Conversely, if the company provides services that are perceived in accordance with the quality desired by customers, then they will feel satisfied, and will become loyal customers. Therefore, the high quality service provided by employees will influence the decisions of customers (Andreani, 2016).

It is hoped that in this way existing customers will be able to influence other customers that the company has good service. So that with this information, it is hoped that there will be more customers and old customers will be more loyal and not try to find information or move to other service companies (Saputri et al., 2020).

The company's business plan aims to boost profits by cutting expenses and enhancing customer loyalty. To preserve customer loyalty, PT Telkom Indonesia has adopted a CRM system to gain insights into customer behavior and cater to their needs effectively and promptly. PT Telkom Indonesia is one of the information and communication technology services, one of which is located at JL. Jend. Gatot Subroto Kav. 52 (Kuningan), Jakarta 12710, Indonesia. Telkom Indonesia offers various telecommunications services including landline, wireless, and mobile services, as well as internet and digital media services. One of the products offered by PT Telkom Indonesia is called IndiHome (Indihome.co.id, 2024).

Indonesia Digital HOME or commonly called IndiHome is a service product of PT Telkom Indonesia in the form of a triple play service package such as home telephone, high-speed fiber internet, and cable television services (USee TV Cable, IP TV). While CRM means an application to activate triple play services with the features requested. IndiHome is a digital facility that offers Home Internet, Home Phone and Interactive TV (IndiHome TV) with many package options. The IndiHome network is now accessible in every part of Indonesia and is continuously improving to provide a superior internet experience for the public. The IndiHome network has been scattered throughout Indonesia, and is always increasing changes in meeting the needs of a better internet for the community (Indihome.co.id, 2024).

Competition in business is becoming increasingly fierce in various businesses in Indonesia, one of which is in the field of Internet Network Telecommunication services. The internet is one of the needs for us to communicate to provide or get information. In

Indonesia itself there is a lot of competition in the Internet Telecommunications service business, such as Oxygen.id, MyRepublic, MNC play, IndosatGIG, First Media and Biznet.

Customer Relationship Management (CRM) is a strategy that focuses on building relationships with customers and increasing revenue. The primary objective of CRM is to enhance customer satisfaction. Technologies used in CRM involve collecting, storing, and analyzing information related to customers, vendors, partners, and internal operations. In addition to enhancing customer satisfaction, CRM also supports functions such as sales, marketing, training, professional growth, performance evaluation, human resource management, and compensation.

Telkom Indonesia CRM includes all technology and functions that cover products, one of which is the IndiHome product, IndiHome CRM is integrated as an integral part of a business strategy that focuses on the customer. The more information and communication technology (ICT) services emerge by offering a variety of modern products with increasingly diverse service options, IndiHome makes various innovations to maintain consumer loyalty through triple play services.

In order to provide the best service to customers, Indihome opens several service channels including IndiHome 24 Hours service and phone-in via Phone 188. IndiHome is trying to improve services through Phone 188 IndiHome is trying to increase the number of customer services so that customer queues are not too long and provide personality training so that they can empathize with customers. IndiHome created the indihome.co.id website to provide information related to IndiHome products as well as reports of interference, complaints, and complaints at IndiHome easily and quickly.

This study focuses on investigating if the Customer Relationship Management (CRM) Program impacts Customer Loyalty. The main goal is to measure the extent of influence of the Customer Relationship Management (CRM) Program on Customer Loyalty. The academic benefits of this research can develop the study of communication science, especially Public Relations regarding the Influence of the Customer Relationship Management (CRM) Program on Customer Loyalty, as well as a reference or reference in writing the Final Project. Furthermore, practical benefits for the industrial world, especially Public Relations, how to implement the Customer Relationship Management (CRM) Program in maintaining Customer Loyalty.

LITERATURE REVIEW

Previous Research

In conducting research, it is necessary to review related research that has been done before. Alya Ramadhiani Pratiwi and Dodik Arwin Dermawan conducted research in 2021 on the impact of Customer Relationship Management (CRM) on customer loyalty using ShopeePay customers in Surabaya City. The goal was to see how CRM affects loyalty through customer satisfaction. The study used a quantitative approach to find that CRM positively influences loyalty (Pratiwi & Dermawan, 2021).

