

ABSTRAK

Well Vira Dela Cita Bakti, Manajemen *Customer Relations* Kantor Pertanahan Kota Bandung.

Kantor Pertanahan Kota Bandung merupakan lembaga pemerintah dalam bidang urusan pertanahan dan tata ruang dibawah Kementerian ATR/BPN. Kurangnya kepercayaan masyarakat Kota Bandung dalam hal pelayanan pengurusan kelegalan tanah, menjadikan hal yang sangat diperhatikan oleh Kantor Pertanahana Kota Bandung, untuk mencapai pelayanan yang baik, dan juga hubungan yang harmonis antara lembaga dengan *customernya*, yaitu melalui proses manajemen *customer relations*.

Penelitian ini memiliki tujuan untuk mendeskripsikan proses manajemen *customer relations* melalui konsep *customer relationship management* di Kantor Pertanahan Kota Bandung, meliputi perencanaan (*planning*), *people*, dan proses (*process*) dalam upaya memberikan pelayanan yang terbaik kepada *customer*.

Konsep pada penelitian ini menggunakan konsep CRM (*Customer Relationship Management*) dengan paradigma konstruktivisme, dengan melalui pendekatan interpretif, metode penelitian deskriptif serta pengumpulan data melalui wawancara mendalam, observasi pasif, dan dokumentasi.

Hasil penelitian ini menunjukkan bahwa manajemen *customer relations* yang dilakukan oleh Kantor Pertanahan Kota Bandung telah dilakukan dalam tiga tahapan pada konsep CRM yaitu 1) perencanaan (*planning*) melalui *communicator image planning*, *front office image planning*, dan *institution image planning*, 2) *people* melalui dilaksanakannya kegiatan untuk meningkatkan hubungan pada internal lembaga serta adanya pembinaan dan pengembangan kapasitas SDM (Sumber Daya Manusia), dan terakhir 3) *process* meliputi pelaksanaan yang telah dilakukan yaitu pengaplikasian sikap dalam melayani (*handling complaint*), kualitas pelayanan, pemberian perhatian dan kedulian terhadap *customer*, serta adanya evaluasi untuk mengukur ketercapaian pelayanan yang diberikan kepada *customer*.

Berdasarkan pada hasil penelitian yang telah dilakukan oleh peneliti, dapat disimpulkan bahwa Kantor Pertanahan Kota Bandung telah melakukan manajemen *customer relations*, dengan menggunakan konsep CRM (*Customer Relationship Management*).

Kata kunci :

Manajemen *customer relations*, pelayanan publik, Kantor Pertanahan Kota Bandung

ABSTRACT

Well Vira Dela Cita Bakti, Management Customer Relations of the Land Office of Bandung City.

The Bandung City Land Office is a government agency in the field of land affairs and spatial planning under the Ministry of ATR/BPN. The lack of public trust in the City of Bandung in terms of land legal management services, is something that the Bandung City Land Office pays great attention to, to achieve good service, and also a harmonious relationship between the institution and customers, namely through the customer relations.

This study aims to describe the customer relations through the concept of customer relationship management at the Bandung City Land Office, including planning (planning), people, and processes (process) in an effort to provide the best service to customers.

The concept in this study uses the concept of CRM (Customer Relationship Management) with a constructivism paradigm, through an interpretive approach, descriptive research methods and data collection through in-depth interviews, passive observation, and documentation.

The results of this study indicate that customer relations carried out by the Bandung City Land Office has been carried out in three stages on the CRM concept, namely 1) planning through communicator image planning, front office image planning, and institutional image planning, 2) people through the implementation of activities to improve relations within the internal institution as well as the development and capacity development of HR (Human Resources), and lastly 3) process includes the implementation that has been carried out, namely the application of attitude in serving (handling complaints), quality of service, giving attention and care to customers, as well as evaluation to measure the achievement of services provided to customers.

Based on the results of research that has been done by researchers, it can be concluded that the Land Office of Bandung City has carried out customer relations, using the concept of CRM (Customer Relationship Management).

Keywords :

management Customer relations, public service, Bandung City Land Office