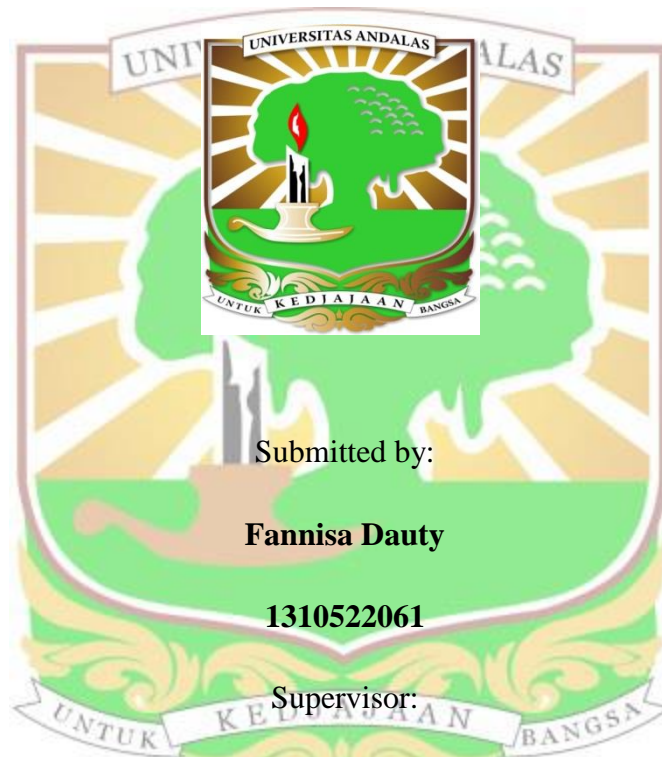


**THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ADOPTION
TOWARD ORGANIZATIONAL PERFORMANCE OF BUSINESS-TO-BUSINESS
MARKET
(THE STUDY OF BPJS EMPLOYMENT PADANG BRANCH)**

THESIS

Thesis is Submitted as Partial of the Requirement for a Bachelor Degree in Management
Department – Faculty of Economic



Submitted by:


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Supervisor:

Dr. Yulia Hendri Yeni, SE, MT.Ak

**BACHELOR DEGREE OF INTERNATIONAL MANAGEMENT
ECONOMICS FACULTY
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THE EFFECT OF CUSTOMER RELATIONSHIP MANAGEMENT ADOPTION TOWARD ORGANIZATIONAL PERFORMANCE OF BUSINESS-TO-BUSINESS MARKET (THE STUDY OF BPJS EMPLOYMENT PADANG BRANCH)

Bachelor Thesis By: Fannisa Dauty

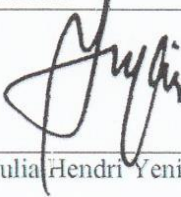
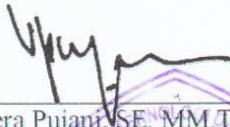
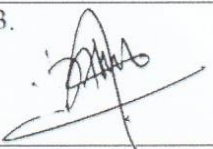
Supervisor: Dr. Yulia Hendri Yeni, SE, MT. Akt

ABSTRACT

The research has the purpose to find the effect of Customer Relationship Management (CRM) adoption toward both of customer satisfaction and organizational performance the study of BPJS Employment Padang Branch. The data obtained through questionnaire, and sample were drawn from 209 PIC (Person in Charge) from each companies that listed in BPJS Employment Padang Branch. The data analyzed by using SPSS 21.0 and SmartPLS 3.0. In this research there are three variables, those are CRM Adoption (have 3 dimensions of customer-centric management, CRM organization, and Operational CRM), Customer Satisfaction and Organizational Performance. The finding indicated that CRM Adoption significantly effect organizational performance, CRM adoption significantly effect customer satisfaction, and customer satisfaction significantly effect organizational performance. There is no intervening/mediation variable.

Keywords: CRM Adoption, Customer Satisfaction, Organizational Performance, CRM Business-to-business.

This thesis already examined and passed on January 13th, 2017. This abstract already approved by supervisor and examiners:

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