Further research was conducted by Ryan Felix, Yuvito Sandyati, and Fransisca conducted a study in 2021 on how customer relationship management impacts customer loyalty at Tivoli Club House Sidoarjo. They used Structural Equation Modeling (SEM) to analyze the data. The study found that Continuity Marketing and One to One marketing positively influence customer satisfaction and loyalty, while the Partnering Program has a significant effect on loyalty but not satisfaction (Andreani, 2016).

According to the research outlined previously, researchers are led to conduct further research in the form of the Effect of Customer Relationship Management (CRM) Programs on Customer Loyalty. The difference in research when compared to previous research is that this study uses the research object, namely IndiHome.

Public Relations Concept

Public relations involves a strategic form of communication utilized by various entities to establish a shared understanding and cultivate advantageous connections with the public. Engaging in communication efforts is closely intertwined with forming relationships with external audiences beyond the organization or agency. Public relations activities aim to obtain and maintain good relations with the public.

Customer Relationship Management (CRM)

Michael J. Cunningham also defines CRM as how we interact and proactively manage our customer relationships, which states Customer Relationship Management (CRM) is a sentence to describe how we interact and manage our relationships with customers proactively (Andreani, 2016).

Francis Buttle suggests three views or levels of Customer Relationship Management (CRM), namely: (1) Strategic Customer Relationship Management: The "top down" view of Customer Relationship Management as the most important business strategy that prioritizes consumers and aims to bind and retain profitable consumers. Strategic Customer

Relationship Management focuses on efforts to develop a customer-oriented or customer-centric business culture. (2) Operational Customer Relationship Management: A view of Customer Relationship Management that focuses on service automation, sales fleet automation, and marketing automation projects. (3) Analytical Customer Relationship Management: A "bottom up" view of Customer Relationship Management that focuses on extracting customer data for strategic and tactical purposes (Buttle, 2007).

Dimension of Customer Relationship Management

In his book "Putting CRM to Work: The Rise of the Relationship". Handen says that CRM consists of five main dimensions, namely strategy, segmentation, technology, process and organization. The five dimensions are a unity that cannot be separated, the following explanation: (Buttle, 2007).

a) Strategy

Strategy is a comprehensive and integrated company plan as a decision-making rule related to supporting factors and inhibiting factors in the company's environment by determining ways of acting based on the allocation of resources needed to achieve goals (Hendrarto & Ruliana, 2019).

b) Segmentation

Segmentation involves dividing the market into different groups for distribution purposes, either geographically, demographically, or psychographically so that the needs of each group are met.

c) Technology

Technology, especially in relation to marketing that occurs in the buying and selling process in a company or business entity to promote its products, can have a positive impact or bring progress.

d) Process

A service company's operations demonstrate how its components are organized in order to guarantee the high level of service and consistency offered to customers. This is why marketing plays a crucial role in the design of service processes, as it is frequently responsible for overseeing service quality.

e) **Organization**

Organization is a pattern of cooperation between people involved in interconnected activities to achieve certain goals. An organization consists of individuals who engage in coordinated interactions based on established norms, each member fulfilling specific roles and responsibilities. The organization is defined by its objectives and distinct limits, enabling it to distinguish itself from its surroundings effectively.

Loyalty

According to Oliver (in Sangadji & Sopiah (2014) states that customer loyalty involves a strong attachment from customers to continue purchasing specific products or services in the future, despite external factors and marketing strategies that could lead to changes in behavior (Sangadji & Sopiah, 2014).

