

ABSTRAK

DWI NURDIANTO 15210492 OPTIMALISASI *SERVICE MARKETING MIX* OLEH *CUSTOMER RELATIONS EXECUTIVE (CRE)* DALAM MEMPEROLEH KONSUMEN *REFINANCING* PT. FIFGROUP CABANG SURABAYA

Ada 2 persoalan yang hendak diakaji dalam skripsi ini, yaitu (1) Bagaimana Optimalisasi *Service Marketing Mix* oleh *Customer Relations Executive (CRE)* dalam Memperoleh Konsumen *Refinancing* PT. FIFGROUP Cabang Surabaya.(2) Media apa yang digunakan untuk Optimalisasi *Service Marketing Mix Customer Relations Executive (CRE)* dalam Memperoleh Konsumen *Refinancing* PT. FIFGROUP Cabang Surabaya.

Untuk mengungkap persoalan tersebut secara menyeluruh dan mendalam, metode yang digunakan adalah Kualitatif Deskriptif, sedangkan teknik pengumpulan data adalah wawancara dan observatif partisipatif. Sehingga bisa mengamati secara langsung. Jumlah informan ada 2 orang dari FIFGROUP.

Dari hasil penelitian ditemukan bahwa 4 temuan yang menyangkut Optimalisasi *Service Marketing Mix* oleh *Customer Relations Executive (CRE)* PT. FIFGROUP untuk memperoleh penjualan *Refinancing* secara efisien dan terus menerus agar setiap bulanya agar melebihi target yang telah ditetapkan perusahaan. Yakni (1) *One Stop Service* oleh *Customer Relations Executive (CRE)* (2) Optimalisasi *Repeat Order* Untuk Pelanggan Tetap (3) Memaksimalkan Promosi Untuk meningkatkan pelayanan CRE (4) Memberikan layanan terpadu dari CRE dengan Melebarkan Sayap Melalui Pengadaan Kios Di setiap Cabang. Sedangkan dalam hal Media yang digunakan terdapat 3 temuan menyangkut media yang digunakan CRE untuk menunjang perolehan penjualan *Refinancing*, yakni: (1) Media FINTECH (Finance Teknologi) melalui aplikasi MAUCASH (2) Penggunaan Ekosistem Digital FIFGROUP. (3) *SMS BLAST*.

Kata kunci : CRE, *REFINANCING*, FIFGROUP

ABSTRACT

DWI NURDIANTO 15210492 *Optimizing Service Marketing Mix by Customer Relations Executive (CRE) in Obtaining Consumer Refinancing of PT. FIFGROUP Surabaya Branch.*

There are 2 issues will be examined in this thesis, (1) How to Optimize Service Marketing Mix by Customer Relations Executive (CRE) in Obtaining Consumer Refinancing of PT. FIFGROUP Surabaya Branch (2) What media are used for Optimizing Service Marketing Mix Customer Relations Executive (CRE) in Obtaining Consumer Refinancing of PT. FIFGROUP Surabaya Branch.

To uncover the problem thoroughly and deeply, the method used is descriptive qualitative, while the data collection techniques are interviewing and participative observation. So you can observe directly. There are 2 informants from FIFGROUP.

From the results of the study, it was found that 4 findings concerning the Optimization of Service Marketing Mix by Customer Relations Executive (CRE) of PT. FIFGROUP to obtain sales of refinancing is very efficient and continuously so that each month to exceed the targets set by the company. Namely (1) One-Stop Service by Customer Relations Executives (CRE) (2) Optimizing Repeat Orders For Permanent Customers (3) Maximizing Promotions To improve CRE services (4) Providing integrated services of CRE by Expanding Wings Through Procurement of Kiosks in Each Branch. Whereas in the case of Media used there are 3 findings concerning the media used by CRE to support the acquisition of Refinancing sales, namely: (1) Media FINTECH (Finance Technology) through the MAUCASH application (2) Use of FIFGROUP Digital Ecosystems. (3) BLAST SMS.

Keywords: CRE, REFINANCING, FIFGROUP