

Strategi Komunikasi Bisnis Dalam Meningkatkan Loyalitas Pelanggan Melalui *Customer Relationship Management* Pada Perusahaan *In Coach Asia*
(Business Communication Strategy in Increasing Customer Loyalty Through Customer Relationship Management at In Coach Asia Company.). Peni Arianita Wardani, S.E, M.Sc as a chief counsellor.

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ABSTRACT

This study aims to analyze business communication strategies in enhancing customer loyalty through the implementation of Customer Relationship Management (CRM) at In Coach Asia. A qualitative approach was employed, using data collection methods such as interviews, observation, and documentation. The research focuses on the strategic, operational, and analytical implementation of CRM. The results show that CRM has been gradually and comprehensively implemented at In Coach Asia. Strategically, the company fosters a customer-oriented work culture through internal training and the reinforcement of service values. Operationally, the use of digital technologies such as chatbots and social media has supported customer interactions, although limited staffing remains a challenge. On the analytical side, the company has begun to collect and process customer data to develop service strategies and programs tailored to customer needs. Despite challenges such as low brand awareness and an underdeveloped organizational structure, the company demonstrates a strong commitment to enhancing CRM effectiveness through employee competency development, optimization of digital platforms, and the expansion of customer loyalty programs. This study is expected to contribute to the development of customer-focused business communication strategies in the training and human resource development service sector.

Keywords: Business Communication Strategy, Customer Loyalty, Customer Relationship Management, In Coach Asia, Strategic CRM, Operational CRM, Analytical CRM.