Dimensions of Customer Loyalty

Kotler & Keller (2007) reveal the dimensions of customer loyalty, which are as follows:

1. Retention (resistance to negative influences on the company),
2. Repeat purchase (loyalty to product purchases),
3. Referrals (referring to the total existence of the company)

Furthermore, Vanessa Gaffar concluded that the characteristics of loyal customers can be understood from two perspectives: behavioral and attitudinal. Some examples of customer loyalty behaviors are consistently buying the same products or services they prefer, not being swayed by other product promotions (resistance), bringing in new customers through word-of-mouth recommendations (advocacy), and buying items unrelated to the usual product or service range (incentive) (Keller, 2013).

Griffin says loyal customers can be characterized as a people who make regular repeat purchases. Buying inter-line (through sales/service channels) products and services officially. Referring products or services to others. Show immunity to attraction from competitors (Moorhead & Griffin, 2013).

Analysis of the Model

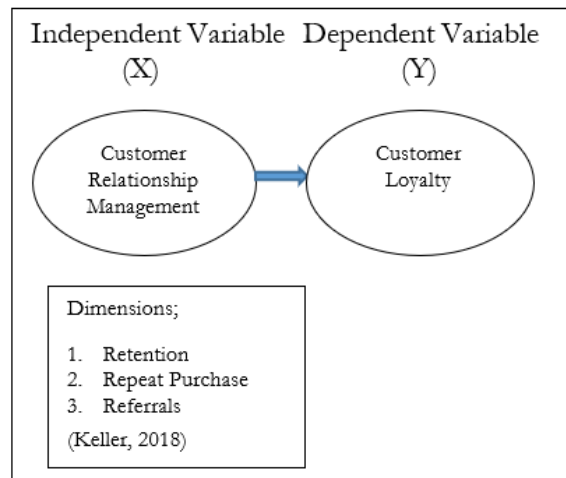


Figure 1. Variable Analysis Model

Hypothesis

The origin of hypotheses can be traced back to the Greek language, where it is derived from the words "hypo" meaning temporary and "thesis" meaning statement or theory. Hypotheses are considered temporary statements that lack strong evidence. Experts further define a hypothesis as a speculation about the connection between multiple variables. This study has the following hypothesis:

Ha: The Customer Relationship Management (CRM) program affects customer loyalty.

Ho: The Customer Relationship Management (CRM) program has no effect on customer loyalty.

In order answer the hypothesis of this study, if the value of T statistic is greater than T table, then Ho is rejected and Ha is accepted, whereas if the value of T statistic is less than T table, then Ho is accepted and Ha is rejected.

RESEARCH METHODS

Research Paradigm

The positivistic paradigm is to believe that real or true reality exists. In this study, the paradigm used is positivistic because there is a pattern of causal relationships between the variables to be studied. According to Eriyanto (2001), this is related to the effect of customer relationship management (CRM) programs on customer loyalty.

This study utilizes a quantitative methodology focused on analyzing numerical data through surveys and experiments, measuring and observing data, and testing theories using statistical analysis (Muslim, 2018).

Type of Research

This study is focused on explanatory research, with the goal of providing explanations for patterns observed in a sample and applying them to a larger population. It seeks to clarify the connections, variances, and impacts between different variables by testing hypotheses, it is also said to be explanatory, because this research has the credibility to measure, test, cause-and-effect relationships of two or more variables using statistical analysis (Muslim, 2018).

The choice of quantitative as an approach in this study is because with the data in the form of numbers, it will get objective, clear and definite results because it has a benchmark to determine whether the research results lead to a positive or negative level.

Population and Sample

Research Population

This research focuses on IndiHome users who are customers of PT Telkom Indonesia. This study will determine the population to determine the results of related data. The participants of this research consist of individuals who are active subscribers of IndiHome until 2024, with a total of 5,123 customers.

The study employs methods of sampling that are not based on probability. The specific technique utilized is Purposive Sampling. With sample criteria, namely customers who have an active status subscribing to IndiHome with a sample of 100 people using the Taro Yamane formula.

Formula:

$$\begin{aligned}n &= \frac{N}{1 + Nd^2} \\n &= \frac{5.123}{1 + 5.123.0.1^2} \\n &= \frac{5.123}{1 + 51,23} \\n &= \frac{5.123}{52,23} \\n &= \mathbf{98,08 \text{ (100)}}\end{aligned}$$

Description:

n = sample total

N = population total

Nd2 = precision (set at 10%)

Then the sample is 100 people.

Data Collection Technique

Primary Data

This data is obtained and processed by researchers through the object of research in distributing questionnaires to selected respondents based on the population and sample that has been determined. Respondents who were given questionnaires were active IndiHome customers and were confirmed to be sampled in this study. To give the research level of respondent answer data, a Likert scale is used, with the answer categories Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree (Girsang & Sutrisna, 2019).

Secondary Data

This data is obtained through references such as books, scientific articles, journals and websites related to the problem under study. The results of the data will be discussed with this research to find maximum results (Kumala & Salam, 2019). This research data processing technique uses computational calculations using the SPSS (Statistical Product and Service Solution) program.

Data Analysis Technique

Validity Test

The validity test measures how closely the collected data aligns with the actual data on the object being studied. Researchers assess the validity of an item by comparing its score with the total of all items. An item is considered valid if the correlation coefficient with the total item is 0.3 or higher. Conversely, an item is deemed invalid if the correlation value is below 0.3 (Sugiyono, 2016).

Table 1. Validity Level based on KMO Interpretation Value

KMO Value Range	Level of Variance Interpretation
0.90 – 1.00	Marvellous (very useful)
0.80 – 0.89	Meritorious (useful)
0.70 – 0.79	Middling (fairly useful)
0.60 – 0.69	Mediocre (average)
0.50 – 0.59	Miserable (not useful)
0.00 – 0.49	Unacceptable (not acceptable)

If the KMO value falls within the 0.5 to 1 range, it suggests that factor analysis can be conducted. Additionally, the Barlett Test of Sphericity is used to determine the true correlations between variables (Pujilestari et al., 2017).

Reliability Test

Reliability test is helpful in determining the reliability of the measuring device, ensuring that the measuring device is accurate and consistent upon repeated use.

Table 2. Reliability Level based on Cronbach's Alpha Value

Alpha Value Range	Level of Reliability
0.00 – 0.20	Less Reliable
>0.20 – 0.40	Slightly Reliable
>0.40 – 0.60	Moderately Reliable
>0.60 – 0.80	Reliable
>0.80 – 1.00	Highly Reliable

This research utilizes Cronbach's alpha to assess reliability, with a Cronbach's alpha value greater than 0.6 indicating a reliable and consistent questionnaire (Sujarweni, 2014).

Simple Linear Regression

According to Sugiyono, it states that multiple regression analysis is a method that helps forecast how the value of certain variables might change when other variables also change. When more than one independent variable is considered, it is known as multiple regression. A regression model, which is a mathematical representation, is used to describe the connection between these variables. The purpose of running multiple regression models is to ascertain if the variables being examined have a noteworthy impact. In this particular study, multiple linear regression analysis was conducted to establish whether the variables under investigation had a significant influence (Sugiyono, 2017).

RESULTS AND DISCUSSION

The study participants are individuals who currently have an active subscription to IndiHome services. What are the demographics of respondents when viewed from gender and age. Understanding the demographic information of the participants will provide insights into their characteristics. 100 questionnaires were distributed based on the previously outlined number of participants. Judging from the characteristics of gender with the male category, the percentage is 14% and the female category is 86%. The largest group of respondents in terms of age falls between 26 and 30 years old, comprising 41% of the total.

Respondent Data**Table 3. Gender**

Gender	Total
Female	86
Male	14

Table 4. Age

Age	Total
15-20 Years	9
21-25 Years	24
26-30 Years	41
31-35 Years	8
36-40 Years	11
>40 Years	7
Total	100

Data Analysis Test Results

Validity Test

Table 5. Validity Test Results

Item	Std deviations	Item	Std deviations	r table	Description
X1	0.444	Y1	0.562	0,202	Valid
X2	0.534	Y2	0.460		
X3	0.669	Y3	0.644		
X4	0.650	Y4	0.552		
X5	0.755	Y5	0.444		
X6	0.696	Y6	0.535		
X7	0.542	Y7	0.669		
X8	0.671	Y8	0.639		
X9	0.818	Y9	0.755		
X10	0.445	Y10	0.670		
X11	0.391	Y11	0.542		
X12	0.486	Y12	0.449		
X13	0.503	Y13	0.753		
X14	0.589	Y14	0.660		
X15	0.614				
X16	0.659				
X17	0.500				
X18	0.562				
X19	0.682				
X20	0.684				
X21	0.513				
X22	0.540				

The validity test serves as a measure to determine the credibility of a questionnaire. In this test, the r statistic is compared to the r table - if the r statistic is equal to or greater than the r table, the questionnaire is deemed valid. The r table value in this study is noted as 0.202. As the calculated r values for all statement variables are higher than the r table, all statements are considered valid.

Reliability Test

Table 6. Reliability Test Results

Variable	A	N	Description
Customer Relationship Management (X)	0,847	22	Reliable
Loyalty (Y)	0,845	14	Reliable

Apart from the validity test, a reliability test was also carried out on a sample of 100 respondents. Reliability test is a measure of the consistency of statement items in a study. If the reliability value is less than 0.6 then the value is unstable. From table 6, the reliability value in this study above 0.6 looks quite good and feasible with the results of calculations using SPSS so that it can be said that in this study, the dimensions of CRM and loyalty can be used as data collection tools to test assumptions.

Decriptive Analysis

Analysis of Mean Calculation (Average Value) The following is an analysis of the average value of indicators analyzed through the mean value, aiming to determine the highest and lowest values of each variable. The analysis is carried out in each separate indicator on each variable by referring to the class interval or opinion category as shown in the following graph:

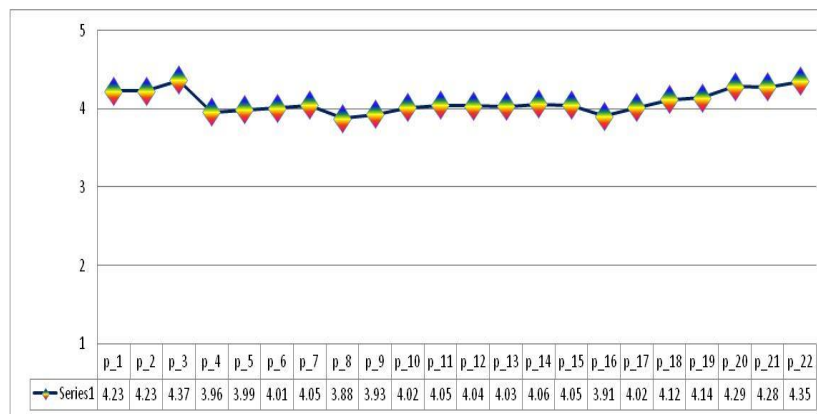


Figure 4. Customer Relationship Management (CRM) Continuum Line Graph

It is evident from the above graph that the overall average/ mean value of respondents' answers to variable X (Customer Relationship Management (CRM)) is between 3.88 to 4.37. From the graph above, it can be seen that the lowest value with a score of 3.88 is in indicator 8, namely PT Telkom Indonesia does not differentiate IndiHome customers based on the number of purchases. Then, the highest value with a score of 4.37 is in indicator 3, namely the Staff of PT Telkom Indonesia regularly provides IndiHome customers with information on promo product offers for the latest packages. When referring to the table above, the value is included in the 3-4 to 4-5 scale range or is in the positive to very positive category, so that through the mean test above, a generalization can be taken that respondents have a positive opinion of Customer Relationship Management (CRM), in other words Customer Relationship Management (CRM) is done well.

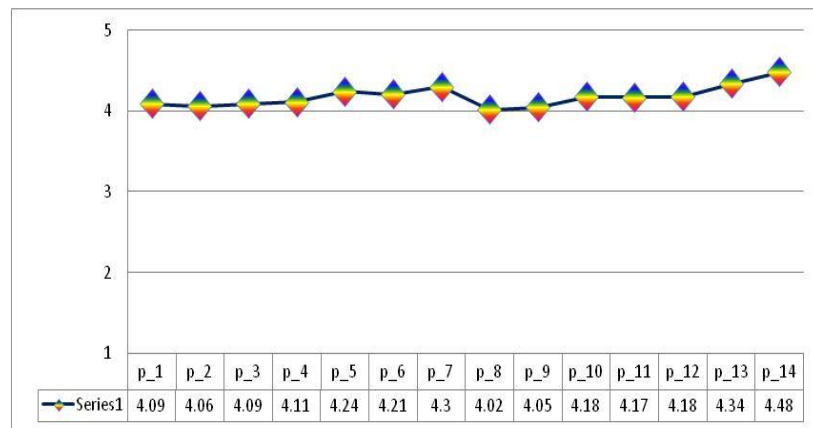


Figure 5. Customer Loyalty Continuum Line Graph

The chart indicates that the average responses from the participants for variable Y, which represents customer loyalty, fall between 4.02 and 4.48. From the graph above, it can be seen that the lowest value with a score of 4.02 is in indicator 8, namely the types of products purchased are varied, the highest value with a score of 4.48 is in indicator 14, namely inviting acquaintances to buy IndiHome products at PT Telkom Indonesia. When referring to the table above, the value is included in the 4 - 5 scale range or is in the positive to very positive category, so that through the mean test above, a generalization can be taken that customer loyalty to PT Telkom Indonesia has a good and positive opinion.

The F test is utilized to examine how variable X impacts variable Y in a research study. In this particular study, the F test was employed to ascertain the combined effect of the Customer Relationship Management (CRM) Program on customer loyalty at PT Telkom

Indonesia, Jakarta. The outcomes of the F test in this research are outlined in the table 7 below:

Table 7. F Test Results

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12463.932	1	12463.932	606.193	.000 ^a
	Residual	2014.978	98	20.561		
	Total	14478.910	99			

a. Predictors: (Constant), Customer Relationship Management (CRM)

b. Dependent Variable: Loyalitas Pelanggan

F test of the application of the influence of the Customer Relationship Management (CRM) program on customer loyalty of PT Telkom Indonesia, Jakarta. Based on the following steps:

a) Test Determination

Testing Criteria:

If Sig. > 0.05, then Ho is rejected

If Sig. < 0.05, then Ha is accepted

b) Decision Result

Based on the results in the ANOVA table, the following results are obtained:

Sig value. = 0,000

Due to the fact that the p value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there is a significant impact of the Customer Relationship Management (CRM) Program on the customer loyalty of PT Telkom Indonesia.

The F test results show a significant relationship between the independent variable (X) and the dependent variable (Y), with an F value of 606,193 and a probability level of 0.000. These results indicate that the Customer Relationship Management (CRM) program has a positive impact on customer loyalty at PT Telkom Indonesia according to the respondents' feedback.

Further examination will be conducted to determine the impact of PT Telkom Indonesia's Customer Relationship Management (CRM) program on customer loyalty by analyzing the R² or R square value.

The coefficient of determination (R^2) quantifies the extent to which the model can account for variations in the dependent variables. An R^2 value falls within the range of zero to one, with a low value indicating limited explanatory power of the dependent variables. Conversely, a value nearing one signifies that the independent variables offer nearly all the necessary information for predicting the variability in the dependent variable.

**Table 8. Determination Coefficient Test Results
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 ^a	.861	.859	4.53442

a. Predictors: (Constant), Customer Relationship Management (CRM)

Based on the table 8 above the summary model, it can be seen that the results of the R value or also the correlation coefficient, the R value or correlation coefficient between variable X Customer Relationship Management (CRM) on variable Y customer loyalty is 0.928 which means it has a very strong influence. While R square which is referred to as the coefficient of determination of the effect of Customer Relationship Management (CRM) can affect customer loyalty of PT Telkom Indonesia, and from the table above it can be read that the value of R square (R^2) is $0.861\% \times 100\% = 86.1\%$, which means that the percentage of influence of variable X1 (Customer Relationship Management (CRM)) on customer loyalty of PT Telkom Indonesia is 86.1%, while the remaining 13.9% (obtained from $100\% - 86.1\% = 13.9\%$) is influenced by other factors not examined in this study. And it can be seen that the value of R^2 (coefficient of determination) between the variable influence of the Customer Relationship Management (CRM) program on customer loyalty of PT Telkom Indonesia is 0.861.

Guidelines for Giving the Interpretation of the Correlation Coefficient

Table 9. Correlation Coefficient Interpretation Guide

Coefficient Interval	Relationship Level
0,00 – 0,199	Very low
0,20 – 0,399	Low
0,40 – 0,599	Medium
0,60 – 0,799	Strong
0,80 – 1,000	Very strong

Source: Sugiyono (2016)

The T test is implemented to examine if there is a notable impact of the independent variable on the dependent variable (specifically, the effect of Customer Relationship Management (CRM) on customer loyalty) can be observed through the Sig. value presented in the table 10 displayed.

Table 10. T Test Results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-46.893	4.930		-9.512	.000
Customer Relationship Management (CRM)	1.880	.076	.928	24.621	.000

a. Dependent Variable: Loyalitas Pelanggan

The first step of the t test is to determine the null hypothesis and alternative hypothesis as follows:

- a) Ho: There is no effect of the Customer Relationship Management (CRM) program on customer loyalty at PT Telkom Indonesia.
- b) Ha: There is an influence of the Customer Relationship Management (CRM) program on customer loyalty at PT Telkom Indonesia.
- c) Testing criteria

Hypotheses (Ha and H0) statistical model:

If Sig < 0.05, then Ho is rejected and Ha is accepted.

If Sig > 0.05, then Ha is rejected and Ho is accepted.

From the table above, it can be seen that the value of $T_{hitung} = 24.621$. And meanwhile, from the table of T statistical values with significance: 0.05 and degree of freedom 88 ($n-k$ or $100-2 = 98$), then the value of $T_{tabel} = 1.661$ can be obtained. Thus, the decision is $24.621 > 1.661$ or $T_{hitung} > T_{tabel}$. Because the value of $T_{hitung} > T_{tabel}$, it means that Ho is rejected and Ha is accepted. This means that there is an influence of the Customer Relationship Management (CRM) program on customer loyalty of PT Telkom Indonesia.

The regression equation formed between the two variables is:

$$\hat{Y} = a + b X.$$

Where:

Y: The dependent variable, in this case Y is customer loyalty

a: Constant value (Y value if $X = 0$)

b: Regression coefficient value (increase or decrease value)

X: Independent variable, in this case X is Customer Relationship Management (CRM)

Y If applied with the table above, there is a regression equation is Customer Relationship Management ($CRM = 46.893 + 1.880 \text{ customer loyalty}$).

CONSLUSION

According to the findings of the study and subsequent dialogue, it is evident that Customer Relationship Management (CRM) significantly impacts the customer loyalty levels of PT Telkom Indonesia. The implementation of Customer Relationship Management (CRM) at PT Telkom Indonesia is going well and has a positive value in the eyes of the respondents. PT Telkom Indonesia staff at the IndiHome Product unit always provide the latest information to IndiHome customers, in the form of promos, new products, and others so that customers feel the benefits. As well as providing recommendations to family, relatives and friends to buy IndiHome Telkom Indonesia products. Suggestions given to Telkom Indonesia should not differentiate IndiHome customers based on the number of purchases, must equalize regarding services and places, so that the relationship between the company and IndiHome customers is well maintained and in the future do not add too many new product variants, so that customers do not feel confused because of the many choices, it would be better if product spending is in accordance with their segmentation.

In order to further research in the field of communication science, it is recommended that you conduct deeper research on the influence of the Customer Relationship Management (CRM) Program on Customer Loyalty in order to gain broader and deeper knowledge. Not a few companies cannot succeed just because they do not realize the importance of building loyalty in the minds of consumers.

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